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Workers Shop For Cosmetic Surgery Online To Escape The Monday Morning Blues

As The Harley Medical Group Reports Monday Morning Rush Hour For Cosmetic Surgery Website

/24-7PressRelease/ - LONDON, UK, July 14, 2007 - Leading cosmetic surgery provider, The Harley Medical Group, established 25 years ago, reports that web traffic on www.harleymedical.com peaks on Monday mornings, between 10am and midday as desk workers "body shop" online to beat the Monday morning blues.

Liz Dale, Director of [The Harley Medical Group](http://www.harleymedical.com) adds, "Our website relaunch is the most visited cosmetic surgery website, with over 100,000 unique visitors a month. Recent web traffic reports identified that Monday morning is now our virtual rush hour. We can't be absolutely sure whether the Monday morning browsers follow through and book in for consultations, or whether it's simply a form of escapism from the Monday morning blues, with desk workers researching a number of life enhancing websites and topics, surfing cosmetic surgery before venturing on to travel, property and recruitment sites."

Psychologist and self-help author, Dr Pam Spurr, commented, "There are many key psychological and emotional reasons why people are more likely to net-surf on Monday mornings for information on cosmetic procedures. Many have the classic Monday morning blues, following higher levels of anxiety experienced by many on Sunday nights in anticipation of Monday mornings. This trend shows that people use this net-surfing activity to provide a psychological counterbalance to these negative feelings by exploring information that involves their hopes, dreams and aspirations. Also people find it quite daunting when confronted with the new week - deadlines, targets, meetings, a full e-mail box, etc. - and look for a bit of emotional escapism by researching things they hope will lead to a better life."

Dr Pam Spurr added, "In line with this, Monday morning is a classic time for re-evaluating your life generally as you face a fresh week. Part of that re-evaluation may be to kick-start the process of investigating cosmetic procedures. And let's not forget that for those who are most unhappy in their jobs would rather do anything than face the new week. They'll achieve some emotional comfort by considering how to regenerate their life and their self."

A quick search on Google can pull up over 11,000,000 search results for [cosmetic surgery](http://www.google.com/search?q=cosmetic+surgery) . According to The Harley Medical Group, millions of pounds are invested by the cosmetic surgery industry to provide maximum information online for a captive cosmetic surgery audience who typically scour the net for information and insider recommendations for 2-3 years before booking in for a consultation.

According to online intelligence service, Hitwise, the most searched terms are Cosmetic Surgery, Plastic Surgery and Breast enlargement, Non surgical treatments including [Laser Hair Removal](http://www.harleymedical.com) & Botox followed by [Liposuction fat removal](http://www.harleymedical.com) , although excessive sweating and acne are also popular searches. Hitwise claims that the web is popular for cosmetic surgery as it allows people to find out all the information they are looking for in privacy and then they can make an informed choice on provider.

The Harley Medical Group reports that typical dwell time is just under 5 minutes and with patients wanting detailed information, not just a sell.

Dale concluded, "Our web site has just been updated and has now gone live, and is written by nurses and surgeons, to keep the content informative and provide clear information and practical advice. Responding to daily email requests, we have now added a virtual guided tour of our clinics as patients wanted to be able to visualise the clinic before arriving as some find the idea of a cosmetic surgery clinic, particularly with our Harley Street address, intimidating."

Over 59% of patients who registered an interest for more information on The Harley Medical Group's website, www.harleymedical.com in 2006 were male.

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