

Attitudes towards Cosmetic Procedures - UK - February 2018

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“Brits are generally happy with their appearance, presenting a crucial challenge for an industry that is centred on helping people to change how they look. However, there is scope for operators in the cosmetic procedures market to appeal to a wider audience by moving away from the current association with drastic image changes.”

– **Jack Duckett, Sr Consumer Lifestyles Analyst**

This report looks at the following areas:

- Encouraging a proactive approach to cosmetic procedures
- Navigating women's self-esteem

That Brits are generally happy with their appearance presents a significant challenge for an industry that is centred on helping people to change how they look. However, operators in the cosmetic procedures market can widen their appeal by moving away from the current association with drastic appearance changes and instead highlight their relevance in enabling people to safeguard their image for the future.

The industry can also benefit from expanding beyond the realms of visual changes, with clinics introducing new measures to help people manage the emotional difficulties that often accompany poor self-image.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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