AESTHETICS & WELLNESS

The 4 P Guide

To Anti-Wrinkle & Facial Filler Treatments

0845 519 5377 | hello@airaesthetics.co.uk | www.airaesthetics.co.uk

THE 4 P GUIDE TO ANTI-WRINKLE & FACIAL FILLER TREATMENTS

Why The Need for The 4 P Rule?

Unfortunately, many of us have heard a story, or personally know someone, whose anti-wrinkle injections or Dermal filler treatment hasn't lived up to expectations. Maybe too much product was used or the product wore off too quickly or a complication occurred.

Stories like these are such a shame because people are put off seeking help about issues that bother them. In the right hands aesthetics treatments such as Botox and Dermal fillers are so beneficial.

Our advice to anyone looking to have a treatment is to follow the 4 P Rule which will ensure that you have a safe treatment and achieve the results you're looking for.

THE 4 P RULE

1. Thoroughly research the Practitioner
2. Read about the Products being used
3. Check out the Place
4. And never be tempted by a cheap Price!

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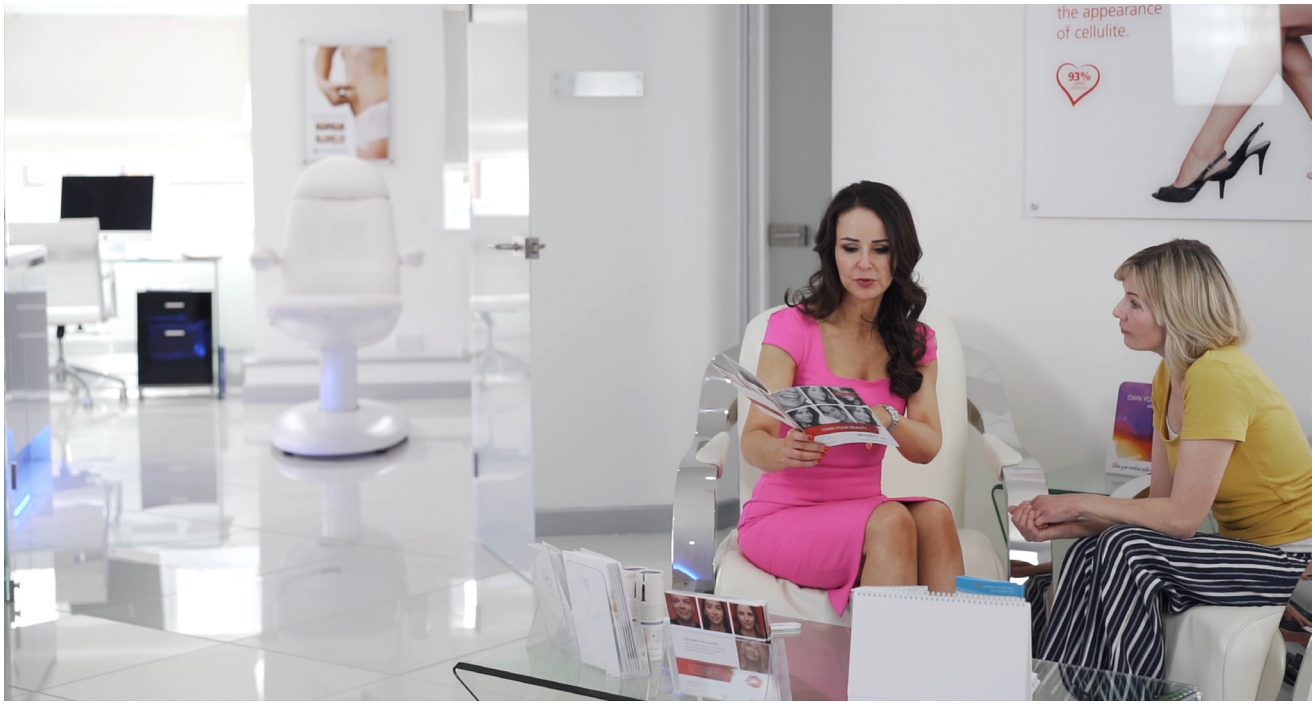
PRACTITIONER



Before making your final decision and booking a treatment with anyone make sure you research your practitioner's qualifications and experience.

Did you know that there are 43 minute muscles in your face that cause our expressions? An experienced, properly trained practitioner will be able to pinpoint and affect the exact muscles that are causing wrinkles and lines, or be able to precisely inject a Dermal filler to improve an area of volume loss.

Years of medical training as Doctors, Dentists and nurses provide the anatomical knowledge that is vital in order to do this. Even then it's essential that regular training is carried out each year to perfect and improve techniques. That's why at Air Aesthetics we say that the knowledge and expertise required to perform, for instance, injectable treatments cannot be taught on a two day course to beauticians and other non-medics. You're potentially putting yourself at severe risk by allowing a non-medically trained person to inject you.

