

SPA+CLINIC

Volume 81 2020

aesthetics • medi • wellness

WHAT
WOMEN
WANT
FROM VAGINAL
TREATMENTS TO
MENOPAUSE RELIEF



Hello Again!

TURNING NEW CLIENTS INTO
REGULARS

SKIN DETOX AND
THE ART OF SPA

THALGO'S SPIRULINE BOOST
HELPS STRESSED OUT SKIN

COMBATTING
THE CRISIS

HOW TO PREPARE FOR THE
REOPENING OF YOUR BUSINESS

THALGO

LA BEAUTÉ MARINE

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Editor's LETTER



As I'm writing this, I'm sitting at home, in my dining-room-turned-home-office, feeling unsettled and uncertain, like most of you. Since our last issue, which came out in February, everything has changed. Our wonderful industry full of thriving beauty, spa, and aesthetic businesses was forced to close due to a pandemic that none of us dared to imagine would ever happen.

And so as you are reading this, you may find yourself in a similar situation like me, sitting in your home office, social distancing and trying to make sense of it all and find a way to move forward. During the past weeks, you would have worked hard to pivot your business, move as much as possible online, and get used to virtual communication with your team and clients. Well done, you!

But what's next? What will happen once 'non-essential' businesses are allowed to re-open? Will clients come running through your door, desperate to get their regular beauty maintenance treatments back on track? Or will they stay away as a result of rising unemployment rates, reduced pay and changed priorities? It will probably be a mix of both, which is why it's a good idea to keep in touch with your clientele to gauge how they're feeling and to reassure them that you are still there to help them. We've talked to business coaches and financial advisors to see what you can do to prepare for the recovery phase of your business, read more on page 18.

I am very aware of our responsibility to keep informing and inspiring you with this magazine, even through these unprecedented times, and it has been anything but easy to juggle 'bad but honest' news and uplifting articles that I hope will motivate you. Like any business, SPA+CLINIC has also been affected by COVID-19 as product launches and events are cancelled or postponed (our B2B event, BEAUTY & SPA Insiders has been postponed to October 26, 2020), and editorial plans have adapted. This issue will be slightly different with some of our regular features on hold as a result of social distancing measures we all adhered to, but I am proud to be able to bring you what I hope will be a moment of insight, relaxation and relief as you read this issue.

I am absolutely certain that we will come out of this better and stronger than before as we are all forced to focus on what really matters in life: health, family, and friends. I sincerely hope you are well and able to keep a positive mindset. Always remember, the comeback is stronger than the setback.

Nadine Dilong

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ON THE COVER

In a little over 50 years, Thalga, a French brand and family business, has become the world leader in professional marine cosmetics in thalassotherapy centres, clinic, spas and salons. Their DNA is inspired by the five oceans and at the heart of the brand is the science of marine algae, trace elements and minerals combined with expert therapist touch and technical expertise. A results-based sensory pleasure to deliver visible results and enhance wellbeing. Thalga is partnered with over 12,000 distribution points worldwide and is exclusively distributed in Australia by BLC Cosmetics.

BLCCOSMETICS.COM



OPEN FOR (YOUR OWN) BUSINESS

Cosmetic Physician, DR SIMONE DOREIAN, has recently branched out and opened her own private clinic. We talked to her about her journey from employee to employer.



Dr Simone Doreian

How did you start out in the industry?

I've been practising Cosmetic Medicine for 16 years. In 2004, I met my mentor, Mr Ian Carlisle, a well-respected plastic surgeon, who is the Director of Erase Aesthetic Services, the first retail medical aesthetic clinic in Melbourne, founded in 1997. I had left the Anaesthetic training program at the Alfred and was working as a fellow in ICU and Emergency. I went on to complete a Fellowship in General Practice with the RACGP and my Diploma of Obstetrics and Gynaecology.

I began to shadow Ian a day a week, for almost a year, before I laid hands on a patient. I was missing the procedures of ICU/Anaesthetics, and this emerging area of medicine was the perfect blend for me, demanding a strong background in science, procedural confidence and aptitude while also making use of my artistic ability that I hadn't used since my high school days of painting. I began to split my time between a busy women's clinic as a GP, and working at Erase. Eventually I became so busy with Cosmetic medicine that I ceased to practice GP in its true sense. A few years back, I gained a Fellowship with the Cosmetic Physicians College of Australasia.

