

ADVENTURES IN AESTHETICS

Wigmore News speaks with three account holders shortlisted for the Aesthetic Awards 2022

Dr Emma Ravichandran

Firstly, congratulations on being shortlisted in four categories at the Aesthetic Awards: Best Clinic Scotland, Reception Team of the Year, Rising Star award for your colleague Dr Paula Mann, and Medical Aesthetic Practitioner of the Year.

How does it feel to be shortlisted?

Thank you. It's nice to be shortlisted. We'll be speaking at the Symposium at the ACE conference on the Saturday and attending the awards in the evening, so it would be amazing to take at least one award home at the end of the night.

How did you start in Aesthetics?

My background is in dentistry, and I practised for 15 years in both general practice and hospital, moving from adult care to paediatric. For the last seven years I also taught paediatric dentistry. It was when my mother mentioned that she had started having toxin treatments and suggested that I looked into that field that I went on my first training course and was hooked. I practised aesthetics alongside dental work and teaching for about seven years before I took the decision to go full time in aesthetic medicine.

What is your signature approach when it comes to treating your patients?

Trust, honesty and excellence in treatment. When it comes to treating the face,

I believe in a holistic approach as ageing is multi-faceted, from changes to fat localisation and bone structure to environmental effects such as pollution and sun damage. Every patient presents a new challenge, so I invest time in the initial patient appointment, listening and assessing, before designing a bespoke treatment plan. I educate the patient on the ageing process and on what I can do and how I can reverse or prevent the signs of ageing. If I feel that I can meet or exceed the patient's expectations, I will finalise with the patient their individualised treatment plan and gain informed consent.

Further, I try to instil in my patients that following a daily skincare regime, in the morning and night, is going to lead to much improved results rather than just coming for the occasional treatment. In the way that we know to take care of our teeth by brushing day and night, we should be regularly looking after our skin. Once my patient's skin is looking healthy, we can address the movement of fat deposits and changes to bone structure through energy treatments such as Ultherapy or Morpheus8, or through toxins and dermal fillers. We are so lucky to have such a vast range of products in aesthetics today that can be used

in multiple tissue planes to deliver outstanding, natural and long-lasting results. My treatment approach is using



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a combination of Merz Belotero products, matching the rheology of the products to the tissue layers I am augmenting, under ultrasound guidance using mostly TSK Steriglyde cannulas.

Finally, I always review my patients after two weeks. I plan for treatments for the coming year and far beyond. I am committed to each patient for as long as they need me.

Why do you use Belotero Lips in your clinic, what do you find are the key benefits?

The Belotero Lips duo consists of two very rheologically different products designed to treat the vermilion border, cutaneous lip and body of the lips. The lips are made up of three distinctly different tissues and so, it stands to reason that one product alone cannot tailor to the requirements of all the tissues for rejuvenation. The combination approach using Belotero Lips Contour intradermally to restructure the vermilion border and perioral barcode lines, and Belotero Lips Shape placed submucosally in

the body for revolumisation, delivers amazing natural and long-lasting results that my patients love.

Why do you use ZO Skin Health products?

Skin is the largest body organ and your canvas to the world. Healthy skin is one of the cornerstones to my aesthetic practice and, as such, having a prescriptive skincare range that I trust, delivers results, and my patients love is so important to Clinetix.

The ZO range gives me the products I need to treat many skin concerns and offers my patients a simple, easy to maintain, routine for long term maintenance of beautiful skin, with the five-step system. Everyone needs these steps as a base—cleanse, exfoliate, tone, barrier repair with Daily Power Defense, and SPF—we can then prescribe any additional products as necessary. The range delivers phenomenal results to our patients

I also use ZO personally—the five-step program with Wrinkle + Texture repair at night. My desert island product has to be Smart Tone; glowing skin with SPF 50!

What do you enjoy most about working in aesthetics?

I am so lucky to work alongside smart, talented and committed staff at Clinetix. I thrive off the buzz, excitement and rewards that each day brings. I respect the trust that our patients put in us, and love delivering treatments and results that delight and exceed expectations. I am committed to building long term and mutually beneficial relationships with all Clinetix patients.

Half of my work time is now spent on peer education and teaching. I enjoy the challenge of remaining at the forefront of this field of medicine, keeping up to



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date with developments, and constantly pushing forward to advance techniques for better results and patient safety. I thrive off information sharing and new advancements in aesthetics.

What do you think are the industry trends to watch?

Without a doubt, after the pandemic, there has been a global shift to natural rejuvenation. Patients want to look less tired, more youthful, refreshed but definitely not treated. At Clinetix there has been a massive shift towards natural collagen boosting treatments such as Ultherapy, Morpheus8, IPL rejuvenation and skin boosting injectables such as Belotero Revive. Combination treatments including topical skin care, toxin and dermal filler treatments and energy-based lifting and tightening treatments will be popular in 2022/2023.

What are the future plans for yourself and Clinetix?

Along with my life partner, Simon, and the Clinetix staff, we will continue to provide a world-leading centre of excellence in aesthetic medicine in Scotland. We have recently invested in Ultrasound technology and 3D

photography at all our clinics for better diagnosis, treatment planning and provision. We plan to lead the industry in advancing treatments for optimal aesthetic outcomes and, most importantly, patient safety.

I personally plan to continue to share my knowledge and experiences with my peers through our Aesthetic Training Academy (ATA) in Glasgow, conference attendances and peer to peer educational meetings across the country and globally. Through teaching I learn so much and hope to continue to grow as a provider of excellence in aesthetic medicine.

Thank you so much for speaking with Wigmore News, and good luck with the awards on March 12th!

Dr Emma Ravichandran BDS.MFDS is the co-founder of the Clinetix Group, which runs its clinics across four sites in Scotland, the Association of Scottish Aesthetic Practitioners and the Aesthetic Training Academy Glasgow.