

# SurgiCare reveals increasing interest in Macrolane procedures

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Surgicare, one of the leading cosmetic surgery providers in the UK, has revealed a growing interest by Brits in its Macrolane procedures.

March 2009 saw the highest number of enquiries and consultations about Macrolane since Surgicare began offering the service in April the previous year.

Macrolane is a non-surgical procedure that can help with breast reshaping or breast enlargement (<http://www.surgicare.co.uk/cosmetic-surgery/breast-enlargement.aspx>). The procedure consists of an injection and generally takes less than two hours to complete, with no need for an overnight stay. The results of Macrolane (<http://www.surgicare.co.uk/cosmetic-treatments/non-surgical-breast-enlargement.aspx>) are instantaneous and can last for up to 18 months.

The number of enquiries in March rose by 111% on the previous month's figure and 78% on the previous record - held jointly by January this year and September 2008. Consultations were also at an all time high - 60% up on February's figures - and in keeping with the year's average of a consultation for slightly more than every six enquiries.

Online searches for the procedure have also seen a huge boost since they were introduced in early 2007, peaking around March this year.

Mark Bury, chief executive officer of SurgiCare, said: "This recent rise in interest of cosmetic treatments (<http://www.surgicare.co.uk/cosmetic-treatments.aspx>), particularly the non-surgical procedures such as Macrolane, shows that despite the harsh economic times the public are still keen to look their best.

"Using Macrolane gives a quick boost to a woman's appearance and is ideal to help boost someone's confidence. It can be particularly useful for someone after childbirth, or after significant weight loss, who is looking to restore lost volume from their breasts or for someone who just wants to enhance their natural shape."

Macrolane uses a smooth, non-animal based hyaluronic gel to help enhance breasts and leaves no visible scarring. Men can also benefit from Macrolane's body shaping treatments by enhancing and refining body shape giving natural looking contours to the chest, as well as other areas including the buttocks and calves.

About SurgiCare

SurgiCare is one of the largest and most respected cosmetic surgery (<http://www.surgicare.co.uk/cosmetic-surgery.aspx>) networks in the UK. SurgiCare was established more than 16 years ago by a leading professor of surgery, now its medical director, who also chairs its in-house Medical Advisory Committee.

As one of the leading UK specialists in cosmetic treatments, SurgiCare has the experience, latest therapies and the caring, professional staff to enhance a patients self-confidence by improving appearances. SurgiCare prides itself on providing an unrivalled aftercare service with all surgeons registered on the General Medical Council Specialist Register, to ensure every patient receives the best possible standard in care and results.

SurgiCare has helped more than 20,000 patients fulfill their dreams of looking and feeling their best. SurgiCare also specialise in weight loss surgery with a unique 24 month support programme and lifetime aftercare.

For further information contact:

Mark Bury  
SurgiCare Limited  
Parkway House  
Palatine Road  
Northenden  
Manchester  
M22 4DB  
0800 046 1000  
[www.surgicare.co.uk](http://www.surgicare.co.uk)