



Campaigns

690,200

the number of cosmetic procedures carried out in Britain in 2006

MINTEL, COSMETIC SURGERY MARKET INTELLIGENCE, JUNE 2006

Advice on cosmetic surgery is lacking. Our online guide fills the gap

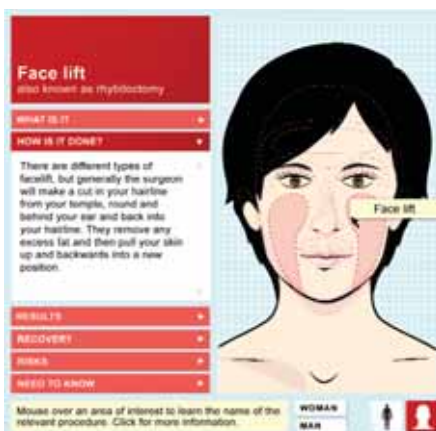
Giving you bags of information

COSMETIC SURGERY

New research carried out by Which? has revealed that less than a quarter of people who have had, or who are thinking of having, some type of cosmetic procedure feel well informed about their planned treatment. Many people rely on newspapers, magazines or the internet for research. Worryingly, what they end up getting instead is mostly advertising.

There's no doubt that cosmetic treatments are boom businesses – just try typing 'cosmetic surgery' into an internet search engine and you'll see what we mean: Google alone brings up more than five million possible hits. Last year, 690,200 cosmetic procedures (from chemical peels to face lifts) were carried out in Britain. In 2001 that figure was a mere 200,000.

And it's not just non-invasive procedures that are on the up. Even though only 2 per cent of us have had actual surgery, our research found that 10 per cent



Use our new interactive online guide to get vital information on a cosmetic procedures

of us would consider having it at some point in the future.

Given this increase in demand, and the fact that cosmetic surgery is a major decision in life for anyone to take, the lack of places that consumers can go to for informed advice is alarming. So to fill that gap, we've launched an online guide, which brings together tips and information, including

checklists and warnings, for anyone considering surgery or a treatment. And in launching our guide, we've come up with an internet first – as it is home to the Which? interactive bodies. Our male and female faces and bodies will provide the must-have information on the most popular cosmetic procedures and surgery, from facelifts to liposuction to 'pec' implants.

Our new online guide is interactive in another way, too. Our research indicated that you want to hear about other people's experiences of surgery and treatments. So you will also be able to share tips and advice. If you have had cosmetic surgery or a treatment, go to www.which.co.uk/cosmetic and post your story – good or bad. Remember, what you tell us could be all-important in helping someone who is considering a treatment.

CAMPAIGN NEWS

Sheila McKechnie Award

The Sheila McKechnie Foundation has presented Debbie Crewe with the Which?-sponsored Consumer Action award for 2007, for her work



campaigning for tenants' rights in Liverpool. Debbie, pictured, told us she believes local authorities should be obliged to play a bigger role in preventing homelessness. The foundation was set up to give campaigners the skills to make a greater impact in memory of Sheila McKechnie, a former chief executive of Which?, who died in 2004. A tireless campaigner herself, Sheila was director of housing charity Shelter before joining Which?. www.sheilamckechnie.org.uk

Could do better

On the second anniversary of the government's Food and Health Action Plan to improve public health and encourage healthy eating, Which? has given it its own report card. We praised it for its work on school meals but gave poor marks for TV food advertising restrictions and fat and sugar reductions.

Reprieve for freedom act

The government has shelved plans to change the Freedom of Information Act. We feared its proposals would make it harder for us to request information under the act and make us less effective as a campaigning organisation. We submitted a strongly worded formal response to the consultation on the changes.

MONEY OFF MP3s and PVRs

Great savings with Hughes Direct

This May Hughes Direct is offering Which? members exclusive discounts on selected products from this month's testing. Save 14 per cent on the Humax PVR9200T Freeview PRVR (p54) – the special price of £169 includes delivery. There are also great deals on selected MP3 players (p40). The Archos 104 MP3 player

is on offer at £84, a fantastic 22 per cent discount, and the Creative Zen V 2GB Black & Green is available at £62, a 12 per cent saving on the Which? quoted price. Both offers include delivery.

To take advantage of these discounts, log on to www.hughesdirect.co.uk/which or call 0845 678 0084. Offer valid until



30 June 2007 and subject to availability.

Hughes Direct offers great prices to Which? members throughout the year. With the Hughes Direct price promise thousands of Which? members take advantage of terrific deals every month. All goods are guaranteed to be a minimum of 10 per cent below

high-street prices published in Which? product reports (even taking into account delivery charges). In the unlikely event that you find the same product cheaper elsewhere (including delivery) within seven days of purchase, Hughes Direct promises to refund 110 per cent of the difference. Call now or go online to see how much you can save.