

SkinMedics Clinic,
Non Surgical Face and
Body, Pyrmont, Sydney

SkinMEDICSCLINIC
NON-SURGICAL FACIAL
TREATMENTS

TRUSTING TECH

Building a business where results sell themselves

When a business specialises and has a mandate to rely only on referrals the treatments have to deliver. **Julie Marsden** and **Rose Rutter** talk about their success with Skinmedics.

S+C: Can you both tell us a little about SkinMedics and your roles within the business?

Julie: Skinmedics is a boutique clinic in Pyrmont, Sydney. It was originally established in 2004 by Janesse Taylor-Saar as a Cosmetic Tattooing Clinic. I purchased it and created Skinmedics Clinic in 2013, now I personally deliver specialised and tailored treatments with some amazing new devices that I have trialled and purchased, whilst also managing the business.

Rose: I have been working with Skinmedics since 2012 and have specifically trained in Cooltech, microdermabrasion, facial peels, laser hair removal and teeth whitening.

S+C: Can you comment on your journey into your current roles?

Julie: I completed a Diploma in beauty therapy in 1981 and was

offered employment at the About Face Academy with Shirley Strickland, the then President of AABTH. I then ventured into teaching which led me to cosmeceuticals and I gained an interest in deep peels and medical treatments. This opened doors for me, and I performed peels for dermatologists for 15 years, during that time I bought my first VelaSmooth Body Contouring device and I fell in love with real results based technology, the VelaSmooth became just the beginning!

Rose: I am a late beauty bloomer! Before I 'found my calling' I completed a full-time year at secretarial college, 15 years of banking, became a personal trainer, swim coach and life guard, and then I was introduced to this wonderful profession where I am lucky enough to not only learn new skills but gain such pleasure through helping people transform themselves with all our fantastic treatments. Helping people gain results I find very rewarding.

S+C: Which technology based treatments are most successful for both your business and the client?

Julie: Definitely the Vanquish ME, a radio frequency, non-invasive fat reducing and skin tightening body contouring device. So far, we are the only clinic in NSW to offer this treatment.

The VelaShape III is very popular and gives great results. It's a non-invasive radio frequency (RF) and infra-red cellulite treatment with skin tightening and fat reduction.

We also have a lot of demand for Cooltech. It's fat reduction technology that freezes stubborn, hard to move fat. We offer full body contouring with it, for instance difficult spots such as chins, arms and calves. We find it is best used as a debulker of fat or spot reducing. We use it in conjunction with the Vanquish ME.

We also rely heavily on the ETwo Sublative Sublime facial contouring device which gives great results in texture and tone.

S+C: Which treatments are your personal favourites to deliver?

Julie: I think what sets Skinmedics apart from other clinics is that we really know what our devices can achieve and we get creative with them. My current favourite treatment is our new 'Fire and Ice' treatment'. We use a combination of Vanquish ME (RF) and Cooltech (freezing). We have found that we achieve phenomenal results by combining the treatments. Some fat cells respond to heat and some to freezing and I feel we get the best results by combining them both.

Rose: Cooltech is definitely my favourite treatment in our clinic, purely because the results are so fantastic. Clients love the fact that it is usually a one-off treatment with no down time and no anaesthetics or scars. I love seeing how happy they are when they come back in for their after photos and can directly compare the results, it is very satisfying, especially as I know that the results are pretty well permanent as long as the client doesn't get an addiction for cream buns of course.



Rose Rutter and Julie Marsden

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S+C: Some recent statistics are very favourable for the future of body contouring services, what is your opinion?

Julie: Body contouring will be around for a long time. The majority of our clientele are menopausal women who struggle with their weight. We are glad that we can help, when so many other things they have tried have failed them. With so much social media, bloggers, models and the like putting pressure on society to be perfect, it is hard when we have aesthetic body challenges but at Skinmedics we have found that we have the right devices and tools to really help people to have more confidence in the way they look and feel. It's very rewarding.

S+C: You rely heavily on technology that can be quite expensive, how do you decide what tech to invest in?

Julie: Every device that we purchase is trialled for a period of time. It gives us a chance to see the results for ourselves and be fully confident before we go ahead and offer it to our precious clients. We are proud of our reputation for offering treatments and services that give great results. We simply don't offer treatments that don't work, hence we never advertise, we totally rely on referrals from happy clients, that is our proof right there!

S+C: Reflecting on your success, what advice would you give other clinic operators?

Rose: My advice would be to determine which services you are most passionate about delivering and learn them inside out. When you master what you do, you will find satisfaction in your work. I think it is better to be great at a couple of things rather than being ordinary at a lot of things. 
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