This is my 17th year working with Ian and the Erase team. He has been a wonderful mentor. Through the years I have been privileged to have a few very talented mentors in Australia and Europe. I love being part of a well-established team; the ongoing

learning experiences, team responsibility and self-reflection it provides. I intend to continue to practise at both clinics and enjoy the different aspects of each.

When did you first think about opening your own clinic?

Early on, I toyed with the notion of opening my own clinic. With the great power of hindsight I am glad I waited as it meant that I could make my mistakes in a supported and safe environment and am now comfortable managing complications that are referred in. As the experienced physician I am now, after 16 years of continual training, travelling to teach with and learn from the best, I am far better placed to create a safe and beautiful environment for my patients to address their aesthetic needs.

Having had children, and worked part time through their younger years, I finally found the creative mental space I needed to consider opening something that reflects who I am as an individual, as a doctor, as a woman. I love the freedom I have in my private clinic to create what I feel is right for my patients, in an ever evolving area of medicine that is ever more untrustworthy and unregulated.

I wanted to operate close to home and not in competition with Erase. It is a perfect demographic for word of mouth as I am surrounded by friendly school mums, friends, and friends of friends. I wanted my clinic to reflect my patients' confidence in me, my ethics and expertise. Having my own clinic that grows with me, and that can

change and reinvent itself as I do, matters to me. I'm only as good as my last case, and my reputation is everything.

What was the process like from then until opening the doors to your own clinic?

The evolution of my private clinic has been gradual and organised. The process began many years prior to opening my own clinic. I began with branding. Branding is everything, particularly in the world of aesthetics. Michelle Savona, of Savi Communications, worked with me years before I went out on my own. Savi led me to become aware of what I believed in, what I stand for in this industry and how I wanted to be seen. John Scarpa shot some great images for me as well over the years. Many years prior to opening my clinic, I established a website and brand. This was extremely important. I stood for trust, honest opinions, expertise and education, and always, for beauty.

I wanted to provide a highly skilled and ethical cosmetic injectable service for my patients in a beautiful environment. This includes choosing the best of consumables to minimise discomfort and down time; for example the smoothest, tiniest needles from Korea, and expensive special bacteriostatic saline from USA. I like to know that at each point, my patients receive my personalised care. I perform all 'before' photography, assessments, procedures and follow up. So I decided to start simply – just me and simply injectables: innate wrinkle injections,

fillers, biostimulants, PRP, skin pen. Device treatments, I decided to outsource to trusted colleagues. I believe in being an expert, not dabbling.

I have a medical assistant, Lee, whom I have known forever and who has regular treatments so she is well informed and empathetic. She helps me behind the scenes and is the first point of contact for new patients. Having someone like Lee, who can soothe anxious new patients, answer questions, and is an organisational whiz is a blessing. She begins the process of building trust with my patients in the way she treats them and the respect she has for my work. She researched a lot of the stuff I hated – for example computers and comparing practice management systems.

I wanted to create a physical space that is beautiful, serene and has a non-clinical feel, cocooning my patients in their journey with me. I took photos of some of the clinics overseas I had visited and was inspired by various aspects of their set-up. I decided to use Cliniko, an allied health practice management system that has been simple and performs well in this setting. It's Australian designed and owned by entrepreneurial young people. I decided to use a Square Reader to simplify billing; it's a cool little device, so simple.

There is of course a 'Very Important List of Boring Things' one has to do, too. Stock counts and orders, consent form management, setting up before and after photography, (I use Cliniko for this too, uploading a patient file or photos is a breeze, from a designated clinic-only iPad Pro and I also take high def. SLR images) and more boring things like permits, insurance, sharps and medical waste collection, cleaning standards... but they're all important.

