

The Harley Medical Group reports cases of wrinklerexia

THE HARLEY MEDICAL GROUP®

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Press Release Summary: The Harley Medical Group announce surgeons having to turn patients away as Botox-devotees binge



Press Release Body: **The Harley Medical Group**, the UK's largest cosmetic surgery provider, has announced that its surgeons are having to strongly recommend that patients opt for smaller doses of Botox and are even having to turn patients away who demand treatment they don't need.

The move mirrors recent reports from the States which suggest that women are bingeing on Botox to the point where their faces look frozen. Suffering from so-called "**Wrinklerexia**", some Botox-devotees become so obsessed with their crease-free image they begin to see lines where there are none and binge on Botox to get a freeze-frame face.

Liz Dale, Director of The Harley Medical Group, said: *"Used properly, Botox is a fantastic cosmetic surgery treatment giving smoother, tighter and more youthful looking skin. But like with any procedure, it's highly inadvisable to have more done than is necessary. At The Harley Medical Group all [Botox treatments](#) are administered by specially trained doctors who will look out for signs of a Botox 'habit' and will advise patients according to their individual needs."*

The Harley Medical Group has noticed a surge in bookings for Botox treatments but men and women in the UK are predominantly opting for '**Baby Botox**', a lighter variation of the the treatment. [Baby Botox](#) only uses extremely low doses of the toxin, resulting in a very subtle and more natural effect.

Dr Nick Milojevic, Botox Doctor at The Harley Medical Group commented: *"When used correctly, it's extremely difficult to see if someone has had a Botox treatment. Botox has a fantastic preventative benefit, helping to prevent more wrinkles from forming whilst stopping lines and creases already present from deepening."*

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, with over 400,000 procedures conducted to date. All of The Harley Medical Group's clinics are registered with the Healthcare Commission. There are now 23 clinics in the UK and Ireland.

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, [Tumescent 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.

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