

aware, especially in the UK. There is a huge celebrity culture with various tabloids promoting this idea of ‘celebrity’ and celebrity ‘selfies’. I do think there is a certain societal pressure to adhere to that sort of beauty and aesthetic ideal and the reason for that is the media.

Have you witnessed any shifts or trends in demographic from what you expected?

Very much so. We are based in Moorgate, London, so in terms of location we are very much aimed towards the corporate professional and female professional; ladies who are in their late thirties or early forties and are maybe getting to the point where they would think about the ageing process. But we’ve been surprised at the amount of men that we’ve seen. We are in the heart of the city so there is the typical male demographic in the surrounding area so that may be why, but I’ve been astonished at the amount of male enquiries we’ve had for all of the procedures – and not just Botox. I’ve looked at multiple other clinics and they don’t seem to have the same gender ratio as we have so it may be due to where we’re situated geographically in a predominantly male area.

Do you have any procedures aimed specifically at corporate professionals?

We have an express facial which is a 25 minute facial procedure during your lunchtime. It’s a product-based facial administered by one of our aesthetic therapists and its ideal for men and women who work in the city

and want to nip out on their lunch break and have a rejuvenating facial. We have some great products and it is something that happened to be quite popular with both men and women in the city.

What made you choose to focus on non-surgical cosmetic procedures for your clinic?

I’m not a surgeon so I wanted to stick to what I knew. I think when you do delve into the surgical end of the market you’re dealing with much higher risk in terms of the procedures, such as general anaesthetic risks, post-op complications and also the psychological effects of having a permanent change in your appearance. The consultation, which advises anyone before they have any kind of cosmetic surgery, should be seen by a qualified psychologist that can discuss not only the cosmetic implications of the treatment, but also the emotional and the psychological implications of undergoing surgery. For me it wasn’t something that I wanted to get in to. Besides, I think the non-surgical market is so good right now. It’s ever-evolving and is advancing so much. It’s a really exciting place to be.

How difficult is the task juggling the role of a businesswoman as well as someone who is still actively working in the field?

I still work in A&E as well as it’s something I didn’t want to give up. It’s difficult but once you’re a doctor, you’re always a doctor. I find it difficult to switch in to business mode but even from a business capacity I will run my business as a doctor as opposed to