## Harley Medical Group Reveals Latest Cosmetic Surgery Trends

THE HARLEY MEDICAL GROUP®

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Press Release Summary: Harley Medical Group has revealed interesting new trends amongst its patients of how they're using cosmetic surgery

Press Release Body: **Harley Medical Group**, a leading UK cosmetic surgery group, has noticed new trends among its patients regarding their use of cosmetic surgery, liposuction in particular.



New information from **Harley Medical Group** has shown that while <u>liposuction</u> was traditionally used on the stomach, more and more patients are requesting the surgery in other problem areas. These areas include fatty deposits above the knee known as knee saddles, cankles, where the calf meets the ankle, fat deposits on the back along the bra line and the area under the arms, commonly referred to as bingo wings.

**The Harley Medical Group** has also noticed a surge in bookings for other cosmetic procedures, namely Botox. Recent reports from the US have suggested that women are binging on Botox. Whereas Hollywood starlets would once opt for a more natural youthful look they are now in danger of

looking suspiciously crease free to the point where their faces can look frozen.

According to several reports, Hollywood casting agents are leading the way in a Botox backlash. At The Harley Medical Group, surgeons strongly recommend that patients opt for smaller doses of Botox to prevent this 'startled look' and have been advised to refrain from treating people who are considered to be undertaking a superfluous number of treatments. **The Harley Medical Group** has noticed a surge in bookings for Botox treatments but, predominantly, the UKs men and women are opting for 'Baby Botox', a lighter variation of the administration of the treatment.

**The Baby Botox** procedure is when only very tiny amounts of the toxin are administered, resulting in a subtle and more natural effect. **Baby Botox** is increasingly popular as a preventative measure against wrinkles so it's especially popular with women in their mid to late 20s as well as among older women looking for a subtle anti aging effect.

About The Harley Medical Group: The Harley Medical Group has been established for over 25 years and is currently 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.

To date, The Harley Medical Group has performed over 350,000 treatments and will open its 25th clinic this year.

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