

Mums Opt For Boob Ops

THE HARLEY MEDICAL GROUP®

Released on: March 31, 2011, 10:20 am
Author: **The Harley Medical Group**
Industry: [Healthcare](#)

The Harley Medical Group reports boom in post-baby breast surgery

The Harley Medical Group, the UK's leading cosmetic surgery provider, has reported a rise in mums booking surgical treatments post-pregnancy to help them combat the effects of pregnancy. The most popular treatment amongst new mums is [breast augmentation](#), with bookings up 31% year-on-year.

The Group, which treats thousands of women a year across their 31 clinics, has seen more new mothers turning to surgical options to help regain shape and body confidence following pregnancy. [Liposuction](#) is also popular, up 27% year-on-year, and [tummy tuck](#) bookings are also up 15% year-on-year.

Comments Lisa Littlehales, specialist nurse counsellor at The Harley Medical Group: "Many mothers find their breasts change after giving birth – often they notice a decrease in size or difference in shape following pregnancy and breast feeding. This can affect confidence and self-esteem. Lots of women are realising the surgical options available to them – breast augmentation helps mothers regain the shape and fullness of the breast, helping them feel more feminine again."



Marco Moraci, surgeon at The Harley Medical Group, said: "Breast surgery is the most popular procedure amongst women, particularly new mums. The operation takes around an hour and a half, and patients are required to wear a supportive bra for the three months following. Prior to the surgery, we'll help the patient choose the right size implant for their shape to ensure they achieve the look they desire."

The procedure consists of a small incision being made in the crease of the underside of the breast, the armpit or lower edge of the areola. Once the incision is made, a pocket will be created for the implant to lie in. This may be either beneath the muscle or beneath the breast tissue.

Says, Michelle Denney who had a breast augmentation at The Harley Medical Group:

"After my pregnancy it became obvious that my breasts weren't going to return to the shape and size they were before I fell pregnant. I decided to have surgery at The Harley Medical Group as my breasts were affecting my confidence and I longed to find a shape which worked for my new post-baby body. I am thrilled with the results and I haven't looked back".

For further information please visit www.harleymedical.co.uk

[ENDS]

NOTES TO EDITORS:

The Harley Medical Group is the UK and Ireland's largest cosmetic surgery provider, performing more procedures and with more clinics than any other cosmetic surgery group. It has been established since 1983 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 tirelessly to maintain the highest standards in the industry for the benefits all cosmetic 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.

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 Care Quality Commission. There are now 31 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, Belfast, Reading, Sheffield, Liverpool, Bromley, Glasgow, Cheltenham, Leicester and Guildford.

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, and Silk Touch Lasers, 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 Board.

PRESS ENQUIRIES:

Imogen Fry or Monique Cockerill

Rain Communications UK - 020 7828 0118

or Imogen.fry@raincommunications.co.uk /

Monique.cockerill@raincommunications.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)