

THINKING OF HAVING A CHERYL COLE ROSE BUM TATTOO? LIVE TO REGRET IT AND REMOVAL WILL COST YOU £12,000

- **Rapper Lil Wayne would have to spend £105k and 173 hours to get rid of all his tattoos**
- **David Beckham would have to spend £38k and 71 hours to be ink-free**
- **One Direction's Harry Styles would need to fork out £11k to remove his tattoos**
- **68% increase in Brits enquiring about tattoo removal in the past year**

Friday 20 September 2013 – If you're thinking of copying Cheryl Cole and having a rose bum tattoo, bear in mind that it could cost £12,000 and 20 hours of laser sessions to have Cole's latest inking removed, according to new research carried out by private healthcare search engine WhatClinic.com.

WhatClinic.com has analysed the body art of 10 of the most tattooed celebrities and worked out how much it would cost to have it all removed. The research shows that, should they ever regret their decision to go under the needle, these celebs could end up paying tens of thousands of pounds to be tattoo free.

Top of the league table of inked-up celebrities is U.S. rapper Lil Wayne, who would need more than 500 sessions totaling 173 hours with a tattoo-removal specialist to erase all his artwork - at a mind-boggling cost of almost £105,000. That's enough to buy a top-of-the-range Porsche or double the average deposit on a property put down by a first-time buyer in the UK last year.

David Beckham's body is not just a temple, it is also adorned with tattoos from top to bottom, meaning a staggering bill of almost £40,000 - and the equivalent of 48 football matches in time under the needle - to be tattoo free again. And One Direction star Harry Styles may be just 19-years-old, but he's already an avid lover of body artwork. And the cost to have them removed? Almost £11,000.

While the colossal cost may not be eye-watering for celebrities, for the millions of Brits who have and love tattoos, wiping the slate clean is likely to put a strain on their finances and in many cases may be unaffordable.

Figures from WhatClinic.com reveal there has been a 68% increase in the number of people enquiring about tattoo removal in the past 12 months alone, with the cost of removing a small, black and white tattoo starting at £400. That fits with market research showing that significant numbers of people end up regretting their tattoos – a recent poll by Harris Research showed that almost a fifth (19%) of Britons with tattoos regretted having them done.

The following table, based on average costs provided by three tattoo-removal specialists, estimates how many laser sessions and total cost for some of the most famous tattooed celebrities to have all their tattoos removed:

Celebrity	Number of sittings required	Total number of hours	Total cost
Lil Wayne	520	173	£104,720
David Beckham	212	71	£37,920
Jodie Marsh	218	73	£30,820
Cheryl Cole	104	35	£14,740
Zayn Malik	140	47	£13,500
Rihanna	218	73	£13,120
Harry Styles	182	61	£10,940
Sarah Harding	57	19	£7,660
Tulisa	66	22	£5,480
Cara Delevigne	56	19	£4,480

Wayne Tatzapa, founder of tattoo removal specialist, Discardead, comments: “Despite tattoo removal being an exact science there are many variables that can determine the number of sessions required to remove all trace of the tattoo.

“The time needed to remove a tattoo varies according to the individual, as do the chances of wiping out any trace of it. Skin type, the tattoo’s location and colour, scarring and the degree of density all make a difference.

“Many people don’t realise that removing tattoos can take months or even years, because laser sessions should be at least six weeks to three months apart to get the best results and minimise the risk of scarring and other side effects.”

Caelen King, CEO of WhatClinic.com, comments: “People decide to have tattoos removed for a number of reasons. Maybe they are starting a new job where visible tattoos would be inappropriate, or perhaps they had a tattoo with a partner and are no longer with that person. It could simply be that they had the tattoos when they were in their teens or early 20s and now they are older they have decided they would like to be tattoo free.

“Although having a tattoo removed is the last thing anyone will be thinking about when they actually get one, it is worth asking the tattooist about factors that would make removal more difficult like colour, position and size. That way, if they ever decide in the future that they want to have any tattoos removed, the process should be easier and less expensive.”

– ENDS –

Notes to Editors

Each sitting was allocated a time of 20 minutes

For more information contact:

Emily Ross

Director of Communications | WhatClinic.com

T: [+ 353 1 485 3068](tel:+35314853068) | M: [+ 353 86 0452115](tel:+353860452115) | eross@whatclinic.com

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, 11,000 of these are dental clinics. 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.