



# NON-SURGICAL BBL & BREAST AUGMENTATION COMPLAINTS AND COMPLICATIONS REPORT

2023 - MAY 2025



# TABLE OF CONTENTS

	PAGE(S)
<b>SECTION 1</b> INTRODUCTION	<b>3</b>
<b>SECTION 2</b> PATIENT REPORTED COMPLAINTS	<b>4-5</b>
<b>SECTION 3</b> PRACTITIONER SURVEY REPORT	<b>6-7</b>
<b>SECTION 4</b> CONCLUSION	<b>8</b>



# Complaints Summary Report

## INTRODUCTION

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Over the past 2 years, we have witnessed a disturbing rise in patient-reported complaints related to non-surgical breast augmentation and Brazilian Butt Lifts (BBLs) using large volumes of hyaluronic acid dermal fillers. The severity of complications stemming from these procedures is deeply concerning.

Over 50% of reported cases have resulted in severe and life-threatening complications, including infections, sepsis, and abscesses that have required hospitalisation and often surgical intervention.

Many other complainants have reported unsightly outcomes, severe pain, hard lumps, and filler migration. In December 2023, Save Face issued urgent warnings to the government highlighting the risks associated with these high-risk procedures. We emphasized that without immediate intervention, it was only a matter of time before someone would lose their life.

Tragically, our fears became a reality when Alice Webb, a 33-year-old mother of five, lost her life following a liquid BBL procedure. To establish a broader evidence base on the issues associated with these treatments and to gain insight into the range of practitioners offering them, we surveyed our extensive

database of healthcare professionals who practice aesthetic medicine. Over 2,200 practitioners responded to the survey, and the results are detailed in this report, alongside a

of the patient-reported complaints submitted to Save Face.

Based on the compelling evidence we have compiled; we are calling on the government to take immediate action to ban these dangerous procedures from the high street to safeguard public health and prevent further tragedies.

“  
**WE ARE CALLING  
UPON THE  
GOVERNMENT TO  
BAN THESE  
PROCEDURES**”



# Patient Complaints Summary Report

Number of patient reported complaints submitted to Save Face since 2023:



