

The Baby Boom Generation In Ireland Opts For Top Of The Ops In Cosmetic Surgery For 2011

THE HARLEY MEDICAL GROUP®

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With the average age of new mums now in their early 30s, The Harley Medical Group reports that post-baby surgery accounted for the most popular procedures at its Dublin Clinic in 2011. Post-baby surgery now accounts for 80% of abdominoplasty ([tummy tuck](#)) operations. The second most popular procedure with mothers is the mastopexy ([Breast Uplift](#)), with post-baby surgery accounting for an estimated 70% of all Breast Uplifts. [Liposuction](#) is now the second most performed surgical procedure for women, which has moved from third place this time last year with a 12% growth year on year.

Speaking about this trend, Liz Dale, of The Harley Medical Group, said: "The increased birth rate in Ireland over the past few years, coupled with the fact that the mums tend to be older these days (and many have more disposable income) means that once they have had their children, they are keen to get a little help in getting back to pre-baby shape.

"In the region of 80% of all our top three procedures in these areas are for women who cite wanting to get back their figures once they have had their children. Despite the economic climate we still find that people are willing to spend money on themselves and their confidence."

Findings from patient data and enquiries reveal increase in demand as follows over the past 12 months:

The Harley Medical Group's Top Procedures for Women in 2011:

1. Breast Augmentation (from €6110)
2. Liposuction (from €3730)
3. Abdominoplasty (from €7740)

For more information on The Harley Medical Group and the treatments they offer, or to organise a consultation, please call 1850 24 24 42 or visit online at www.theharleymedicalgroup.ie

NOTES TO EDITORS:

The Harley Medical Group is Ireland's leading cosmetic surgery provider, providing excellence in cosmetic surgery to Irish patients since 1999. It has been established for over 25 years and is one of the most highly-regarded Cosmetic Surgery Groups operating in Ireland and 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. We are 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 Healthcare Commission. There are now 30 clinics in the UK and Ireland: London (Harley Street, Wimbledon, The City, Chiswick, Finchley & Watford), Marlow, Birmingham, Leeds, Leicester, Brighton, Bristol, Bromley, Manchester, Newcastle, Chester, Nottingham, Southampton, Cardiff, Chelmsford, Cheltenham, Dublin, Northampton, Cambridge, Maidstone, Belfast, Reading, Liverpool, Glasgow and Sheffield.

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.

For further press information, case study or spokesperson interviews please contact:

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