

Huge rise in Brits seeking the anonymity of online enquiries for sensitive body issues

- **Enquiries for vaginal surgery in UK increase by 152%**
- **Stretch mark removal procedures experience 137% increase in enquiries**
- **Male breast reduction enquiries up by 156% and costs £3,510, on average, in UK**
- **Brits' enquiries for bad breath treatment increase by 66%**
- **Enquiries from Brits to overseas clinics for Labiaplasty have increased by 109%**

Monday 5th October, 2015: New research has revealed a significant increase in online enquiries for cosmetic procedures which treat sensitive body issues, according to private healthcare search engine WhatClinic.com. The most common sensitive procedure that Brits seek treatment for is Labiaplasty – which reduces the size of the folds around the vagina – and enquiries to UK clinics increased by 152%* in the past year, with an average cost of £2,572.

Smoothing and improving skin issues was found to be an important priority, particularly for women, as Stretch Mark Removal procedures saw an increase of 137% - the vast majority being female enquiries (90%). While often hidden under clothing, stretch marks are very common after pregnancy or significant weight loss¹. Brits looking for this procedure should expect to pay £172 per session, on average, in UK clinics.

WhatClinic.com's list of common procedures shows Wart Removal to be number three on the list, and UK clinics have seen an increase of 128% in enquiries. Clearing out the colon is also in high demand as Colonic Irrigation enquiries have increased by 98%, and those wishing to cleanse will pay £87, on average, for this treatment in UK clinics. More than two thirds (70%) of enquiries recorded were from women, with just 30% from men.

Enquiries for Gynecomastia surgery - a common condition which affects men's breasts and can be caused by puberty, hormonal imbalances, or obesity² - experienced a sharp increase of 156%. Male breast reduction procedures cost £3,510 in the UK and those aged 25 to 34** were the highest group to enquire - accounting for more than half (52%).

Laser Vaginal Rejuvenation - which restores the muscle tone and tightens the supportive structures of the vagina - enquiries increased by 166% in the past year. The average price for this procedure in UK clinics is £2,774, although prices can vary from clinic to clinic.

Enquiries for other sensitive health issues saw a massive increase for procedures to treat Excessive Sweating (93%), Toenail Fungus (125%) and Haemorrhoids (130%) in UK clinics. Beating bad breath rounds off the Brits' top ten, with a 66% increase in enquiries for this treatment.

WhatClinic.com's global price comparison report highlighted the variations in price for these types of treatment overseas. Medical tourism enquiries from Brits to overseas clinics for Labiaplasty have increased by 109% in the past year, and the procedure costs £1,739 less in Poland than in the UK.

Brits also seek Gynecomastia and Laser Vaginal Rejuvenation procedures abroad with respectively 46% and 27% of enquiries for these treatments made to clinics overseas in the past year, and Poland is the hotspot for both procedures. Men can save up to £2,501, on average, for breast reduction surgery in Poland, while a Laser Vaginal Rejuvenation costs £2,303 less compared to the average price in UK clinics.

Overall, the data trends reveal a 133% increase in enquiries for the combined top ten list as there were 11,984 online enquiries*** to UK clinics listed on WhatClinic.com during the past 12 months compared to 5,152 enquiries for the same procedures during the previous year.

Top ten most common procedures for sensitive body issues:

(Based on volume of enquiries to UK clinics listed on WhatClinic.com in the past year)

	Procedure	Increase in enquiries to UK clinics	Average price UK
1.	Labiaplasty	152%	£2,572
2.	Stretch Marks Removal	137%	£172
3.	Wart Removal	128%	£103

4.	Gynecomastia	156%	£3,510
5.	Colonic Irrigation	98%	£87
6.	Excessive Sweating Treatment	93%	£406
7.	Toenail Fungus Treatment	125%	£214
8.	Haemorrhoids Treatment	130%	£213
9.	Laser Vaginal Rejuvenation	166%	£2,774
10.	Bad Breath Treatment	66%	£77

Commenting on the findings, **Emily Ross, Director, WhatClinic.com** said: “*Sometimes people put off seeking treatment because they feel embarrassed, or because they believe that their concern is too trivial. But if something is bothering you, and impacting on your quality of life, there are affordable experts on hand to listen and give you advice, no matter what your concern is. Small things can sometimes be indicators for a bigger problem - so it's important to address health issues before they get worse.*

“Medical professionals understand your concerns and are there to help. It's important to find a professional you feel comfortable talking to, so reading patient reviews can be very useful. Not only to find the right clinic, but to recognise that you are not alone,” she concluded.

-Ends-

Notes to editors:

*This data is based on actual patient enquiries made to UK clinics and to clinics in Poland listed on WhatClinic.com, during the time range 01.09.2014 to 01.09.2015, compared to the period 01.09.2013 to 01.09.2014.

**Age and gender data is based on sample traffic to WhatClinic.com landing pages in the past 12 months.

***Phone enquiries not included in this figure.

References:

1. <http://www.nhs.uk/Conditions/Stretch-marks/Pages/Introduction.aspx>
2. <http://www.nhs.uk/chq/Pages/885.aspx?CategoryID=61>

About WhatClinic.com:

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. Since its launch, over 60 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatment.