

Irish Demand for ‘Vampire Facials’ Soars while ‘Lip Plumping’ Topped the List as Most Popular Treatment

- Ireland’s non-surgical cosmetic trends revealed as almost 12,000 enquiries were made to medical aesthetic clinics in R.O.I in 2015
- Platelet rich plasma fillers named the fastest growing trend with 180% increase in enquiries
- Lip augmentation or ‘plumping’ is the most popular non-surgical treatment of 2015 as demand more than doubled (up 101%)
- Thread lift treatment increased in demand by 144% despite a high average price tag of €1,092
- Enquiries for wrinkle treatment increased by 93%
- Demand for dermal fillers remains high with 86% increase in enquiries

February 2016: Interest in non-surgical cosmetic treatments in Ireland has soared and platelet rich plasma fillers – also known as *Vampire Facials* - paved the way with the highest increase in enquiries, according to new data from healthcare search engine WhatClinic.com. Demand for this fast growing facial trend - which rose to fame thanks to celebrity-fans Rupert Everett and Kim Kardashian - increased by a whopping 180% in 2015.

Thread lift treatment also increased in demand (up 144%) despite a high price tag of €1,092, on average, per session. The specialised treatment involves a soluble polydioxanone thread being inserted through the skin with a fine needle to tighten and firm the skin.

Enquiries for spider vein treatment increased by 103% since the previous year, and came in as the third fastest growing procedure, ahead of lip augmentation. Treatment for wrinkles saw a 93% increase in enquiries, and costs €310, on average.

Lip augmentation was the most popular non-surgical treatment of 2015, based on the volume of enquiries to WhatClinic.com, and demand more than doubled (up 101%) since 2014 with an average price tag of €310.

As the second most popular treatment, dermal fillers remain highly sought after and enquiries increased by 86%, with an average price tag of €323. Enquiries for mole removal increased by 42% and the treatment costs €119, on average.

Demand for tattoo removal, required recently by Colin Farrell and Victoria Beckham, increased by 28% since last year, and those looking to get rid of their etching can expect to pay €58 on average in Ireland per treatment - with many tattoos requiring three to five sessions for removal. Enquiries for scar removal increased significantly by 69% to be the fifth most popular treatment and costs €139, on average, per session.

The below table shows the top ten non-surgical cosmetic treatments in Ireland that saw the highest volume of enquiries to WhatClinic.com in 2015:

Table 1: Top ten non-surgical cosmetic treatments in Ireland that saw the highest volume of enquiries in 2015:		
Procedure	Increase in enquiries over past year	Average price Ireland
1. Lip Augmentation	101%	€310
2. Dermal Fillers	86%	€323
3. Mole Removal	42%	€119
4. Tattoo Removal	28%	€58
5. Scar Removal	69%	€139
6. Spider Veins Treatment	103%	€88
7. Facial Thread Veins Treatment	29%	€189
8. Treatment for Wrinkles	93%	€237
9. Sclerotherapy	89%	€159
10. Excessive Sweating Treatment	36%	€508

The below table shows the top ten non-surgical cosmetic treatments in Ireland that saw the biggest increase in enquiries to WhatClinic.com in 2015:

Table 2: Top ten non-surgical cosmetic treatments in Ireland that saw the biggest increase in enquiries in 2015		
Procedure	Increase in enquiries over past year	Average price Ireland
1. Platelet Rich Plasma Filler	180%	€394
2. Thread Lift	144%	€1,092
3. Spider Veins Treatment	103%	€88
4. Lip Augmentation	101%	€310
5. Treatment for Wrinkles	93%	€237
6. Sclerotherapy	89%	€159
7. Dermal Fillers	86%	€323
8. Scar Removal	69%	€139
9. Mole Removal	42%	€119
10. Varicose Veins Treatment	39%	€85

Commenting on the data trends, **Emily Ross, Director** of **WhatClinic.com**, said: "Here in Ireland, the medical aesthetic market grew by 44% last year. It's interesting to see the plasma facial growing in popularity - however this is big growth for a relatively small number of people. Lip augmentation is not only the most popular treatment by far, it's also doubled in popularity over the past year. There is definitely a 'less is more' trend when it comes to lip augmentation. Patients don't want to change the overall size of the lip, but to correct small smoker's lines, or to restore a little fullness.

"It's remarkable to see how celebrities influence trends - Kim Kardashian kicked off the vampire facial craze, and the Kardashian and Jenner clan have also sparked a lot of interest in lip treatments. Whatever your inspiration, it's crucial that you chose your practitioner carefully. There are lots of high profile

examples of lip fillers gone wrong (Melanie Griffith and Leslie Ash to name two). It seems that poor choices are easily made.

“Our advice is to know exactly what product is being used, inform yourself of the risks and figure out how competent your practitioner is. Always make sure to: 1) Ask your practitioner if in doubt and look for informed and detailed answers; 2) Inform yourself about the risks with specific products and treatments; 3) Read patient reviews!”

-ENDS-

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Notes to Editors:

*A total of 11,976 enquiries were made to medical aesthetic clinics (excluding plastic surgery clinics) during the time range 15.12.2014 - 15.12.2015, by phone and email combined.

The data in table 1 is based on 6,092 actual patient enquiries for non-surgical cosmetic procedures made by email only through the website WhatClinic.com during the same time period.

Note that table 2 figures are simply a percentage increase and that original enquiry figures can be low as well as high.

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.