

“BEAUTY GIFT” BOOM: 4 OUT OF 10 ITALIANS CHOOSE BEAUTY TREATMENTS AS CHRISTMAS GIFTS FOR THEMSELVES AND THEIR FRIENDS

Forget classic ties, boring gourmet food baskets and anonymous bottles of wine. After years of sacrifices, this Christmas, 42% of Italians will return to take care of themselves and their beloveds. Laser hair removal, skin rejuvenation treatments and spot or stretch mark removal represent the most wanted gifts this year for 51% of women and 33% of men.

Christmas 2015 will be the first one Italians, apart from being good as the tradition requires, will be above all... beautiful. In fact this year, a **real boom of beauty treatments and interventions of aesthetic medicine as Christmas gifts was seen, with 4 out of 10 Italians choosing them both for themselves and their loved ones.** Recently a study by Coldiretti was released demonstrating an undeniable “beauty-gift” invasion: beauty treatments along with books, hi-tech and clothing are the most wanted presents, with *Confcommercio* registering a **4,4% increase** in the purchase of gifts for personal care. The triumph is represented by the **laser hair removal treatment (32%), followed by face rejuvenation treatments (72%) and by interventions of aesthetic treatments to remove unaesthetic spots and stretch marks (19%).** Who are the most “vain” during the Christmas season? As expected, **women win with 51%, but surprisingly 1 man out of 3 (33%) chooses aesthetic treatments as gifts for others and themselves.**

But what is the secret of success of the "beauty-gift"? They make people feel more **self-confident (65%), more fascinating (48%)** and more **appealing to the partner (43%).** If Goethe says that “Beauty is a welcome guest everywhere”, **it will be certainly a perfect companion to enjoy this holiday season** for 42% of Italians.

This is the evidence emerging from a **study by Quanta System Observatory** performed with **WOA methodology (Web Opinion Analysis)** on approximately **1800 Italians aged between 18 and 65.** **Online social networks, blogs, forums and communities,** as well as about **70 international publications,** were monitored to find out what the latest trends in the field of gifts are and **why more and more Italians rely on rejuvenation treatments to make themselves and their loved ones happy.**

During this season **thousands of Italians rely on aesthetic medicine specialists** in order to “refresh” their own image. **But what are the most requested interventions in Italy? Surely, the laser hair removal (32%)** is strongly desired by both men and women. In second place, the **skin rejuvenation treatments (27%)** is mostly required by women, followed by **the interventions of aesthetic medicine to eliminate spots and stretch marks (19%),** chosen by an increasing number of men. To complete the ranking of the 10 most requested aesthetic treatments for Christmas, we find: **tattoo removal (13%), antiaging treatment with fillers (10%) and botox (8%), lymphatic drainage (7%), mesotherapy (5%), pressure therapy (4%) and dermabrasion (3%).**

“Hair removal is one of the most requested treatments during Christmas season. Patients asking for these treatments are the most disparate, ranging from teenagers to businesswomen – is explained by Doctor Paolo Arca, expert Surgeon of Aesthetic Medicine at Olbia (OT) – In fact, the best season for laser hair removal is between autumn and winter. Neodymium:Yag & Alexandrite are generally the lasers of choice. Another treatment highly requested during Christmas season consists in the face rejuvenation, also in the neck and décolleté areas, realized with the Erbium Glass laser combined with CO2. This laser is called Youlaser MT and it represents the best ally in scar erasure. The treatments to remove spots and telangiectasies from face and body are successfully accomplished thanks to the Q-Switched or the Picosecond lasers, whereas the Erbium Glass laser is preferred for stretch marks”.

Why does an increasing number of Italians undergo these treatments? Regarding women, 6 out of 10 undergo these kinds of treatments to be more beautiful (61%), whereas 49% and 47% of them, respectively, wants to be more elegant and more sexy. Men desire to appear as well more beautiful (53%) but also more virile (39%) and appear a little bit younger (29%).

Aesthetic treatments do not bring **benefits only on the outside, but also at a psycho-emotional level: “ Self-care from an aesthetic point of view cannot be seen only as a mere modification of the overall external image – is claimed by Roberta Ganzetti, psychologist and psychotherapist at Elice Onlus Milano – it represents also an effective way of taking care of one self, playing with one’s own image, enhancing that. With respect to an aesthetic surgery, a beauty treatment does not modify irreversibly the image and fulfill a desire of body integrity; combining aspects linked to the rejuvenation and those deeply linked to inner self-esteem and relational security”.**

Donating beauty-gifts is an increasingly widespread trend, highlighted by the data released during **the XVII International Congress of Aesthetic Medicine Agorà – Amiest**, held in Mailand: **during 2014 the requests of aesthetic medicine treatments in Italy represented the 76% of the total, registering an increase of 6% compared to the previous year. According to statistical data, Italians are more and more attentive to topics of aesthetic beauty, placing Italy in the European scenario at the fourth position for number of treatments and seventh worldwide.**

Doctor **Emilio Bonizzoni**, expert of aesthetic medicine in Busto Arsizio (VA) says: **“Another highly requested treatment during this season is the Skin Rejuvenation with laser: an effective intervention, not invasive and with no side effects and with limited costs per session. Nowadays more and more people are relying on me to remove skin spots, with the Q-switched laser by Quanta System being used to absorb selectively the color of the spot causing its progressive detachment. Last but not least, the touchy subject of stretch marks, which often appear on womens’ breasts, hips, buttocks and abdomen, whereas arms and back are the areas more prone to them in men. This time of the year is the most recommended for these kind of treatments, in order to avoid sun exposure and high temperatures that might compromise the results”.**

But what is the identikit of the perfect Christmas “beauty-addicted”? Though aesthetic medicine treatments are among the most wanted gifts by the 51% of women and by an increasingly percentage of Italian men, there are significant geographical and age differences. The majority of people who donate these treatments to others or themselves are aged between 40 and 65 (58%), whereas this percentage decreases to 25% among those aged between 30 and 39 and to 19% among those younger than 30. At a regional level, those who mostly take care of themselves during the holiday season are in the North (44%), followed by the South (42%), Center (39%) and Islands (37%).

HERE IS THE RANKING OF 10 MOST WANTED TREATMENTS DURING THE HOLIDAYS:

1. **Laser hair removal (32%)**
2. **Skin rejuvenation treatments (27%)**
3. **Treatments to remove stains and stretch marks (19%)**
4. **Tattoo removal (13%)**
5. **Antiaging with filler treatments (10%)**
6. **Antiaging treatments with Botox (8%)**
7. **Lymphatic drainage (7%)**
8. **Mesotherapy (5%)**
9. **Pressure therapy (4%)**
10. **Dermabrasion (3%)**

Quanta System is an Italian company founded in 1985 based in Solbiate Olona (Va), from 2004 belonging to the international group El.En, and a world leader in the production of lasers for three scientific fields: aesthetic medicine, surgery and art. Three divisions united by one principle: to improve the quality of life of patients and taking care of people. Founded as a spin-off of one of the largest research centers in the field of lasers and optics worldwide, Quanta System has taken the first steps in high energy physics, plasma physics, spectroscopy and light interaction-matter. The first laser for the restoration of works of art were developed in 1994, and since 1997 began the activities in the field of medical lasers for dermatology and aesthetic medicine. In 2008 the company developed its first surgical lasers, which have today significant market share internationally. Trusted partner of healthcare facilities, doctors, institutions and organizations engaged in scientific projects, the activities of Quanta System are also aimed at European and international research programs, in collaboration with prestigious universities and research centers around the world.

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