

Harley Medical Group booked out for what was dubbed - beauty jab week

THE HARLEY MEDICAL GROUP®

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Released on: July 8, 2008, 8:19 am

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Industry: [Healthcare](#)

Press Release Summary: The Harley Medical Group report increased bookings prior to the WAG wedding of the year in June of Coleen McLoughlin and Wayne Rooney



Press Release Body: **The Harley Medical Group**, which has 19 clinics around the country and is celebrating its 25th anniversary this year, has revealed its Manchester clinic was completely booked up for seven days for cosmetic surgery treatments in what was dubbed **"Manchester beauty jab week" or "WAG week"**.

The Manchester clinic saw bookings increase by 40% during the three months leading up to **'WAG Week'**. The clinic is less than a half an hour drive from the Cheshire heartlands of **"WAG World"** namely Alderly Edge, Wilmslow and Knutsford, where many of the nations WAGs are located. **The Harley Medical Group's** Chester clinic also

saw a similar increase in bookings of 30% in the weeks before beauty jab week.

The Harley Medical Group, which has hundreds of specially trained [cosmetic surgery](#) nurses and doctors in the UK, drafted in medical staff from its Birmingham and Harley Street clinic in London to cope with the rush of **WAG week**.

Clinic Manager, nurse Magdalena Seketa, said, *"It's crazy. The phones started going about two months ago with women booking in for line removing and lip boosting treatments."*

She stated, "Cosmetic surgery treatments such as Dermal fillers are best administered at least ten days to two weeks before a major event to ensure maximum effect. Botox, for instance, takes five to ten days, varying person to person, to really kick in and banish the lines for wedding or party pictures."

The boom came at a time when the **WAG World** was preparing itself for the wedding of the year, with Coleen McLoughlin marrying her childhood sweetheart, Wayne Rooney. The location of the wedding was kept secret and only a few family members were present at the ceremony at a 17th Century palace in the resort of Santa Margherita Ligure.

According to **The Harley Medical Group**, the most popular WAG treatments are:

[Botox](#) - reduces frown lines between the eyes and across the brow. Reduced amounts of the botulism toxin are now often administered to create a more natural effect, a treatment dubbed "Baby Botox".

Fillers for Lips - designed for reshaping lip contours, increasing volume and rehydrating the lips.

Aesthera PPx - known as the seven minute facial, it's a light based skin polisher that diminishes sun spots, pigmentation, acne, brown spots, freckles and thread veins.

[Medical Microdermabrasion](#) - this treatment removes the top layer of dead skin cells instantly refreshing the skin. The affects can be seen from the next day.

Laser Hair Removal -this results in silky smooth skin for up to six weeks between treatments, with best results from the following day.

The Harley Medical Group Director, Liz Dale, concluded, *"Looking through the bookings register, it's not just the WAGs booking in for treatments, the lads are making sure they will be putting in their best appearance as well."*

- Ends -

Notes to Editor:
The Harley Medical Group has been established for over 25 years and is one of the most highly-regarded Cosmetic Surgery Groups operating in the UK. In 2004, **The Harley Medical Group's Chairman, Mel Braham**, at the request of the Department of Health became a member of the department's Steering Committee, set up to oversee the introduction of new regulations covering the entire Cosmetic Surgery sector. All of **The Harley Medical Group's** clinics are registered with the Healthcare Commission. There are now 19 clinics (20 by June '08) in the UK and Ireland: London (Harley Street, Wimbledon, The City, Watford & Chiswick) Marlow, Birmingham, Leeds, Brighton, Bristol, Manchester, Newcastle, Chester, Nottingham, Southampton, Cardiff, Chelmsford, Dublin and Belfast.

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