## The Harley Medical Group Reports Rise In Laser Hair Removal

THE HARLEY MEDICAL GROUP®

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With Valentine's Day just around the corner, The Harley Medical Group has seen an increase in bookings for laser hair removal on the bikini line. The Harley Medical Group, has identified an annual spike in enquires around this time of year as women prepare for the romantic night. The treatment usually requires six to eight courses of laser treatments.

Laser hair removal is proven to permanently remove hair so, unlike with waxing, regrowth is not an issue.

Lisa Littlehales, clinic manager for The Harley Medical Group, said: £The real benefit with opting for laser hair removal is that you won't have to worry about regrowth and unhygienic ingrown hairs, which can easily become infected as a result of shaving. To keep the female area smooth is a really low maintenance look, which is particularly good for time-limited women who don't have hours to put into an intense grooming regime but who want a long-term solution to staying fuzz free."



Laser hair removal, which has seen an increase of 15% year on year to date, is the most popular non-surgical procedure at The Harley Medical Group's 27 UK clinics. The Harley Medical Group uses the Alexandrite

(Class 4) laser designed to work on lighter skin, the YAG laser for darker skin and the Isolaz which can be used on all types of skin. All lasers penetrate deep into the dermis and as the heat builds up the hair follicles are disabled in the active growth phase, enabling effective hair removal.

All consultations at The Harley Medical Group are carried out by a fully qualified cosmetic surgery nurse counsellor followed shortly thereafter by a fully qualified and registered Plastic Surgeons. The Harley Medical Group has been established for more than 26 years and has 27 clinics in the UK and the Republic Ireland.

About The Harley Medical Group The Harley Medical Group is the UK's largest cosmetic surgery provider, performing more procedures and with more clinics than any other cosmetic surgery provider. It has been established for more than 26 years and is one of the most highly-regarded cosmetic surgery groups operating in the UK. It has treated more than 450,000 patients to date including popular procedures such as laser hair removal and breast enlargement.

The Harley Medical Group works tirelessly to maintain the highest standards in the industry for the benefits all plastic surgery and non surgical patients. We are currently at the forefront of the campaign to ensure that the government continues to regulate the use of certain laser types used in cosmetic surgery and non surgical treatments so that patients are protected from rogue practitioners.

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