**748**

**PATIENT REPORTED COMPLAINTS**



**713**

**BRAZILIAN BUTT LIFT (BBL) AND HIP DIP**



**35**

**BREAST AUGMENTATION**

## Reported Complications



**1**

**FATALITY**



**74%**

**INFECTION**



**56%**

**SEPSIS**



**37%**

**ABSCESS**



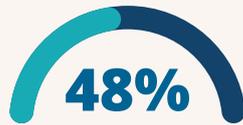
**5%**

**NECROSIS**



**9%**

**CELLULITIS**



**48%**

**MIGRATION**



**24%**

**NODULES**



**87%**

**POOR OUTCOMES**

\*Many patients reported suffering from multiple complications

## Complication Management



**98%**

**OF PATIENTS WHO HAD COMPLAINTS WERE TREATED BY NHS SERVICES**



**94%**

**REQUIRED HOSPITAL TREATMENT**



**81%**

**WERE ADMITTED TO HOSPITAL FOR MORE THAN 48 HOURS**



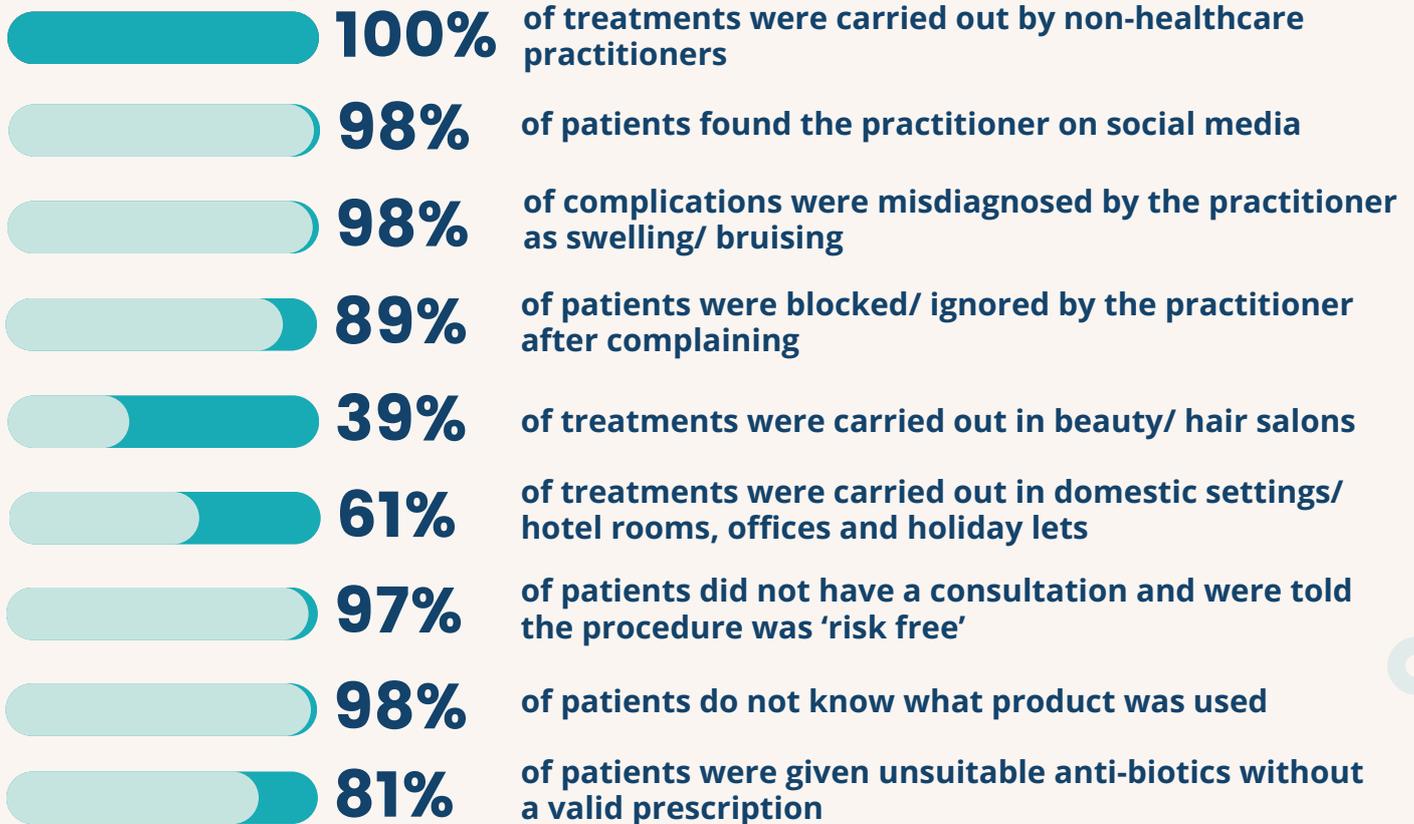
**42%**

**REQUIRED SURGICAL INTERVENTION**



# Patient Complaints Summary Report

## About the Practitioners

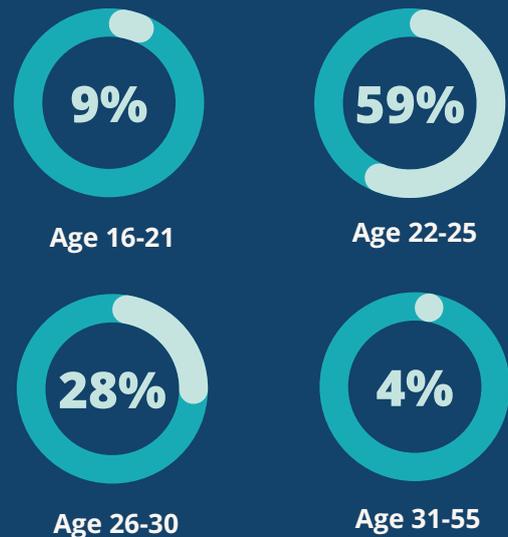


## About the Patients

### HOTSPOTS



### AGE



### GENDER



**99% FEMALE**



# Survey Summary Report

## 2,215 RESPONSES

We surveyed our database of healthcare professionals who practice aesthetic medicine.

