

PROFESSIONAL BEAUTY

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WISHING ON A STAR

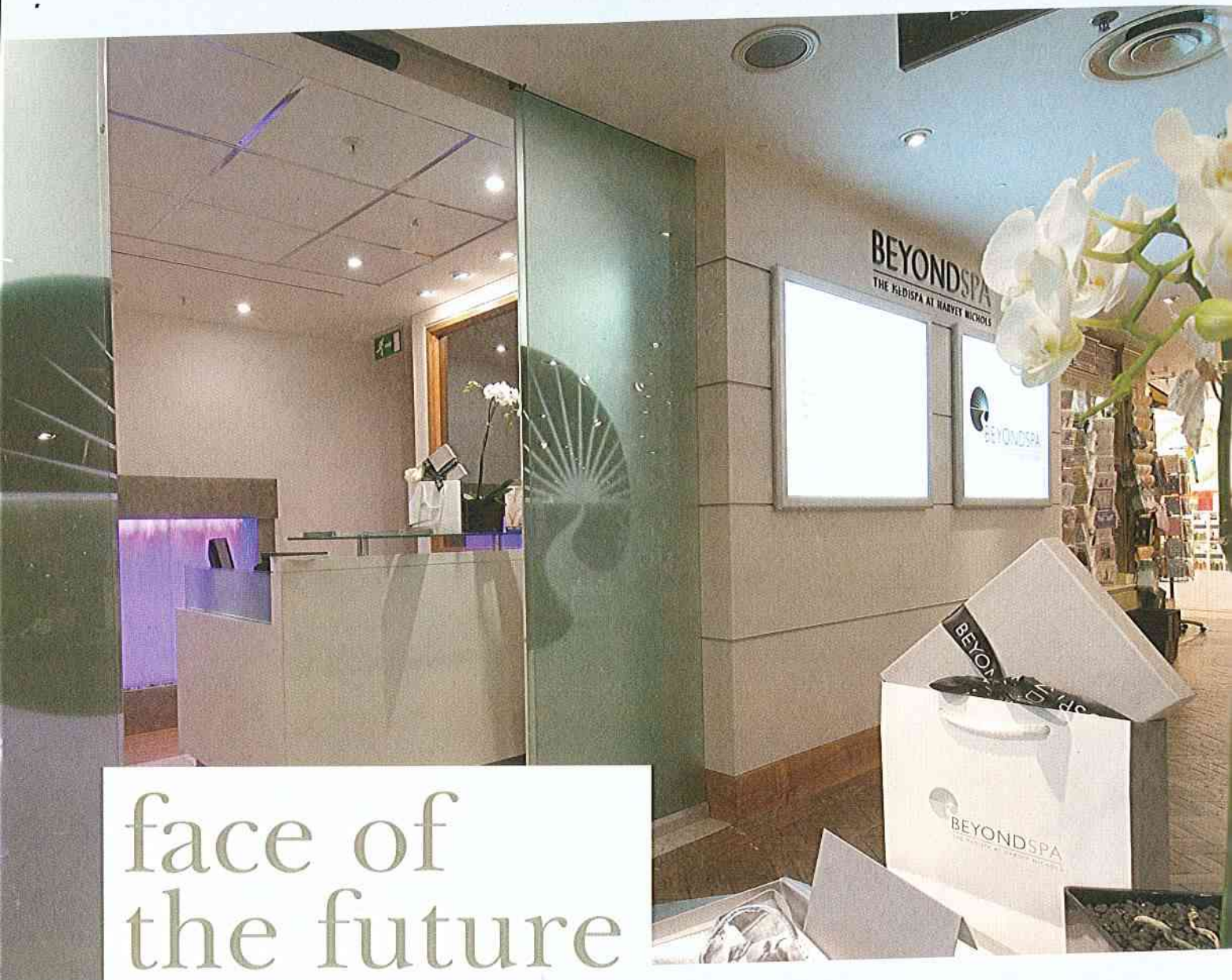
THE ZEITGEIST OF
CELEBRITY POSTER GIRLS

LOOK
YOUNGER
IN JUST 10 MINUTES!

