

# The Harley Medical Group reports Botox boom

Submitted by: pr-sending-enterprises

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The Harley Medical Group, the UK's largest cosmetic surgery provider, has reported an increase in professional men aged 25-30 years, having Botox across its 26 clinics, with men accounting for 20% of all Botox patients. 'Boytox' is increasingly being used as a preventative treatment by men who want to stay fresh-faced, despite living hectic lifestyles. Botox is now the second most popular non-surgical treatment with men At The Harley Medical Group.

Dr Nick Milojevic, Botox

(<http://www.harleymedical.co.uk/non-surgical-solutions/non-surgical-solutions-for-men/>) doctor at The Harley Medical Group (<http://www.harleymedical.co.uk/>), said: "Young men in the City have been spending a lot of time frowning over the last year and we're seeing the fallout. Men coming into the clinics are telling us that they want to stay looking wrinkle-free despite their demanding lifestyles. Many of my younger patients opt for 'Baby Botox', a lighter variation of the treatment that uses extremely low doses of the toxin, giving a subtle and natural effect."

Botox injections (<http://www.harleymedical.co.uk/non-surgical-solutions/line--and--wrinkle-treatments/>) are also increasingly used to treat hyperhidrosis (excessive sweating) to prevent the embarrassment of slippery handshakes, underarm sweat patches and dripping brows. Botox injections freeze sweat glands to stop perspiration in the palms of the hands, soles of the feet, underarm and chest areas.

In 2008 The Harley Medical Group also saw an overall increase of 6% year on year in Botox treatments (<http://www.harleymedical.co.uk/non-surgical-solutions/>).

The group's Chairman, Mel Braham, advised that all patients ensure that their non-surgical treatment is carried out by a qualified professional. All patients at The Harley Medical Group, which has been established for over 25 years, undergo an initial consultation with a fully qualified Cosmetic Surgery Nurse Counsellor.

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NOTES TO EDITORS:

About The Harley Medical Group

The Harley Medical Group is the UK's largest cosmetic surgery provider, performing more procedures and with more clinics than any other cosmetic surgery provider. It has been established for over 25 years and is one of the most highly-regarded Cosmetic Surgery Groups operating in the UK. It has treated over 435,000 patients to date.

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.

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