

The Harley Medical Group reveals Newcastle is top of the ops

THE HARLEY MEDICAL GROUP®

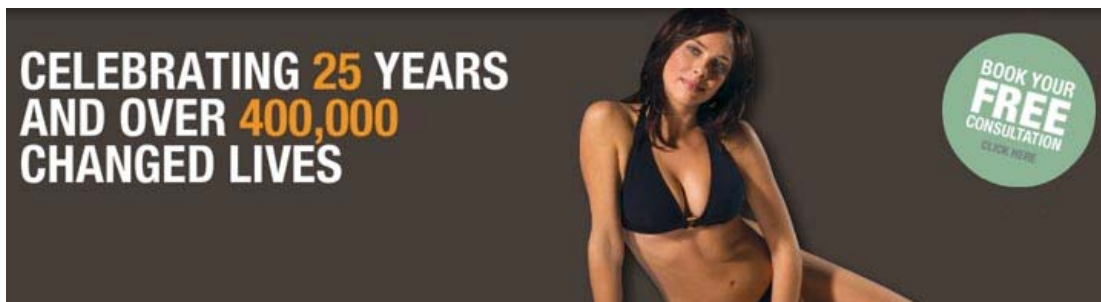
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Press Release Summary: The Harley Medical Group announce postcodes predict UK surgery preferences



Press Release Body: Following a data crunch of 400,000 postcodes of cosmetic surgery patients, **The Harley Medical Group**, the UK's largest cosmetic surgery company, has revealed the UK's cosmetic surgical capital. Newcastle has been officially announced the top of the ops of the UK - with more cosmetic surgery procedures and treatments per capita than any other UK city.

Unsurprisingly, London came in second place with looks conscious Essex folk from Chelmsford coming in third place in the UK's Cosmetic Surgery Postcode Charts, produced by **The Harley Medical Group**.

Other cosmetic surgery hot spots were Bristol, Southampton, Cardiff and Manchester. Top procedures for each cosmetic surgery postcode

were also identified with [Breast Augmentation](#) popular in Bristol as well as Newcastle, while London claimed the title of Botox Capital of The UK.

Liz Dale, Director at The Harley Medical Group said: *"We started the data crunch in order to identify the best locations to open our next five clinics and the data team started to see very strong cosmetic surgery postcode trends appear - with patients happily travelling up to three hours to their nearest clinic. Postcodes can now be seen as a clear indicator as to how likely someone is to have cosmetic surgery, and even where there is an increased likelihood towards certain procedures."*

The results also revealed the further North a patient lives, the bigger the cup size, as patients in Newcastle, Manchester and Leeds, as well as Cardiff and Bristol on average 47% more likely to have a Breast Augmentation than any other region. London is officially The Botox Capital, with Londoners 71% more likely to opt for the wrinkle removing jab and the City clinic using 200% more vials of the Botox toxin than any other clinic. In the south coast town of Brighton, non surgical [Laser Hair Removal](#) is the order of the day especially amongst the clinic's male patients, who account for 43% of the treatments.

In Birmingham and Bristol more tonnes of fat are removed by [Liposuction](#) than the rest of the country. Brummies are also 60% more likely to opt for the eye bag removal op - Blepharoplasty. The Irish are losing inches thanks to [tummy tucks](#) and breast reduction surgeries with residents in Belfast being 35% and 72% respectively more likely to have these ops than any other region. Those living in Nottingham are 52% more likely to go under the knife for the perfect nose.

Chester residents, home to many WAGs, are most likely to opt for top to toe packages. They're 38% more likely to have a Face Lift. They also buy two thirds more packages of non surgical treatments including the Y-lift - a combination of Botox and Fillers - an alternative to a Face Lift.

Newcastle Clinic manager, Anne Newby added: *"We've seen patient numbers increase by 27% since last year as the demand across both surgical and non surgical treatments increases. Whilst*

Breast Augmentation is the most popular op, patients, aren't necessarily increasing cup size dramatically - a C cup is the norm."

- Ends -

Notes to Editor:

Data does not include Scotland

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. Established for over 25 years, The Harley Medical Group is one of the most highly-regarded Cosmetic Surgery Groups operating in the UK, conducting over 400,000 procedures to date.

All of The Harley Medical Group's clinics are registered with the Healthcare Commission. There are now 23 clinics in the UK and Ireland: London (Harley Street, Wimbledon, The City, Chiswick, Finchley & Watford), Marlow, Birmingham, Leeds, Brighton, Bristol, Manchester, Newcastle, Chester, Nottingham, Southampton, Cardiff, Chelmsford, Dublin, Northampton, Cambridge, Maidstone and Belfast.

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