

The Harley Medical Group Finds Arlene Effect Spurs Enquiries By Women Over 55

THE HARLEY MEDICAL GROUP®

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The Harley Medical Group has released figures showing the number of enquiries by women aged 55+ is up 9% year-on-year with non-surgical rejuvenation treatments most in demand by this group. The uplift is partly thought to be driven by increased competition in the workplace, which was cited as the second most common reason for treatment, after wanting to 'look as young as they feel'.



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The demand for non-surgical rejuvenation procedures at The Harley Medical Group is up 14% over the previous year as the so-called 'Arlene effect', where older women are replaced in a professional role by a younger woman, is playing out across the country. Female patients at the UK's biggest [cosmetic surgery](#) provider are telling medical staff they feel under pressure to keep looking their best in order to stay on top of the professional ladder.

The silver surgery market is now the fastest growing consumer audience at The Harley Medical Group for injectibles, to treat under-eye tear troughs and facial lines and wrinkles.

Liz Dale, Director, The Harley Medical Group, said, "It's interesting to see that pressure in the workplace is a key driver for women of more advanced years, given the current high level of competition for jobs. Women over 55 have really boosted our non-surgical market, which now accounts for 29% of our total revenue."

A 57 year old worker at one of the UK's top five advertising agencies, said, "Advertising is a young person's industry and I became aware I was missing out on

key promotions to younger colleagues because of my age. I felt my competency was partly measured by my looks and I was being judged as 'over the hill' by both male and female associates when my face began to reflect my age.

"I opted for [Botox](#) and fillers to lift, plump and smooth the skin on my face. My role is client facing and my face is one of the tools of my trade. I did feel cosmetic treatments were a necessary step and it hasn't gone unnoticed how much fresher and younger I look."

Brenda Scott, 63, took the more radical option of having Blepharoplasty surgery (eye-bag removal) at The Harley Medical Group. She commented, "I don't think surgery is the right solution for everyone but there is certainly more pressure on women to stay looking their best. You just have to look on TV to see there are two rules - one for men and another for women.

- ENDS -

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, [Tumescent 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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