

## DEMAND GROWS FOR NON-SURGICAL TREATMENTS AS INTEREST IN COSMETIC SURGERY SLOWS DOWN

### *Non-surgical nose jobs on the rise as fastest growing cosmetic treatment trend - up 29%*

- Non-surgical nose jobs most popular among women (85%) and those aged 18 to 24 (53%)
- Demand for cosmetic surgery procedures down by 10% in last year
- Decrease in traffic for surgical procedures overall, with breast implant demand down by 31%
- Interest in rhinoplasty remains high yet costs 10 times that of non-surgical nose job treatment

April 13<sup>th</sup> 2017: Brits have a nose for non-surgical treatments as demand has steadily increased, according to [WhatClinic.com](http://WhatClinic.com), while interest in cosmetic surgery procedures is down by 10% over the past year. Demand for non-surgical nose jobs in particular increased by 29% and is the fastest growing cosmetic trend of the last year, particularly among those aged 18 to 24.

Non-surgical nose job treatment involves injecting fillers to shape and alter the nose, smoothing bumps without using invasive surgery. Cosmetic nose surgery, or rhinoplasty, is still an appealing option for those seeking a more dramatic change such as Jennifer Grey of Dirty Dancing fame, as volume of interest remained higher than for non-surgical nose job treatment, with 20,426 visitors to the healthcare search engine site versus 18,388 in the past 12 months. However, interest in this surgical procedure dropped by 5% in the past year.

Rhinoplasty has an average price tag of £3,583, which is over 10 times the price of a more subtle non-surgical nose treatment which costs £339, on average. The percentage of women seeking non-surgical nose jobs was significantly higher at 85% compared to 75% of those looking for the surgical option.

Traffic for Non-Surgical Nose Job Treatment Versus Surgical Nose Job Procedure Listed on WhatClinic.com*				
	Traffic of visitors to WhatClinic, Past 12 months	Traffic Previous 12 months	Change in traffic over past year	Average starting price currently in UK**
<b>Non-Surgical Nose Job</b>	18,388	14,278	29%	£339
<b>Rhinoplasty</b>	20,426	21,600	-5%	£3,583

<b>All Non-Surgical Cosmetic Treatments</b>	596,088	581,969	2%	n/a
<b>All Surgical Cosmetic Procedures</b>	352,451	390,914	-10%	n/a

Dermal fillers topped the list of non-surgical treatments and are also on the rise as a fast growing trend, with traffic up 16% in the past year. The injectable fillers reduce fine lines and wrinkles by adding volume to areas of the face and lips. Traffic remained high for lip augmentation and spider vein treatment despite a decrease compared to the previous 12 months.

<b>Top Five Non-Surgical Cosmetic Treatments Listed on WhatClinic.com*</b>			
<b>Treatments</b>	Traffic of visitors to WhatClinic, Past 12 months	Traffic Previous 12 months	Change in traffic over past year
<b>Dermal Fillers</b>	83,322	71,702	16%
<b>Mole Removal</b>	53,118	53,053	0.12%
<b>Lip Augmentation</b>	85,295	95,122	-10%
<b>Non-Surgical Nose Job</b>	18,388	14,278	29%
<b>Spider Veins Treatment</b>	17,714	18,157	-2%

Demand is down for all top five surgical cosmetic procedures listed on WhatClinic.com, which is in keeping with the recent British Association of Aesthetic Plastic Surgeons (BAAPS) findings which found that the number of invasive cosmetic surgery procedures in 2016 was the lowest in almost a decade.<sup>1</sup> However, BAAPS members saw an increase in non-surgical treatments, showing that Brits are looking for more cost-effective, and less-invasive, aesthetic improvements.

Liposuction remained the most popular surgical cosmetic procedure over the past year, despite a decrease of 6% in traffic. Breast implants, at number three, experienced the highest volume of interest of the surgical procedures (36,609 visitors) but saw a huge decrease in traffic over the past 12 months, down by 31%.

Top Five Surgical Cosmetic Procedures Listed on WhatClinic.com*			
Procedures	Traffic of visitors to WhatClinic, Past 12 months	Traffic Previous 12 months	Change in traffic over past year
Liposuction	21,072	22,424	-6%
Tummy Tuck	16,316	16,345	-0.18%
Breast Implants	36,609	53,213	-31%
Rhinoplasty	20,426	21,600	-5%
Gynecomastia	11,541	11,930	-3%

Commenting on the data trends, **Phillip Boyle, Head of Consumer Matters for WhatClinic** said, “What we’re seeing on the site is an increase in demand for less invasive, non-surgical treatments that can help patients get the aesthetic change they’re looking for, without the cost or recovery time required of cosmetic surgery. Interest in surgical procedures is still very much there, but there are now more options for patients, especially for those who want to make minor improvements and subtle changes. With more options comes more choice and it’s important that patients read reviews, compare prices, and research medical experts in order to make the best, most informed decision for their treatment needs.”

-Ends-

#### Notes to editor:

\*This data is based on traffic of visitors to over 1,163 cosmetic surgery clinics and 4,602 medical aesthetics clinics in the UK listed on WhatClinic.com in the period 30.03-2016 - 30.03-2017, compared to 30.03-2015 - 30.03-2016.

\*\* Average prices are made from individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on WhatClinic.com, prices usually vary widely and clinics don’t always quote for the same version of a particular procedure.

#### References:

1. <http://baaps.org.uk/about-us/press-releases/2366-the-bust-boom-busts>

## **About WhatClinic.com:**

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. In 2015, over 15 million unique visitors came to the site to find, compare and book treatments across a wide range of elective medical treatment.