### Respondents by Profession



23%  
PLASTIC  
SURGEONS



31%  
DOCTORS



28%  
NURSES



12%  
DENTISTS

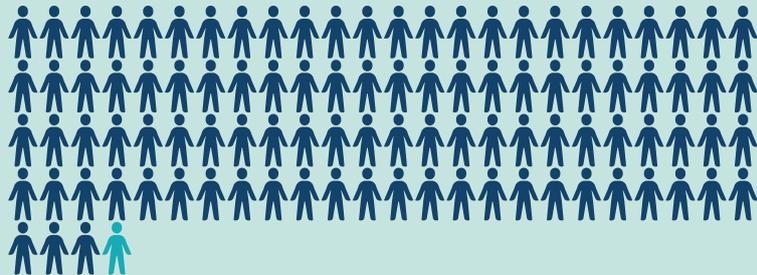


4%  
PHARMACISTS



2%  
OTHER

99% of respondents said they do not offer non-surgical BBL/Hip Dips or Breast augmentation using Hyaluronic Acid dermal Fillers.



### Why Not?

#### Non-Surgical BBL/Hip Dip

Said they did not offer because it is unsafe and there is high risk of multiple complications.

98%

Said it was too risky and a high risk of unsatisfactory results.

2%

#### Non-Surgical Breast Augmentation

Said they did not offer because it is unsafe and there is high risk of complications.

95%

Said it could impact those who wish to breast feed.

3%

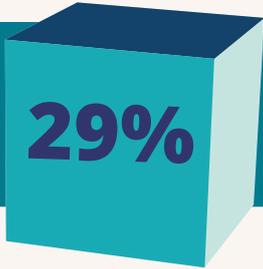
Said it could make distinguishing cancer and filler lumps impossible.

