

## Britons set to spend £1billion on cosmetic surgery

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Botox is an increasingly popular option in the UK

Image-conscious Britons are spending more than ever on being nipped, tucked and pumped with Botox, a report has found.

The number of cosmetic operations and treatments has risen by 92 per cent in just two years, and is set to break the £1billion barrier next year, according to market analysts Mintel.

The non-invasive treatments of Botox and collagen wrinkle fillers have seen the biggest rise in popularity because they are viewed as less risky and require repeat top-ups, the report said.

A total of 577,000 cosmetic operations and treatments were carried out in Britain this year, of which 472,000 were non-surgical. This compares with just 300,000 in 2005 of which 230,000 were non-surgical.

Mintel senior cosmetics analyst Alexandra Richmond said: "Today, the British perception of beauty is based on airbrushed images of models and photos of surgically enhanced celebrities, both young and old.

"For many the natural look simply can't compete and leaves them feeling inadequate."

Surgical procedures still make up the bulk of spending on cosmetic treatments at £604million this year compared to non-surgical at £302million.

Facial enhancements, such as facelifts, and breast surgery are the two most popular surgical procedures. Body re-shaping which includes liposuction, tummy tucks, arm reduction surgery and buttock lifts account for the rest of the surgery.

The most popular surgical procedure for men was the nose job, while women opted most often for breast enlargements, the report found.