

## PRACTICE PROFILE

# REST ASSURED

**Maryann Rowan**, Senior Medical Aesthetician of Assure Medispa outlines the concept behind this leading Western Australian establishment.

### WHAT LED YOU TO A CAREER IN THE INDUSTRY?

I trained in beauty therapy in California, USA, and became a medical aesthetician so I could treat clients on a paramedical level, using cosmeceuticals and new equipment to achieve genuine results for clients.

### WHO ELSE MAKES UP THE TEAM?

We have six plastic surgeons, two registered nurses and two medical aestheticians on our team.

All our work is overseen by our plastic surgeons who run the Western Australian Plastic Surgery Centre – WA's largest private plastic surgery clinic. Our registered nurses, Natalie Flynn and Allison Ellison are specialists in injectables – dermal fillers and muscle relaxants. Our medical aestheticians, myself (Maryann Rowan) and Anna Robinson have expertise in other aspects of our treatment menu.

Having trained and acquired much of my experience in the US, I have a special interest in pulsed light (IPL) technology.

Anna, a graduate in dermal therapy, has a particular interest in non-invasive treatments of young skin prone to breakouts – for example, the management of acne without drugs. Dermal fillers are another area of keen interest to Anna, particularly in lip enhancement and plumping in young people.

### WHAT IS IT ABOUT THE INDUSTRY THAT INSPIRES YOU?

I find it very inspiring to work in an industry that is constantly evolving and growing. The non-invasive cosmetic field is relatively new and it is exciting to see such rapid growth. Keeping abreast of progress in the industry is obviously important, and our team receives ongoing training and development to promote that constant growth in knowledge and skill.

### WHAT ARE YOUR KEY AREAS OF EXPERTISE?

My main areas of expertise are client care, IPL and chemical peels. Working out of California and Hawaii allowed me to develop a specialisation in treating people with quite differing skin types and colours. I have built on these skills through continuous training and research in the field, something I am very passionate about. I am always looking for new and improved ways of addressing client needs.

### HOW HAS THE INDUSTRY EVOLVED OVER THE YEARS?

The beauty industry has moved away from 'fluffy' or 'feel-good' treatments designed purely to hydrate the skin and relax the client. What we now have is a much more educated client, demanding greater results through the use of cosmeceuticals and technology such as microdermabrasion and IPL. The use of injectables for facial rejuvenation is now common practice and in wide use, not only by clients who do not want cosmetic surgery, but in some cases, to support cosmetic surgery procedures.



Assure Medispa was created in direct response to this rapid growth in public interest, and the realisation that treatments such as chemical peels, wrinkle relaxers, microdermabrasion and IPL require high-calibre medical skill and experience.

### WHAT CHALLENGES HAD TO BE MET?

The biggest challenge in the non-invasive cosmetic field has been, and continues to be, the need to overcome the unnecessary stigmas and fears of some clients. Negative media reporting showing bad experiences people have had with poorly trained staff and sub-optimal equipment have resulted in serious adverse outcomes for our industry.

At Assure Medispa, much of the equipment we operate is state-of-the-art and can only be used within the medical profession. Our premium treatment facilities have been purpose-built to facilitate a specialised range of medical-grade procedures. All pre- and post-treatment protocols adhere to strict standards demanded by such an environment.

All our staff are experienced Laser Safety Officers and receive ongoing accredited training. All treatments are overseen by our team of plastic surgeons who are members of the Australian Society of Plastic Surgeons.

These factors all combine to provide clients with the confidence and results they are looking for.

### HOW DID YOU CHOOSE THE LOCATION AND SPACE?

Assure Medispa is located directly adjacent to the well-established and renowned Western Australian Plastic Surgery Centre in Subiaco (Suite



215, 25 McCourt Street). Our clinic opened in November 2008, becoming Western Australia's first and only medispa to be owned and operated by a team of plastic surgeons.

Our surgeons identified a need for a purpose-built medispa as an adjunct to their business and to support their belief in good skincare. The ability to expedite the healing process through a pre and post-operative care plan was seen as a major plus for their cosmetic surgery patients. In most cases, cosmetic surgery patients who utilise the treatments offered at Assure Medispa can achieve their desired outcome with less down time, enabling them to show-off their 'new look' much sooner than without our treatments. The Medispa also caters to clients who want to improve their appearance but do not want or need surgery at this stage in their lives.

**HOW DID YOU ACHIEVE THE LOOK OF THE CLINIC?**

Assure Medispa is a million-dollar, state-of-the-art facility. It is entirely purpose-built to provide a premium range of non-surgical, non-invasive cosmetic procedures.