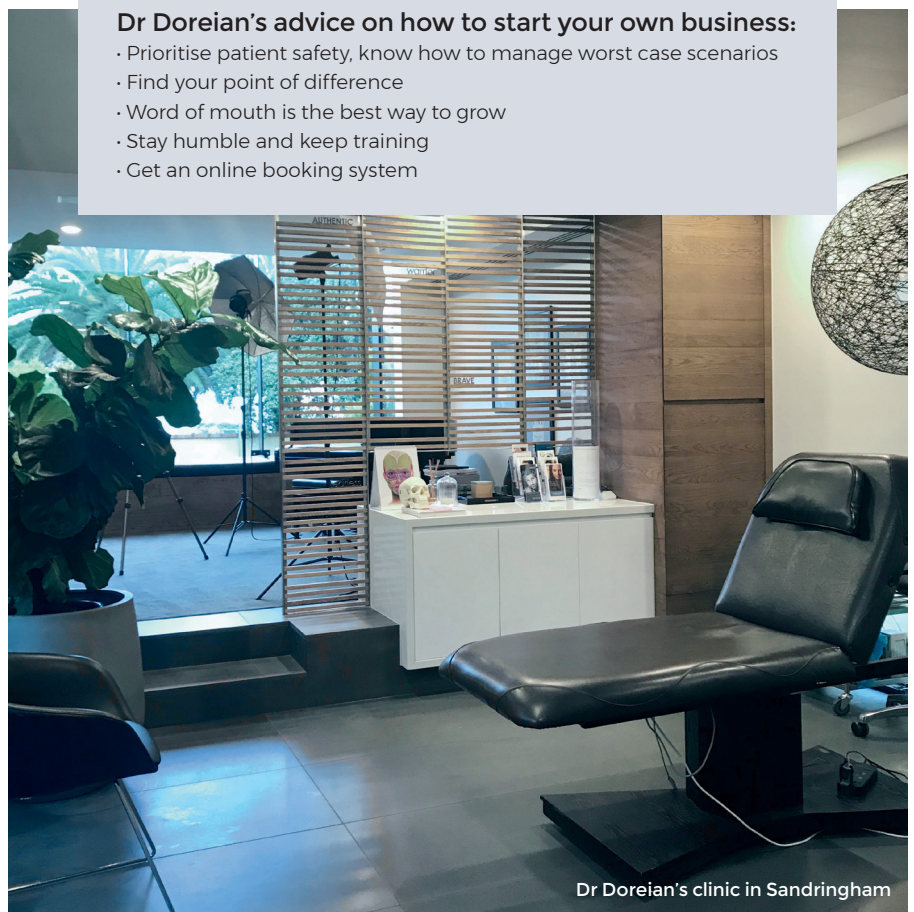
Working at Erase has been an excellent education in the kinds of processes and safeguards a clinic should have. Working in a well-run general practice was also invaluable. I'm always asking my friends and colleagues how they do things.

How did you get into training and workshops and what exactly do you offer?

I started teaching because Galderma asked me to run a workshop on lips, back in 2011. In 2013, I was asked to become one of two Australian ambassadors for a new programme, The Harmony Programme. It was a worldwide programme designed

Dr Doreian's advice on how to start your own business:

- Prioritise patient safety, know how to manage worst case scenarios
- Find your point of difference
- Word of mouth is the best way to grow
- Stay humble and keep training
- Get an online booking system



Dr Doreian's clinic in Sandringham

to create a gold standard consultation, assessment and treatment model, focusing on improving doctor/patient communication to try to improve the experience for patients and elevate the skills of doctors. I worked with other cosmetic physicians, dermatologists, and plastic surgeons from around the world in Paris, along with a great psychologist specialising in Body Dysmorphic Syndrome, and helped deliver the programme back in Australia.

Part of preparing to help launch the Emervel range of HA fillers that was to hit Australian shores in 2015, was to spend time in Stockholm, and at the laboratories in Uppsala, learning from the original makers of HA fillers about the science and properties of the fillers. This helped me be a more effective teacher of injectables.

Once you start lecturing at conferences, other people tend to ask you to come to theirs and share knowledge and skills. Over the years I have been very lucky to have been invited to launch ranges of fillers in Asia, India, and Australia. I have been involved in education at major events through Australia, NZ, Asia and Europe and I've learnt a lot about presenting on stage or in workshops from a handful of plastic surgeons - Ian

Carlisle, Hervé Raspaldo, Steven Liew. I've discovered that injecting and teaching on stage involves managing camera angles, lighting, the patient, injecting, maintaining audience view whilst keeping up a constant pattern of conversation and tips – a whole new set of skills.

Until recently, most of the workshops I run have been for groups of doctors and nurses. Unfortunately at conferences, and large masterclasses, there is too much distraction, distance, and a 2D view on a screen is inadequate. I have always learnt best one-on-one, or two-on-one. I now offer the option of Mentor Days, whereby doctors or nurses can shadow me and I can teach them how to see what I see and how I do what I do. I will teach more locally this year – I am on faculty of Aesthetics 2020. I support congresses that allow honesty and real opinion. I am going to paint again! I have booked a week in Florence with tutelage in portrait painting, before lecturing at AMWC, the Aesthetic Medicine and anti-ageing World Congress.

To quote Rumi, a 13th-century Persian poet and theologian: Let the beauty of what you love be what you do. I'm going to keep doing what I love, more beautifully and even better. 🍷