

13<sup>th</sup> International Conference and Exhibition on  
**COSMETIC DERMATOLOGY AND HAIR CARE**  
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Ryan M Sugrue et al., J Cosmo Trichol 2017, 3:3(Suppl)  
DOI :10.4172/2471-9323-C1-005

7<sup>th</sup> International Conference and Expo on

**COSMETOLOGY, TRICHOLOGY & AESTHETIC PRACTICES**

October 26-27, 2017 Paris, France

**Aesthetic surgery trends in an international population: A prospective comparative analysis**

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**Introduction:** Cosmetic surgery has seen a dynamic shift in patient desire and surgical training. Current research has noted changes in technology, beauty perception and economy to influence trends. However, a population interest in plastic surgery has not accurately and objectively been explored in an international population.

**Aims:** To quantify and qualify temporal and geographical cosmetic surgery trends.

**Method:** As per BAPRAS/BAAPS literature, data was collected from 2004-2017 on the commonest UK procedures: breast augmentation/implants, abdominoplasty/tummy-tuck, liposuction, injectables, fat-grafting and rhinoplasty/nose-job. Search volume was collected from the prospectively-maintained google trends database in relation to time, location and follow-up searches. A sub-analysis explored relationships with healthcare events and cultural influences.

**Results:** Search volume increased for all cosmetic procedures ( $n > 1,000,000$ ). In 2016, UK population interest outweighed the USA, Botox (247%,  $p < 0.05$ ) and Fillers (700%,  $p < 0.05$ ). Most searches came from northern UK cities and since 2013, Liposuction searches exceeded abdominoplasty. Procedural cost, images and celebrities were the most common related searches. Statistical forecasting suggests fat grafting searches to exceed abdominoplasty in 2018 and google image search to surge past google word search in 2019.

**Conclusions:** This is the first prospective study to confirm the UK's desire for cosmetics exceeds USA. Patient preference is now focused on less invasive procedures, cost and post-operative images. This data can guide surgical training and our desire to understand patient perceptions and expectations.

**Biography**

Ryan M Sugrue is an Australian-born Irish Surgical Trainee with a strong interest in Plastic Reconstructive Surgery. He is currently affiliated with Cork University Hospital.

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**Notes:**