

New Harley Street TV Drama Launches as Harley Medical Group Booms

THE HARLEY MEDICAL GROUP®

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Press Release Summary: The Harley Medical Group reports business is booming as ITV launches a major new six-part medical drama - Harley Street



Press Release Body: As '**Harley Street**', a major new six-part medical drama begins airing on ITV, the real-life **Harley Street** is reporting that business is currently booming following a 35% increase in growth according to **The Harley Medical Group**, the UK's largest cosmetic surgery provider.

The new medical drama, **Harley Street**, features a general practice based in the medical Mecca of London's **Harley Street** and is packed full of drama, intrigue, medicine and romance. The show features the adventures of three doctors including a renowned cosmetic surgeon called **Dr Ekkow Obiang**.

Staff at [The Harley Medical Group](#), which opened its first clinic at number six Harley Street 25 years ago and now employs over 200 people, is delighted that the show is set in Harley Street and highlights the great work the doctors and nurses do in this famous street.

Liz Dale, Director at The Harley Medical Group, said: "The launch of this new series shows what a high level of interest there is around the medical and [cosmetic surgery](#) industry as a whole and **Harley Street** in particular. More and more people

are having surgery and research has shown that even though only 4% of the population have had surgery, 44% would be open to having it*. We've seen huge growth across all our 22 clinics nationwide for both men and women." **The Harley Medical Group** currently receives over 150,000 enquiries per year.

According to the latest figures from **The Harley Medical Group** for [cosmetic surgery for women](#), the top five fastest growing procedures are:

- 59% Abdominoplasty
- 40% Breast Augmentations
- 27% Rhinoplasty
- 24% Blepharoplasty
- 9% Liposuction

While the list of the fastest growing [cosmetic surgery for men](#) shows:

- 51% Botox
- 40% Dermal Fillers
- 26% Laser Hair Removal

*Mintel Data

- Ends -

About The Harley Medical Group
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 18 clinics (20 by February '08) in the UK and Ireland: London (Harley Street, Wimbledon, The City & Watford) Marlow, Birmingham, Leeds, Brighton, Bristol, Manchester, Newcastle, Chester, Nottingham, Southampton, Cardiff, Chelmsford, Dublin and Belfast.

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