

‘PLUCKY’ PATIENTS PAY FOR BUSHIER BROWS

- **Over-plucked brows now a cause for regret with enquiries for eyebrow treatments up 127% in just 12 months**
- **Surgical eyebrow transplants rise by 54%;**
- **Eyebrow tattoos increase by 64%**

Friday 25 October 2013 - Model-of-the-moment Cara Delevingne has brought big, bushy brows to the top of the beauty agenda, with demand for eyebrow enhancement treatments more than doubling (up 127%) in the past 12 months, according to patient information site WhatClinic.com.

Those who chased the once on-trend pencil-thin arch or perfectly threaded brow appear to be regretting it now. Over-plucking can permanently damage hair growth and many have no choice but to seek drastic help in the form of eyebrow tattoos or even costly surgical transplants to repair the damage.

And indeed, enquiries for eyebrow transplant surgery have risen by more than half (54%) in the past year. For this procedure, a highly-skilled surgeon – using a version of the surgical technique used to restore Wayne Rooney’s hairline – takes individual follicle ‘units’ and transplants them into the eyebrow. But costing as much as £3,500 it’s a high price to pay for a thicker brow.

Eyebrow tattoos, often sold as ‘semi-permanent makeup’ have also risen in popularity – with demand up by almost two thirds (64%) since last year. The average price for this procedure is around £300 but, as the tattoos fades over time, patients will require colour ‘top-ups’ every 12 to 18 months for life to prevent orange eyebrows!

A cheaper alternative, the High Definition (HD) brow treatment, has been made popular by celebs such as Kim Kardashian and Megan Fox. It involves a combination of tinting, waxing, tweezing, clipping, threading and finishing products. This process is about cultivating the brows to grow into the right shape and can take several attempts, particularly if brows have been over-plucked. The average price is £29, but this treatment can cost double that in some clinics.

Caelen King, CEO of WhatClinic.com, comments: “Trends come and go. Pamela Anderson’s thin, arched eyebrows were popular in the Nineties, while today models like Cara Delevingne are making bushier brows popular again. It’s important to remember that with advances in cosmetic techniques, many beauty treatments have long term effects, often lasting longer than the trend itself.

“Eyebrow transplants, when done by a qualified, experienced surgeon can make a real difference to those who have lost natural looking eyebrows due to accident or trauma. However, it is a lot of money to pay just to follow a trend, which may very well end next year.

“Eyebrow tattoos are a lifelong commitment, though they will fade over time so, instead of following trends, follow your common sense. And if you do choose to have one of these treatments, make sure your practitioner is qualified, experienced and that you know what to expect after the treatment, not just this year, but years from now.”

– ENDS –

Notes to Editors

See table attached for eyebrow trends through the decades

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally, and helps one million patients every single month find and compare the right clinic for the treatment they want. The site lists over 34,000 clinics in the UK. WhatClinic.com’s mission is to give the patient, as an empowered consumer, access all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by entrepreneur Caelen King, and is in operation in over 100 countries.