

# The Harley Medical Group reports silver surgery boom

THE HARLEY MEDICAL GROUP®

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Released on: November 17, 2008, 11:18 am

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Industry: [Healthcare](#)

## **Press Release Summary: The Harley Medical Group reports, bookings for surgery amongst 45-65 year olds booms thanks to multiple marriages**

Press Release Body: According to **The Harley Medical Group**, the UK's biggest cosmetic surgery provider, bookings for surgery amongst 45-65 year olds doubled in 2008. When explaining why they'd opted for 'silver surgery', patients from **The Harley Medical Group's** 23 UK clinics cited second marriages as their main motivation.

**Liz Dale, Director of [The Harley Medical Group](#)**, commented: *"Many patients have thought about surgery for a long time and when they come out of a long-term relationship it can be part of their start afresh strategy. [Cosmetic surgery](#) helps give our patients renewed confidence as they embark on new relationships and second marriages. We also see many patients using [Botox](#) to help keep their appearance fresh when they have a younger partner."*

With second marriages now accounting for one in three marriages in the UK, a desire to look their best walking up the aisle the second-time round is



encouraging patients to book in for procedures to dilute the ravages of time. Popular pre-nuptial procedures with middle-aged women include Blepharoplasty, Brow Lift, Breast Uplift, Botox and [Face Lift](#). Top ops for men include Rhinoplasty and Otoplasty, which are often chosen to alter a feature they've long been unhappy with.

Liz Dale continued: *"It's not only the demand for cosmetic surgery that's changing, it's also the perceptions associated with it. Twenty years ago the majority of our patients wouldn't tell anyone about their surgery; it would be a complete secret. Now the majority are happy to share the details of surgery with their families and friends."*

- ENDS -

Notes to Editor:  
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 over 25 years and is one of the most highly-regarded Cosmetic Surgery Groups operating in the UK. It has conducted over 400,000 procedures to date.

The Harley Medical Group is renowned for introducing and pioneering most new surgical and non surgical techniques to the UK and Irish markets, such as Aesthera PPx, Laser Hair Removal, Cool Touch Laser, Silk Touch Laser, Collagen for lines and wrinkles, Laser for snoring, Tumescant Liposuction, LPG cellulite treatment etc. All new treatments and techniques are first thoroughly researched and tested before they are submitted for approval by the Group's Medical Advisory Committee, as being suitable for application by the Group's fully trained and specialized Plastic Surgeons, Doctors and Treatment Nurses.

**Web Site:** <http://www.harleymedical.co.uk/>

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