

'Brow lifts' revealed as Ireland's fastest growing cosmetic surgery trend

- **Eyebrow lifts revealed as number one surgical trend in 2015 with 440% increase in demand**
- **Eyelid surgery (blepharoplasty) comes in at number two with 188% increase in enquiries**
- **Enquiries for mini facelifts soar with 167% increase in the last year**
- **Average cost of butt implants now €5,367 in Ireland**
- **Breast implants are most popular cosmetic surgery procedure for second year in a row, with 40% increase in patient enquiries and average cost of €4,128**
- **Top five most popular surgical trends remain the same since 2014 and demand increased for all including rhinoplasty (up 125%); otoplasty (up 32%); and liposuction (up 65%)**

21st January, 2016: New research launched today has revealed that eye-surgeries were Ireland's top two fastest growing procedures in 2015*. High-profile celebrities such as the Kardashian-Jenner dynasty continue to drive cosmetic trends with increasing demand for treatments ranging from breast implants to nose jobs to butt lifts. The data from healthcare search engine WhatClinic.com, headquartered in Dublin, highlights the most popular surgical procedures of 2015.

Eyebrow lifts were the fastest growing surgical procedure of 2015, with a massive 440% increase in enquiries, despite a hefty price tag of €3,789, on average, in Ireland. Number two on the top trends list was eyelid surgery, medically known as blepharoplasty, which involves the removal of skin around the eye and adding or removing fat from eyelids. Demand for this procedure increased by 188% and costs €2,605, on average.

At number three on the list, mini facelift enquiries soared with a 167% increase over the past year and costs patients €3,083 on average. Butt lifts came in at number four with a 150% increase in enquiries, despite being the highest priced trend, at a cost of €5,367. Enquiries for breast reduction surgery soared ahead to be the fifth fastest growing trend for 2015, seeing a 138% increase in enquiries over the last 12 months, and has an average price of €5,244.

Despite the growing interest in breast reduction procedures, breast implants topped the list for the second year in a row as the most popular procedure of the year, with the largest number of enquiries to cosmetic clinics in Ireland. Enquiries increased by 40% since 2014 and the procedure currently costs €4,128, on average.

As the second most popular surgical procedure, enquiries for nose jobs – or rhinoplasty – increased by 125%, and this much-sought after procedure costs €3,154, on average. Demand for ear-shaping surgery, known as otoplasty, increased by almost a third (32%) and came in as number three on the list of most-popular cosmetic surgeries with an average price tag of €1,430.

Surgery to help with weight issues remains popular with tummy tucks and liposuction as fourth and fifth highest number of enquiries respectively. Enquiries for tummy tucks increased by 43% and costs €4,763. Liposuction enquiries increased by almost three thirds (65%) and costs €3,289, on average.

Mr John Curran, Consultant Plastic & Reconstructive Surgeon, Bon Secours Hospital Tralee, said: "My work can range from treating patients with skin cancer to breast reduction surgery to blepharoplasty (eyelid surgery) so each day is different. We have seen an increase in enquiries for neck and face lifts and blepharoplasty. We have also seen an increase in enquiries for less obvious surgeries such as fat grafting. This can be applied to the buttocks for buttock augmentation or, in tiny quantities, to the face where it can be used as a permanent alternative to filler injections. Interest in reshaping procedures such as breast reduction, mastopexy (breast lift) and abdominoplasty (tummy tuck) is also high.

"Many patients feel uncomfortable, embarrassed or upset about certain aspects of their bodies so these procedures can make really positive changes to their quality of life. It is very important that patients ensure their plastic surgeon is adequately trained by looking for the FRCS (Plast) qualification or for membership of the Irish Association of Plastic Surgeons (IAPS)."

The following table shows the top ten surgical procedure trends that have seen the **biggest increase** in enquiries from patients in Ireland in 2015:

Procedure	Increase in enquiries over past year	Average price Ireland
1. Brow Lift	440%	€3,789
2. Blepharoplasty	188%	€2,605
3. Mini Facelift	167%	€3,083
4. Butt Lift	150%	€5,367
5. Breast Reduction	138%	€5,244
6. Breast Lift	136%	€4,633
7. Rhinoplasty	125%	€3,154
8. Neck Lift	106%	€3,093
9. Nasal Tip Surgery	92%	€1,683
10. Gynecomastia	79%	€4,157

The following table shows the top ten most popular surgical procedures that have seen the **highest volume of enquiries** from patients in Ireland in 2015:

Procedure	Increase in enquiries over past year	Average price Ireland
1. Breast Implants	40%	€4,128
2. Rhinoplasty	125%	€3,154
3. Otoplasty	32%	€1,430
4. Tummy Tuck	43%	€4,763
5. Liposuction	65%	€3,289
6. Eyelid surgery	35%	€1,109
7. Breast Reduction	138%	€5,244
8. Full Abdominoplasty	33%	€4,700
9. Breast Lift	136%	€4,633
10. Labiaplasty	55%	€2,733

Commenting on the data trends, **Emily Ross, Director of WhatClinic.com**, said: “The cosmetic surgery industry continues to thrive and 2015 saw a massive increase in enquiries for procedures in Ireland, with brow lift as the stand out treatment of 2015.

“This is an industry that moves quickly and demand is high, but in some cases, so is the risk. That’s why it’s so important for patients to have realistic expectations, and to not be swayed by offers or deals. Sometimes it’s better to wait for the ‘latest’ thing to become tried and tested before you sign on the dotted line. Nothing is risk free, so start by researching the treatment. Reading reviews is a good way to start!”

-ENDS-

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Notes to Editors:

*This data is based on actual patient enquiries for cosmetic surgery procedures made by email to clinics in Ireland listed on WhatClinic.com, during the time range 15.12.2014 - 15.12.2015.

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.