

PROFILE

A NEW AESTHETIC FOCUS FOR HUNTER PLASTIC SURGERY

WE STEP INSIDE THE NEW LUXURIOUSLY APPOINTED FEMALE-FOCUSED HUNTER PLASTIC SURGERY AND RENEW MEDISPA.



In the ever-evolving world of aesthetics, there are many options that women face when considering where to go for cosmetic procedures.

Hunter Plastic Surgery wants to make it easier for their patients by re-shaping its focus towards aesthetics and transforming women's lives. They are passionate about helping women make the choices that are right for them, and making it a reality if they choose to invest in themselves.

Hunter Plastic Surgery and Renew Medispa has recently co-located to a luxurious new clinic in Charlestown, built exclusively for aesthetic patients with a focus on privacy, tranquility and comfort.

Amber Moncrieff, Director of Hunter Plastic Surgery says, "We wanted our new space to reflect our new aesthetic-only focus; a luxurious sanctuary with the feel of a high-end hotel. When existing patients visit now, they say over and over, 'Oh wow, the other clinic was nice but this is amazing!'"

"We decided in late 2016 to refocus our practice, including the surgical and non-surgical options, and become much more clearly

defined as a place that makes women look great and more confident. And the new space is the perfect place to start that journey," says Moncrieff.

Since its inception in 2009, Hunter Plastic Surgery has offered a broad range of plastic surgery, including cosmetic procedures. Nearly a decade in private practice later, Moncrieff says it was time to re-evaluate their real passion.

"Some surgeons choose reconstructive work, others facial plastic and our choice was to focus only on breast and body procedures. This is because Dr Moncrieff had become so well known for them, he loves doing them and they offer the greatest "wow" factor for patients. So our new clinic reflects that focus," she says.

The goal at Hunter Plastic Surgery is to help make the choices clear and take away some of the anxiety women feel about choosing a more confident future.

While Dr Moncrieff is an expert in breast enhancement and reduction, tummy tucks and body lifts, this focus sits perfectly with their range of non-surgical options, including

fat freezing, cosmetic injections and laser.

"Sitting nicely alongside our surgical practice is our Renew Medispa. As Australian leaders in fat freezing, we are able to offer expert body sculpting as well as honest advice when surgery would be more appropriate. We also offer facial rejuvenation through laser, chemical peels, medical-grade skincare and of course, cosmetic injections," says Moncrieff.

Hunter Plastic Surgery is no stranger to the non-surgical fat-reduction market. The clinic has performed more than 2,000 cryolipolysis treatments, with a satisfaction rate of over 98%. Recently, the clinic has introduced Cooltech to its Renew Medispa, with impressive results.

THE COOLTECH ADVANTAGE

Excellent results, teamed with the affordability for patients and sustainability for the clinic, helped them in their decision to invest in Cooltech, distributed in Australia by Cryomed, says Moncrieff.

"The decision to invest in Cooltech was ultimately made after we saw the results on our first round of patients, including on one of our therapists. Compared with our other fat freezing machine, she believes that Cooltech offered the better result for her body type," she says.

Cooltech offers a range of unique advantages to produce fast and effective results, while helping secure a strong ROI. "It has two handpieces per machine for faster patient treatments and a range of applicators to suit a variety of body shapes and areas of concern. It is also quiet, which is great," she says. "We also like that it is affordable for the patients and it is sustainable for our clinic, with a reasonable consumable cost."

"We have seen our Cooltech patients since November last year with results that are as good as our other fat freezing technology. In some cases, the handpieces on the Cooltech machine even produce better results on some patients as they fit differently to the other machine. We just give patients the choice based on what our experience of more than 2,200

treatments tells us will work best with their body shape."

Moncrieff says that their patients choose fat freezing because of the lack of downtime and aftercare in comparison to surgery.

She says although surgery is still a big part of their practice, given that both herself and Dr Moncrieff have had a number of fat freezing treatments, it is clear that non-surgical options works for busy people very well.

"My role is to make sure we offer only the safest, most effective options to our patients in a way that is affordable for them and sustainable for us. We believe the lower consumable cost of Cooltech will allow us to continue to invest in our award-winning team and 5-star clinic, in a way that alternative technologies have not." **AMP**

For more information about Cooltech, call Cryomed on 1300 346 448 or visit www.cryomed.com.au

