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## **BRITS BELIEVE HAPPINESS IS ONLY A NIP AND TUCK AWAY**

Happiness is only a surgeon's knife away, or so the results of a new study from Lloyds TSB Personal Lending would suggest. Six out of ten Brits (57 per cent) believe that going under the knife is the key to true happiness.

The study, which surveyed over 1,200 people across the UK, was undertaken by Lloyds TSB Personal Lending which has witnessed a dramatic increase in the popularity of bank loans for cosmetic surgery. A massive 90 per cent of the population would like to change something about the way they look and one in ten would consider a loan as a way to fund a nip and a tuck.

Tony Gibbons, director of Lloyds TSB Personal Lending said, "Figures from the British Association of Aesthetic Plastic Surgeons, show cosmetic surgery operations rose by more than half last year. This comes as no surprise to us as plastic surgery has become a standard request for getting a loan up there with home improvements and buying a car. In the past we've logged loan requests for 'plastic surgery' under miscellaneous but due to the increase we're looking set up a dedicated 'cosmetic surgery' category.

"While there's a mixture of people requesting money for medical reasons and self-improvement, 'plastic surgery' is becoming less taboo and people aren't shy to admit that's what they want to spend their money on."

Ninety-five per cent of those surveyed believe that looking better would also boost their confidence. However the quest for happiness doesn't stop there, we'd also like to improve the way our partner looks! Eight per cent of women and 15 per cent of men would like their partner to have surgery.

**.../more**

## **BRITS BELIEVE HAPPINESS IS ONLY A NIP AND TUCK AWAY.../2**

When it comes to the image conscious world of celebrity where the 'plastic fantastic' phenomenon is widespread, Anne Robinson is considered to have had the best surgery (33 per cent) followed closely by Liz Hurley (29 per cent). Jackie Stallone was judged to have the worst surgery securing a whopping 64 per cent of the vote, followed by Jordan (19 per cent), suggesting that celebrities can go too far in the quest for aesthetic perfection and ultimately happiness.

**-ends-**

### **Notes to Editors:**

<sup>1</sup> Research carried out by 72 Point during January 2005. 1,200 people were surveyed.

### **For more information:**

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