

Always love the skin you're in

FRAXEL  
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COSMETIC DERMATOLOGY  
HAIR TRANSPLANT SURGERY

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One of the UK's Top 30 Cosmetic Surgeons and Doctors as listed by Tatler's Beauty & Cosmetic Surgery Guide 2014



British College of Aesthetic Medicine



The British Association of Aesthetic Plastic Surgeons

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asc

aesthetic skin clinic

askinclinic.co.uk + skinstation.co.uk

# THE ULTIMATE MAKE OVER

*If first impressions count the Aesthetic Skin Clinic (ASC) has it all. Clean lines, London style and a look that shows this is a clinic which pays attention to detail.*

The clinic was devastated by February's South Esplanade flood but with more than a little help from their friends (and C.I. Insurance) they now have the premises to match their cutting edge technology and premier service.

The team of Consultant Plastic Surgeon, Consultant Dermatologist, Cosmetic Physician and three nurse practitioners work together to make sure the ASC meets every patient's requirements.

Dr Curran, clinical director for the group, describes what makes a great clinic. "The people, the service, the experience are all important but the treatment outcomes have to match expectations. The same attention we have given to the design detail needs to be given to every treatment."

With so many technologies promising near miracle results in the media Dr Curran and his team carefully evaluate everything their clinic offers.



"The temptation is to ride every wave and adopt whatever hits the media as the next big thing. This is a huge mistake and it is not acting in the interests of the patients. Too often I see beauty and non doctor led 'clinics' promising treatments and results they simply can't deliver. The driver is of course sales rather than patient centered practice. They simply don't know what they don't know and are ill-equipped to perform the necessary due diligence that a multidisciplinary team can deliver in terms of safety."

But Dr Curran's focus on the best patient care doesn't translate to any lack of new treatments at the ASC. "We are looking at three new technologies at present; Miradry, an FDA and CE approved treatment for excessive sweating; Cryogenic fat removal to add to our range of fat management techniques and a super powerful facial which promises to make dermabrasion a thing of the past."

For Dr Curran, patient safety is of the utmost importance, and he believes Guernsey needs to do more to protect islanders. "There is a cry across the world for better regulation. Beirut has just passed a law registering

treatments and restricting the use of Botox, dermal fillers etc to doctors as a result of concerns that younger and younger patients are being 'botox'd'. In Ireland a nurse was recently fined €6,000 for importing and administering Botox without the legal requirement of a doctor's prescription. Guernsey, unfortunately, is far behind the curve in enforcing GMC/GDC guidelines on the requirement for a face to face consultation with a doctor before receiving Botox. It's a ticking time bomb. I'm hugely concerned about vulnerable people being given improbable expectations by clinics - regulation simply can't come quickly enough."



## RISING STAR

Over the last 20 years, the medical discipline of Cosmetic Dermatology has evolved more quickly than any

other field of medicine. To keep pace ASC recognizes the importance of identifying 'rising stars', and encouraging, promoting and sponsoring their personal development to bring out their very best.

"When we first approached one of our Senior Nurses to take on clinical governance for the clinics, we did not anticipate that the educational journey would end with a 1st Class Honours Degree in Law!", says Dr Curran, lead Physician at the clinic chain. "Add to that an intense five year program of training as a cosmetic nursing practitioner and the achievement is even more spectacular"

Since joining ASC Hayley Jordan has metamorphosed into a highly skilled, independent expert cosmetic medical practitioner, head of nursing services at the clinics, director of medical governance and a lecturer at the Healthxchange's new International Cosmetic Dermatology Academy in Manchester. To cap that she has been appointed director of a new hair transplant service in the North of England.

"I couldn't have achieved half of this without the help and support from Dr Curran and all my colleagues. But most important of all was the overwhelming encouragement I unexpectedly received from my patients. They were absolutely fantastic and I don't think I could have succeeded without that!"