The clinic has a professional, yet relaxed, feel, assuring clients they are in safe hands. Our waiting/reception area is well-lit, with comfortable lounge chairs, current reading material and easy-listening music to create a warm atmosphere. On arrival, clients are greeted with a friendly welcome by our staff and encouraged to ask questions. We have retail displays of skincare and makeup in our reception area, affording clients the opportunity to touch and feel the various product.

Our treatment rooms are designed as medical-grade facilities. They are comfortable, yet clinical. There are three large treatment rooms utilised by our medical aestheticians, and one large consultation room used by our plastic surgeons and registered nurses to consult with clients and administer injectables.

**WHAT RETAIL RANGES DO YOU OFFER?**

The retail products we stock are all medically-endorsed and supported by our team of plastic surgeons. Each range has been carefully chosen to complement Assure Medispa's premium offering of treatments and home care.

We stock SkinCeuticals – a range of skincare backed by science and proven to give results. SkinCeuticals is a world leader of vitamin C skincare products. The range includes sunscreens that may be worn under makeup, retinol, advanced moisturisers and chemical peels for all skin types. It is crucial in a clinic owned by plastic surgeons for products to deliver consistent results. SkinCeuticals has an excellent reputation in premium skincare therapy, making it one of the largest and fastest growing brands internationally. The company offers fantastic support and ongoing training, and is always reliable in its supply of stock.

We also stock Physicians & Surgeons – a complete line of the most

advanced skincare products, featuring medical-strength glycolic acid products and pharmaceutical-grade ingredients. This line is only available through plastic surgeons, dermatologists and professional aestheticians.

SKINN is a dermatologically-designed skincare and grooming range for men. It is often difficult to convince male clientele to use home care products to support the treatments they have in the clinic. This is a small range which is easy to use and even easier to understand. Men love it! These elegant, Australian-made products use only the highest quality ingredients, selected for their performance.

The newest addition to our product range is Medik8 – the world's first 'green' cosmeceutical skincare range. Medik8 is a professional cosmeceutical line for sensitive skin, formulated using green chemistry and unique patented technologies. It is proven to deliver revolutionary results in anti-ageing well beyond anything else on the market and Assure Medispa is the exclusive stockist in Western Australia. The scientists at Medik8 have engaged in their own proprietary research, particularly in the areas of antioxidants and retinoids, and Medik8 holds patents in these fields. All Medik8 products are non-irritating with no reduction in potency; use bio-available ingredients; use green chemistry technology; are 100 per cent soap-free; contain no harsh detergents; are SLES, SLS and sulphate-free; are 100 per cent paraben-free; and have Environmental Group FSC-approved packaging.

We also stock 'Results Rx' – a doctors'-only range specialising in a variety of chemical peels, including vitamin A peels, to treat all skin types and conditions. The range also includes a number of homecare products to support the skin whilst it is being treated. All products are proven to deliver results, are chirally correct, paraben and SLES-free, and designed to minimise irritation.

To enable our clients to continue treatments whilst still wearing makeup, we also stock Glo Minerals, which is safe to use after any non-invasive cosmetic procedure. It can be used to camouflage imperfections, pigmentation, burns and scarring and is particularly good for disguising post-operative bruising and discolouration. Formulated specifically for skincare professionals, Glo Minerals contains pharmaceutical-grade ingredients, natural high-pigment minerals and antioxidants to improve skin health, whilst cosmetically enhancing appearance in everyday use.

**WHAT IS YOUR CLIENTELE BREAKDOWN?**

The majority of our clients are women aged between 35 and 55 years. We have a growing number of men on our client list (currently just under 10 per cent), as men are becoming more interested in skincare, permanent hair reduction and reversing sun damage caused by years of outdoor living.

We also have an increasing number of younger clients – young people prone to breakouts and acne looking to control their condition without



australian ADVANCED aestheticians

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drugs, and young women seeking permanent hair reduction (waxing isn't fun for anyone!). And, of course, there is a growing interest in dermal fillers, as lip plumping becomes more and more fashionable.

### WHAT ARE YOUR MOST POPULAR NEW TREATMENTS?

This is a difficult question to answer as we have designed our treatments so they form part of a unique and customised program for each client. We call this our Medi-Plan. Rarely will one treatment on its own address all the skincare concerns a client may have, so we design a complimentary Medi-Plan, recommending a regime of treatments and products matched precisely to a client's express needs.

For example, a woman in her early 50s who is concerned with hyperpigmentation and wrinkles may be treated with a series of chemical peels to strengthen the skin and reduce the appearance of fine lines. She may then undergo a course of IPL for photorejuvenation to treat the hyperpigmentation. We could also treat this client with some wrinkle relaxants and dermal fillers.

