

The Harley Medical Group Announce Their Top Of The Ops 2009

THE HARLEY MEDICAL GROUP®

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Figures released by The Harley Medical Group, the UK's largest cosmetic surgery provider, reveals the non-surgical cosmetic surgery market has seen continued growth in 2009, with dermal fillers and chemical peels driving the increase by 26% and 306% respectively.

2009 also saw a continued rise in the number of male patients (up 5%), who now account for 18% of all patients seen, with 'Boytox' (male Botox) and 'Sweatox' (anti-sweat Botox), both driving the growth. The latter part of the year saw the City clinic bounce back when banker bonuses returned to the agenda, with a 24% month on month sales increase in September alone.

Breast augmentations, which remain top of the ops at The Harley Medical Group, are the third most common type of post-natal procedure with mums making up 60% of patients. Post-baby surgery now accounts for 90% of abdominoplasty (tummy tuck) operations. The second most popular procedure with mothers is the mastopexy or [Breast Uplift](#), with post-baby surgery accounting for an estimated 75% of all Breast Uplifts.

The cosmetic surgery industry as a whole has seen growth in 2009 and Mel Braham, Chairman at The Harley Medical Group stated he expects the Group's cosmetic surgery and non-surgical treatment market to grow up to a further 20% in 2010 and committed to continuing the groups ambitious expansion plans with new 8 new clinics to open their doors shortly.

Jeremy Baker, Consumer Analyst at ESCP Europe business school, said, "I would predict continued market growth in the cosmetic surgery industry for at least the next five years. There's a huge emphasis on grooming in popular culture and the job market is tough - people need to be younger, fitter, and better and this is reflected in the maintenance of personal appearance. Men have now caught up with the times and don't want to be left behind so I'm sure we'll see big increases in this sector in particular."

Liz Dale, Director at The Harley Medical Group, commented, "Non-surgical procedures, which saw big growth last year, have continued to be a strong area for us and now account for 32% of all our business, with product sales up 26%. The increase has been galvanised by the launch of the Obagi Blue chemical peel and of our online shop, which we'll be extending in 2010 to include own range products to respond to consumer demand for inexpensive, effective beauty solutions.

Liz Dale continued: "The surgical side of the business is also continuing to grow. While breast augmentations remain the most popular surgical procedure, rhinoplasties are closing the gap in second. Face and neck lifts, which had been static for much of 2009, were up 17% in November."

Regional trends show that non surgical has driven growth in the London area with peels growing 395% year-on-year at the Harley Street clinic and 609% in the City Clinic - these clinics along with the other London clinics have seen a non surgical boom with [Botox](#) and fillers also extremely popular treatments.

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 over 25 years and is one of the most highly-regarded Cosmetic Surgery Groups operating in the UK. It has treated over 450,000 patients to date.

The Harley Medical Group works to maintain the highest standards in the industry for the benefit of all [plastic surgery](#) and non surgical patients. The group is 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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