

BOOTYLICIOUS BRITAIN: BUTT LIFTS ON THE RISE

- Clinics swamped with enquiries for butt implants - up 484% in past two years
- Enquiries for butt lifts double (115%) in just 12 months
- Turkey becomes new hotspot for cut-price butt lifts, up 145% in past year
- Infamous Kim Kardashian 'belfie' photo prompts enquiries for butt lifts to rise 136%
- Traffic for butt reduction drops as Brits follow the trend for bigger booty

Monday 9 June 2014 – Football fans aren't the only ones with their eye on Brazil this summer, with enquiries for the coveted 'Brazilian butt lift' doubling (115%) in the past 12 months, according to new research by private healthcare search engine WhatClinic.com. The operation, also known as buttock augmentation, might give you a serious lift but it comes with a hefty price tag of around £4,229.

Enquiries for butt implants have risen by 484% in the past two years, and involves silicon implants – similar to breast implants – being inserted into each buttock to give a fuller, rounder posterior. This procedure doesn't come cheap either, with the average cost in the UK £4,296.

It's been only weeks since Kim Kardashian-West sauntered down the aisle with that infamous derriere holding centre stage but it was her holiday 'belfie' that really got us talking about her curves. With pictures of her bikini belfie making almost every paper and magazine, is it a coincidence that in the same month enquiries for butt lifts rose by 136% and butt implants increased by 53%?

Central and Eastern Europe have proven major hotspots for buttock surgery, as patients travelling to these destinations will pay roughly half what they would in the UK. Turkey has seen the most enquiries for butt lifts, implants and reductions, followed by Poland and the Czech Republic. With short flights and cheap airfares it's not surprising that so many Brits are looking overseas for these procedures. In Turkey, a butt lift will cost an average £2,118 – a whopping saving of £2,111 compared to the UK, while butt implants cost £2,393, a saving of £1,903. Poland is the cheapest destination for butt lifts at £2,103 and the Czech Republic for butt implants at £2,117.

The table below shows some of the top celebrity bottom moments:

| Infamous celebrity bottoms |
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| Pippa Middleton at the Royal wedding |
| Rihanna's see through dress at the Council of Fashion Designers of America Awards |
| Kylie Minogue in gold hotpants |
| Cheryl Cole's bottom tattoo |
| Kim Kardashian's boat selfie in Thailand |
| J-Lo's controversial performance on Britain's Got Talent |
| Matthew McConaughey on a surf board |
| Beyonce and Jay Z's performance at the Grammy Awards |
| Rafael Nadal modelling for Emporio Armani underwear |
| Jessica Ennis at the Olympics |

Caelen King, CEO of [WhatClinic.com](https://www.whatclinic.com), comments: “We are certainly seeing a remarkable increase in traffic and enquiries for this treatment. It's a trend that has grown considerably over the past two years. But don't forget that trends can change fast and while it makes a great headline - butt augmentation is serious surgery, which carry real health risks. Any non-essential surgery should be given careful consideration. Do your research, read reviews and make sure your bum is in the hands of an expert!

Dr Massimiliano Marcellino, cosmetic surgeon at Harley Street clinic, CosmeDocs Cosmetic Doctors, comments: “Buttock augmentation is in huge demand as people strive for a fuller behind, not only for the bikini season but all year round. Among our patients, the most popular celebrity behinds to emulate are those of Jennifer Lopez, Jessica Biel and tennis players, such as Maria Sharapova. Although women account for about 80% of patients, there are some men who opt for this surgery.

“For a surgeon to perform a buttock implant they need to be incredibly skilled as the procedure comes with a very high risk of infection and displacement of the implants. Buttock augmentation is more popular because there is no scarring. It uses existing fat from the body, injected into certain areas, to give the desired look. However, there is some downtime needed and the area may be sore or uncomfortable for a few days.”

– ENDS –

Notes to Editors:

For more information contact:

Emily Ross

Director of Communications | [WhatClinic.com](https://www.whatclinic.com)

T: [+ 353 1 485 3068](tel:+35314853068) | M: [+ 353 86 0452115](tel:+353860452115) | eross@whatclinic.com

About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally. In 2013 15.7 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.