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# Cosmetic surgery – a growing trend with pensioneers

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CAMBRIDGE



CAMBRIDGE has seen a surge in the over 65s having cosmetic surgery over the past three years, new figures reveal. Nuffield Health has released the results of its first annual plastic surgery insight survey which shows a similar trend across the UK.

Almost two thirds of Nuffield Health surgeons reported an increase in older people seeking surgery while Nuffield Health's patient figures paint the same picture, with patients over 65 up by 49 per cent in 2014 from 2007.

Men are also continuing to drive the cosmetic surgery market, with four in five of the Nuffield Health surgeons saying they have noticed a rise in men seeking cosmetic surgery in the form of nose jobs, eyelid lifts and even 'man boobs' removal.

Professor Charles Malata, Consultant Plastic Surgeon at Nuffield Health Cambridge Hospital, said: "I'm now seeing

With new figures showing a surge in the over 65s and men having a nip 'n tuck, FRYIA LENG talks to Cambridge surgeons about their experiences

many more people in their 60s and 70s seeking plastic surgery as they not only want to remain fit and healthy into their old age but they want to look well too.

"I think this trend will continue as this is an expanding age group. They aren't usually looking for radical work, normally face-rejuvenation, and providing they are fit and healthy, we can use new techniques and technologies which are ideally suited to them."

Richard Price, plastic and cosmetic surgeon at Nuffield Health Cambridge and Addenbrooke's, agreed.

He said over the past three years he had seen about a 50 per cent rise in the amount of over 65s having cosmetic surgery, although this only accounts for less than 10 per cent of his total cosmetic procedures. It is largely facial

surgery including eye, face and neck lifts. "A lot of them are not trying to regain their youth, they are just trying to feel better about themselves," he said.

"My experience with over 65s, with their faces they want to look fresh, natural and healthy rather than pretend to be 30 years younger than they really are. My clients are not mumon dressed as lambs, they are just trying to be their best."

Mr Price said seeing patients in their 80s who want to look better was now much more common as medical science improves.

"The over 65s are healthier than they were and even if they have a medical problem, nowadays, it's so well controlled and anaesthetics are so much more safe and have less side effects, it's not such a big thing anymore," he said.

"If somebody is coming in their 80s, there isn't any eye brows raised at all. Eight years ago they would have been the exception."

The surgeon added he had also seen a gradual rise in men seeking cosmetic surgery although the proportion of women having procedures was still significantly higher. In the past, he has been asked for buttock, chest or calf implants and even penis enlargement. But liposuction for love handles and 'man boobs' was more of a common request.

"It's a general acceptance," he added. "There's an awareness it's available. More people realise you can have your 'man boobs' removed relatively simply so they ask about it whereas before it was a slightly dark secret. Men are looking really to look their best, not something they are not."

## THE PREFERRED METHODS

The top procedures in 2014 (Nuffield Health statistics)

### Women

1. Breast Augmentation
2. Abdominoplasty (tummy tuck)
3. Blepharoplasty (eyelid surgery)
4. Breast Reduction
5. Rhinoplasty (nose job)

### Men

1. Breast Reduction
2. Rhinoplasty (nose job)
3. Blepharoplasty (eyelid surgery)
4. Otoplasty (ear correction)
5. Liposuction

What the surgeons say will be the new and innovative techniques...

Face transplants, light weight breast implants and mid face lifts