Our Medi-Plan approach is extremely popular with clients. A free skin analysis captures a photographic record at a client's first visit, and then maps improvements as they occur. Our clients love the transformation they see, and love watching it happen.

### WHAT IS THE CLINIC PHILOSOPHY?

Assure Medispa's mission statement is "To provide a premium range of cosmetic treatments, supported by fully-qualified plastic surgeons, for people who want to enhance their appearance and need to know they are in safe hands." Our philosophy is to mirror this mission statement with excellence in every aspect of a client's visit – from their first contact with our receptionist, right through to their treatment regime.

### WHAT SERVICES DO YOU OFFER?

We offer a premium range of non-surgical, non-invasive cosmetic procedures, including IPL treatments, wrinkle relaxers, soft tissue fillers, photonlite therapy (LED), chemical peels and medi-facials, microdermabrasion and pre and post-operative care programs.

Typically, our clients are people wanting healthier skin, but who may not want surgery or for whom surgery may not be appropriate. Many want to reduce the signs of premature ageing, add vibrancy to their appearance, repair damaged skin or manage hair reduction.

### WHAT SETS YOU APART FROM OTHER CLINICS?

Assure Medispa differs from a standard spa in that it is owned and operated by a team of plastic surgeons. Unlike a beautician or day spa, our treatments are medical-grade and conducted by highly-trained medical aestheticians and registered nurses, under supervision from our surgeons.

Added to this, our premium range of medical-grade procedures are conducted in a cutting-edge, clinical facility. Only services, treatments and products that are medically endorsed and with medically-proven outcomes are provided.

We believe no other medispa facility in Western Australia offers the level of specialist medical experience and expertise as Assure Medispa and our team of plastic surgeons. Our location, adjacent to the Western Australian Plastic Surgery Centre, also means our clients have the choice of accessing a range of surgical procedures to further enhance the results of their treatments. We are conveniently located in Subiaco, with dedicated parking and private access for clients.



### WHAT TECHNOLOGY DO YOU UTILISE?

We chose our technologies with medical excellence and efficacy in mind. We wanted to provide a range of treatments and products to not only service our non-surgical clients, but to fully support cosmetic surgery patients with pre and post-operative care. The technology we operate provides the perfect balance in addressing the most common client concerns – reversing sun damage, minimising wrinkles and other signs of ageing, and non-surgical, non-invasive options to delay cosmetic surgery.

We use the Cutera Xeo for permanent hair reduction and pulsed light treatments. Cutera Xeo was chosen specifically by our surgeons as it a well recognised, medical-grade machine, producing reliable and consistent results.

Our LED and microdermabrasion machines are the AMA Sapphire brand, again chosen for their reliability and ability to deliver precise and consistent results.

### WHAT TECHNOLOGIES ARE YOU CONSIDERING ADDING TO YOUR CLINIC AND WHY?

We are currently looking at another Cutera machine, a skin-tightening device called the Cutera Titan. In just two or three sessions visible tightening of the skin can be achieved on suitable clients. The technology enables tightening of the hated 'turkey gobble' neck, without surgery. It is also effective, in the right circumstances, on the stomach and underarm. This is very exciting technology.

### ON AVERAGE, WHAT PERCENTAGE OF YOUR CLIENTS COME IN FOR ONE CONCERN AND END UP ADDRESSING OTHERS OVER TIME?

Our initial consultation with clients is complimentary and includes a free skin analysis using Beau Visage technology. This allows us to analyse the skin, talk to our clients about their concerns, and design a customised Medi-Plan matched precisely to their individual needs. At this time, we discuss the process for treatments and homecare products.

The Medi-Plan may include a number of treatments and gives clients great confidence in our ability to help them now and maintain their results for the future. As we approach all our clients in this manner, we find they often visit for one concern and address other concerns over time. We develop a special relationship with each and every one of our clients; they feel assured that we will give them what they need.

### HOW DO YOU MANAGE YOUR CLIENTS' EXPECTATIONS?

Providing a complimentary Beau Visage consultation and designing a customised Medi-Plan means we can manage client expectations by showing them what is needed now to achieve their desired results, as well as having a plan in place to maintain their new look for the future. We do not 'over-treat' clients or promise anything we cannot deliver. Only services, treatments and products that are medically endorsed and with medically-proven outcomes are provided.

We always take the time to explain the processes, the costs involved and the expected time it will take to perform the treatments. We then work together to deliver results within the client's budget and timeframe. 📞

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