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**Harley Medical Group reports politicians are first in line for nip and tuck boom**

*The Harley Medical Group reports high flying men including politicians and business leaders are increasingly investing in cosmetic surgery and Botox as a means of safeguarding their careers*

**/24-7PressRelease/** - LONDON, UK, July 31, 2008 - The Harley Medical Group has reported that high flying men including politicians and business leaders are increasingly investing in cosmetic surgery and Botox as a means of safeguarding their careers particularly in light of the looming recession.

The latest figures released by [The Harley Medical Group](#), the UK's largest cosmetic surgery provider, indicate a rise in the number of male high flyers going under the knife over the last six months. The figures also show that politicians and males in the hard-hit media industry are leading the way.

Up 33% year-on-year is "Man Bag Removal", which involves surgically taking away the loose, bagging skin below the eye. This procedure which is technically called blepharoplasty has now been re-dubbed "Politician's Eye Paunch Removal" by some surgeons in reference to the number of politicians booking in over the summer recess. Male facelifts are up 17% with the Botox Boys continuing to have top-ups, while the numbers having the near areas on their furrowed brows smoothed out with Botox jabs has seen an overall 43% increase year-on-year.

Dr Fratti, cosmetic surgeon at The Harley Medical Group, commented, "High stress careers take their toll on the face and can speed the ageing process - looking at how much Tony Blair aged during his time in power is a prime example. Coupled with this, politicians are under pressure to present a clean cut/fresh faced image. [Botox](#) and fillers and/or facial surgery are obvious solutions - with August seen by some MPs as the month to undergo [cosmetic surgery](#) treatment and retreat to the country for post operative recovery, before facing the world afresh in September. In my opinion Gordon Brown, for example, would benefit from blepharoplasty to both upper and lower lids, neck lift and [liposuction](#) to the chin for a full rejuvenation effect."

Liz Dale, Director at The Harley Medical Group, added: "Lines and wrinkles used to be considered a good thing in world leaders, as a sign of their life experience and gained wisdom. However with new labour, we saw a more youthful political image being put forward - with the Cool Britannia campaign."

Dr Fratti concluded, "Many male patients in their 40s and 50s cite their career as the reason for their surgery, especially with the credit crunch putting increased pressure on business leaders, particularly in the media industry. The business world is such a youth driven environment, particularly in the City where the average age of a trader is late 20s. Competition is tough and as you get older you're expected to retire. Our patients feel looking younger gives them an edge in their career, especially during a time when job cuts are now becoming rife."

According to surgeons at The Harley Medical Group, men have a very different approach to their surgery than women. Unlike women who will discuss their operation with their friends and family, men generally don't, instead they use the internet to do the research about their [plastic surgery](#) procedure. Often the first time they'll discuss it with anyone will be the nurse counsellor they'll see before their consultation with the surgeon.

**Notes to Editor:**

The Harley Medical Group has been established for over 25 years and is one of the most highly-regarded Cosmetic Surgery Groups operating in the UK. In 2004, The Harley Medical Group's Chairman Mel Braham, at the request of the Department of Health became a member of the department's Steering Committee, set up to oversee the introduction of new regulations covering the entire Cosmetic Surgery sector. All of The Harley Medical Group's clinics are registered with the Healthcare Commission. There are now 21 clinics in the UK and Ireland.