2%



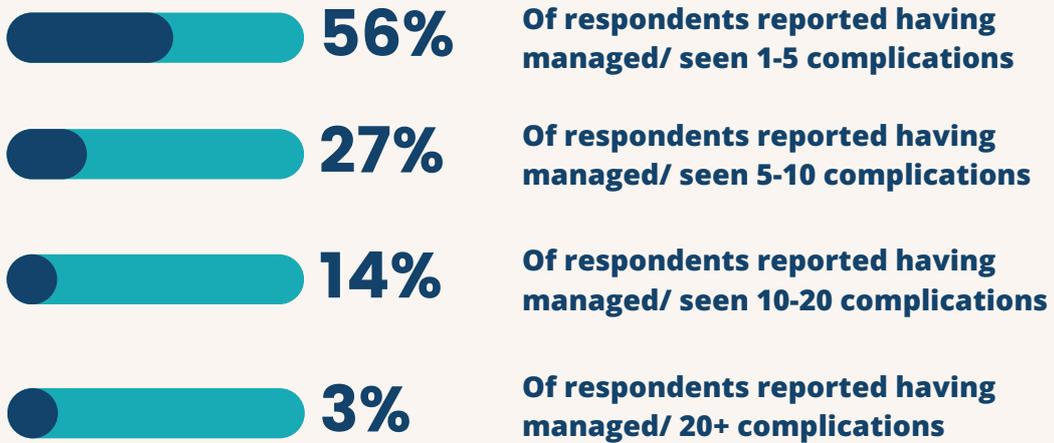
# Survey Summary Report

## Complication Management

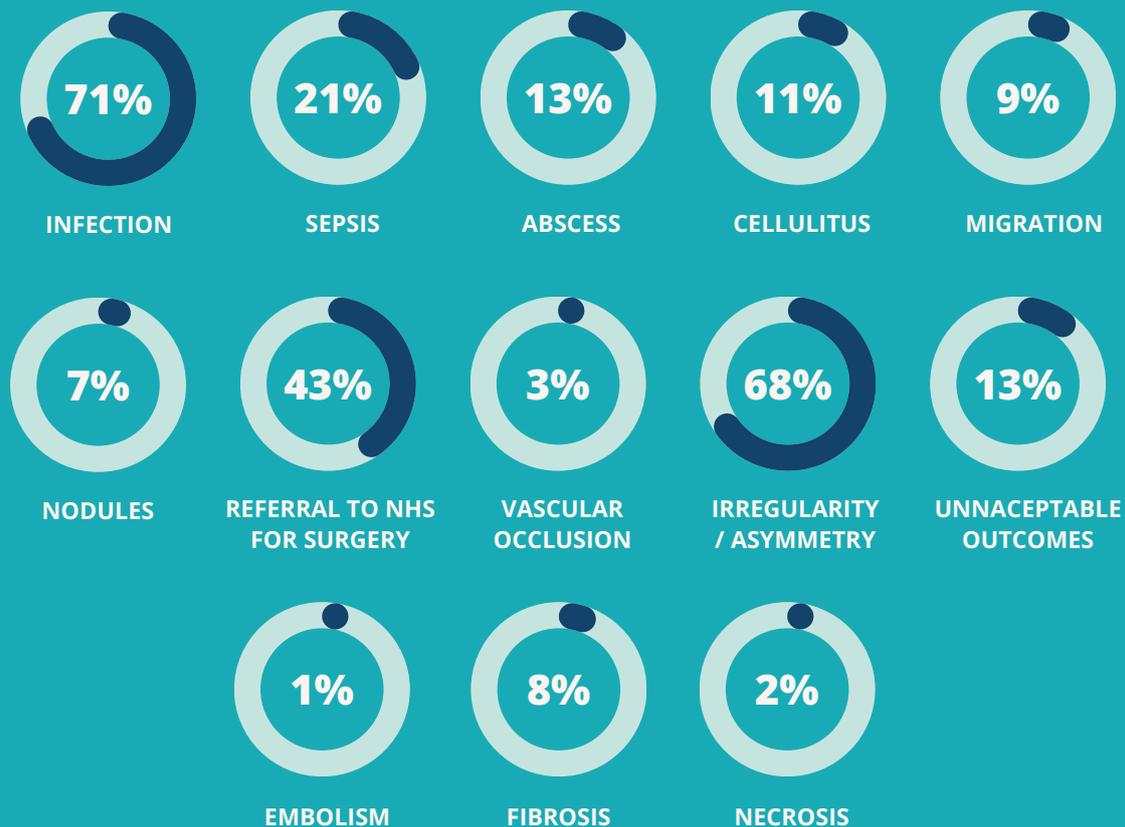


29% of respondents said they had seen/ managed complications relating to these procedures.

### Volume of Complications



### Type of Complications



\*Respondents reported that patients often suffered from multiple complications



# Complaints Summary Report

## CONCLUSION

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The information we have gathered from patient-reported complaints and subsequent investigations into the practitioners who treated them has caused us grave concern. In 100% of cases, the practitioners have no healthcare qualifications but are performing procedures that most experienced surgeons would not offer due to the risks involved. 96% of patients have been forced to access NHS services when things have gone wrong because the people who administered the treatments have been unable or unwilling to manage the complications.

The majority of complications reported to us are life-threatening and misdiagnosis by the practitioners led them to become worse. In one case, a patient was told that she had an hour to live by an NHS surgeon and had to have an emergency operation to remove necrotic tissue and infected filler.

The impact of these treatments when they go wrong is immeasurable on both the physical and mental health of the victims.

Advertised on social media as risk-free, cheaper alternatives to their surgical counterparts, the demand for these treatments is increasing exponentially as is the number of lay injectors offering them. With an average cost of over £2,000 per treatment, there is an ever-increasing number of unscrupulous practitioners offering them who prioritise profits over patient safety.

This is a crisis waiting to happen. Without urgent intervention, we fear it will only be a matter of time until there are further fatalities. We are calling upon the Government to take immediate action to ban these procedures to ensure public safety.

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