

Botox is more important than paying the bills

Submitted by: Media Jems

Monday, 2 February 2009

Cash-stricken patients are taking extreme measures to ensure they can continue with their beauty treatments and may even be avoiding paying bills so they can fund their treatment, according to leading non-surgical cosmetic clinic, Riverbanks.

Following a surge in demand for Botox treatments at the Harpenden clinic, Dr Jain, Medical Director at Riverbanks reveals that many of his patients are adamant that the credit crunch will not impact on their beauty regime and are prepared to make sacrifices in others areas of their lives instead.

“Demand for Botox at the moment is rising and just last week, one patient told me she’d be prepared to give up anything except her Botox treatments. It would seem that many people are considering this once ‘luxury’ spend as an essential part of their lives and one which they don’t intend on giving up just because the country is in recession”, says Dr Jain.

Despite the rippling impact of reduced spending on the High Street, a shifting trend for continued spend in areas once considered as a ‘luxury’ has been mirrored in the travel industry, where a recent survey revealed that 65% were prepared to sacrifice spending in other areas to ensure that they could keep their annual holiday. Dr Jain believes that people are simply choosing place a higher value on things which boost their morale and keep their spirits up.

“The economy is all doom and gloom and people just want to do things which make them feel good. People do have less money to spend on cosmetic treatments than in the past, but with prices for Botox at Riverbanks starting at just £200, patients are seeing this as a worthwhile spend compared to say, yet another shopping spree or a month’s worth of nights out on the town”, says Dr Jain.

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Editors Notes

Riverbanks Clinic is one of the UK’s leading clinics for non-surgical cosmetic and dermatological treatments. Formerly the Luton Skin Clinic, the prestigious Riverbanks Clinic helps men and women to turn back the clock, with the help of the very latest safe, non-surgical, highly effective anti-aging skin treatments. The clinic also specialises in treating skin problems such as acne and Roseacea.

The most popular treatments offered by Riverbanks Clinic include Botox, Dermal Fillers, Sculptra, Smartlipo, Smartxide DOT Laser and Accent Radiofrequency. Approximately a third of bookings at Riverbanks Clinic are for Botox treatments and fillers, and the clinic has experienced at 54% growth in revenue from these treatments since 2007. Botox treatments at Riverbanks start from as little as £200.

For more information visit www.riverbanksclinic.co.uk

Dr Ravi Jain is available for press interviews, articles and features. For further details, hi-res images or to arrange an interview with Dr Jain, please contact Jenna Gould on 01603 283 503 or email

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