

THE SUMMER HANGOVER: SURGE IN ENQUIRIES FOR SUN DAMAGE

- Mole assessment enquiries more than double (103%) in September
- Skin cancer screening enquiries up by a third (33%)
- Dermatology clinics see a 29% rise in enquiries following the summer months; dermatologist consultations up 59%
- Increase in searches for pigmentation treatment more than doubles (124%) in past two years
- Laser skin resurfacing enquiries up 40% despite a hefty £678 price tag

Monday 20 October 2014 – Britons' tan lines may have long since faded after one of the hottest summers on record, but an increasing number of us are worried that the sun may have caused lasting damage, according to new research from private healthcare search engine, WhatClinic.com.

Its figures reveal that enquiries for mole assessments more than doubled (103%) in the six-week period following summer holidays^[1]. Mole assessment is the process of carefully examining all moles on the body and identifying any that look suspicious for further examination.

Skin cancer screening enquiries rose by a third (33%) in the same period, while dermatology clinics also saw a rise in enquiries across the board of nearly a third (29%). Interest in specialist dermatologist consultations increased by 59% - with a one-on-one session costing an average of £89.

Laser skin resurfacing, which tops the charts as the most expensive treatment, at a whopping £678 on average, also saw enquiry levels rise by 40%. The pricey treatment

is an effective way of treating age spots, brown sun spots and pigmentation. It also evens skin tones and lines and wrinkles, as a result of sun exposure.

The greatest driver of enquiries is pigmentation of the skin – a common problem that occurs over time as a result of sun damage. The number of people seeking treatment for skin pigmentation has increased by 124% in the past two years.

Corrective treatment – which can take several months – evens skin tone and lessens the appearance of sun damage although it may return if patients continue to expose themselves.

The table below shows the top sun damage treatments and the increase in enquiries in the weeks following summer, compared to the July/August period:

Treatment	Increase in enquiries	Average price
Mole Assessment	103%	£121
Dermatologist Consultation	59%	£89
Laser Skin Resurfacing	40%	£678
Skin Cancer Screening	33%	£129
Dermatology Clinics	29%	n/a
IPL Skin Rejuvenation	22%	£173

Emily Ross, director of WhatClinic.com, comments: “Sunshine might be free, but long term damage has a greater cost. After a fabulous summer, this spike in damage repair comes as no surprise. There are literally hundreds of treatments on offer to repair the signs of ageing – but the important thing to remember is that the sun does more than just age you.

“Malignant melanoma is the fifth most common cancer in the UK, so skin screenings and mole checks are essential for all the family if you notice anything out of the ordinary, especially after the wonderful weather.”

Alicia Trenchard, aesthetic practitioner at [CosmeDocs](#), comments: “Collagen fibres in the skin are damaged by UV rays - losing elasticity and resulting in wrinkling and a crepey appearance. It is easy to tell if someone has had years of sun exposure in a hot climate, as the skin texture is usually more leathery.

“The primary effect of strong, or prolonged, sun exposure is the stimulation of melanin which can be distributed in a patchy fashion, for skin types not programmed to tolerate a lot of UV rays.

“If you have suffered the ageing affects of sun damage, there are a range of treatments available to combat them, such as IPL, laser treatments and chemical peels. However, to prevent sun damage from occurring, make sure to use a high SPF sunscreen and try to cover up when in extremely hot weather.”

– ENDS –

Notes to Editors

1) WhatClinic.com measured the enquiries for the top treatments for skin damage in the period September 1st to October 5th 2014 compared to July 28th to August 31st 2014.

For more information contact:

Lara Bunston, Rhizome PR | 020 7297 3166 | lara@rhizomepr.com

About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally. In 2013 15.7 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.