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**Harley Medical Group Reveal New Cosmetic Surgery Trends**

*The Harley Medical Group has revealed that women are increasingly opting for more natural looking lips, instead of collagen swollen pouts.*

LONDON, ENGLAND, October 12, 2008 **/24-7PressRelease/** -- The Harley Medical Group have revealed that the pout is out and women are increasingly opting for more natural looking lips, according to new data from the UK's largest cosmetic surgery provider.

The data reveals that using Dermal Fillers to create a more subtle 'Wave' look is more popular now than ever before, as women reject the collagen-swollen pouts sported by many celebrities. Dermal fillers also help to smooth away nose to mouth grooves, forehead lines, frown furrows, lipstick lines, acne pits and crows feet.

The 'Wave' treatment, available at The Harley Medical Group's 23 clinics, creates an effect more in the style of Gemma Arterton's Cupid's bow lips. The treatment emphasises the bottom as much as the top lip, enhancing the overall shape without over-plumping to give a sculpted look.

Liz Dale, Director of The Harley Medical Group explains: "To achieve The Wave, the natural curves of the lips are gently enhanced, to create sensual, full lips with definition. Fillers are now the second most popular treatment at our clinics - after [Botox](#) - and account for 40% of all non-surgical lines and wrinkle procedures."

The Harley Medical Group explained that while collagen fillers were very popular, these have been largely replaced by more technologically advanced man made fillers which are animal free and so require no testing prior to treatment, whereas approximately 2-3% of people have an allergic reaction to collagen.

[Dermal Fillers](#) at The Harley Medical Group cost from 320 per treatment.

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**Notes to Editor:**

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 conducted over 400,000 procedures to date at 23 clinics across the UK.

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, Tumescant 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.