SMOOTH
OPERATORS
NEXT-GENERATION
LINE ERASERS

BEST IN
MOTHER'S
DAY SPA
TREATMENTS





face of the future

Neither spa nor clinic, a new breed of establishment is serving the needs of the UK beauty conscious

FIONA SMITH

In 2005, salacious lads mag *Zoo* caused a wave of controversy by running a competition that invited male readers to “bag a new set of rib lamps” for their “lady”.

The British Association of Aesthetic Plastic Surgeons widely condemned the practice. Yet the incident signified a sea of change in public opinion towards cosmetic surgery. At a similar time, health magazine *Top Santé* also presented an ‘extreme makeover’ as a reader prize. It was evident that the British public no longer aspired to grow old gracefully. Radical beauty procedures were starting to receive mass market interest.

Move forward to 2007 and although surgical procedures are still largely the domain of the rich and famous, there has been a massive shift in attitudes and a rocketing demand for non-surgical treatments such as cosmetic fillers and surgical peels. These contemporary

procedures come with minimal danger, affordable prices and involve little recovery time – so are increasingly viewed by many as an extension of the traditional beauty regime. Hence the boundaries between conventional beauty and more extreme treatments are becoming increasingly blurred. In response, a new breed of establishment has evolved – enter the medspa.

Offering all the traditional comforts of a salon or spa, this hybrid establishment often features soft lighting, relaxing music and luxurious surroundings. Time-honoured treatments such as facials and massage sit side by side with Botox, fillers, laser hair removal and intense pulsed light. Yet a medspa additionally offers something that most traditional spas or salons do not – trained medical staff; doctors, nurses and dermatologists working in synergy with beauty therapists and aestheticians in a soothing spa environment.

BEYOND BELIEF

Heralding itself as a ground-breaking new concept in beauty, Beyond Spa at Harvey Nichols London opened its doors this winter. Now customers can essentially shop for Manolos, manicures and micropeels in one fell swoop.

Beyond Spa is spearheaded by renowned US cosmetic surgeon Dr Barry Cohen, who endeavours to make non-surgical cosmetic procedures more accessible to the general public. For him, the medispa model has a definite place in the British beauty market.

"The UK has traditionally been very reserved in accepting cosmetic procedures compared to the US, South America and the rest of Europe," he opines. "This, in part, was due to a lack of availability of the procedures. The medispa environment will make routine treatments – fillers, injectables and laser work – more convenient for the average person."

Dr Cohen reveals that he sensed a growing demand for non-invasive cosmetic procedures in the UK and this hunch was cemented by the response to the launch of his skincare line, pH Advantage, a year ago. "I made many personal appearances throughout the UK and the response was overwhelming. I did more than 15 procedures alone on people who came to the US from the UK as a result. From these talks and from listening to many pH Advantage skincare users, I saw the need and demands of the UK consumer as being unmet."

The blueprint for Beyond Spa was soon drawn up and the venue now comprises five treatment rooms and a comprehensive retail area, offering both non-prescription and prescription-only dermatological skincare. Clients can peruse an eclectic menu of treatments including chemical peels, microdermabrasion, laser skincare treatments, intense pulsed light therapies, Botox/Juvederm/Restylane injections, collagen stimulation, massage and teeth whitening. Beyond Spa's team includes a consulting cosmetic surgeon, dermatologists and on-site physicians who perform or supervise skin analysis using infrared technology. But Dr Cohen is clear about the medispa's unique selling points.

"It is Beyond Spa's philosophy to provide high quality care that is mainstream and clinically proven at a fair price. To not oversell hopes and promises, but only those procedures which will work and are effective. We aim to do so in a beautiful environment that is doctor-supervised," he says.

"We are more like a doctor's office than a spa, based upon the offerings, yet we are set apart from most other medispas in that we are very accessible, like a spa, open 90 plus hours a week including nights and weekends."

*For more details telephone Beyond Spa:
020 7201 8595.*