Feel free to ask the practitioner about their qualifications, their level of training and the amount of experience they have in your chosen procedure. If you're considering a surgical treatment please ensure that you select a surgeon who specialises in that treatment.

Remember that medically trained practitioners should hold an up-to-date GMC, GDC or nursing registration and undertake regular training each year to perfect and improve their technique.

More than anything listen to your gut instinct. If it doesn't feel right, don't go ahead. It's your decision and only when you're happy and 100% sure is it the right time to move forward.

PRODUCTS

When talking to your Practitioner ask them about the product(s) they are going to be using.

Did you know there are many different toxins and over 70 facial fillers on the UK market but only a very small number are approved by the FDA?

The FDA - the US Food & Drug Association - is responsible for protecting public health by ensuring the safety and efficacy of aesthetics products and medical devices.

We urge you to do your research and ensure that you understand which product will be used and how much will be needed to achieve the desired results.

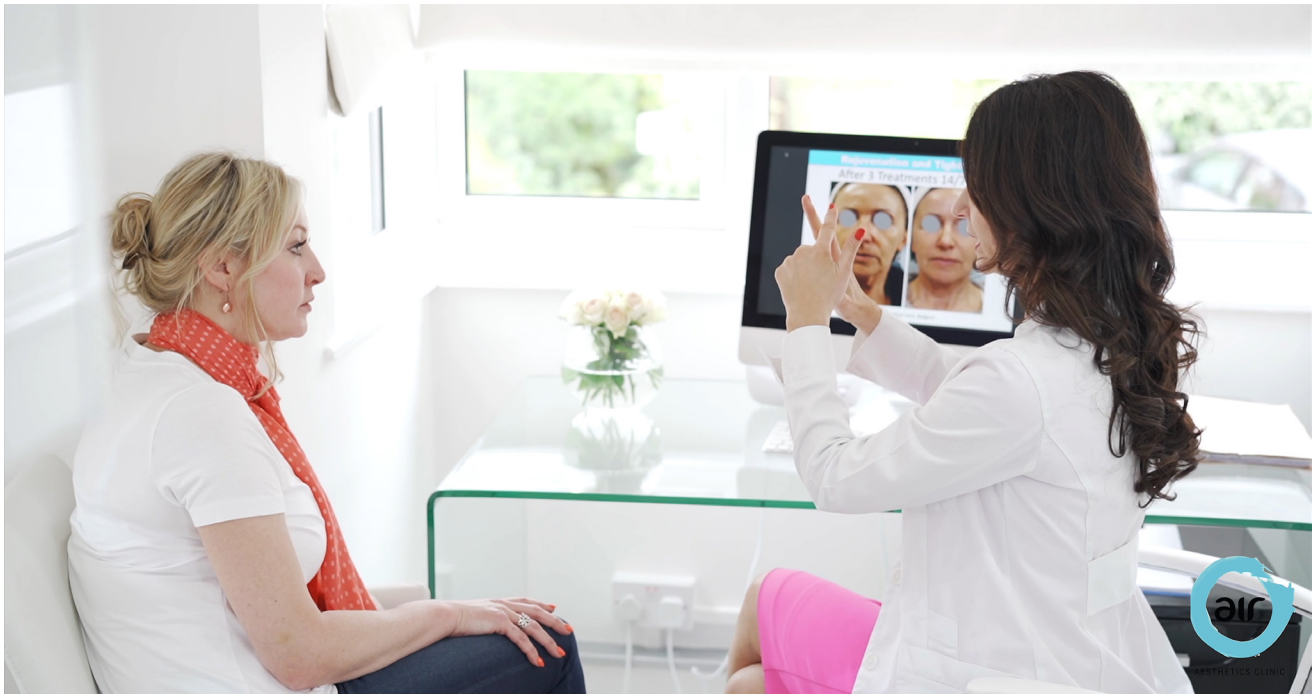
It is also wise to ask to see before and after photos of clients the practitioner has treated themselves in order to check that results are natural and in keeping with what you want to achieve.

PLACE

The treatment you are considering having is a medical and not a beauty treatment and should only be performed within a clinical environment by a medically qualified practitioner.

To avoid the risk of infection and, on the very rare occasion that things go wrong, you need to be in a clinical environment with the correct medical equipment required to deal with issues effectively and safely.

At Air Aesthetics we always recommend that you visit a couple of clinics to meet the team, ask plenty of questions and look around their facilities.



PRICE

Everyone likes a bargain and we are often guided by the price tag. However, when it comes to our health, our bodies and perhaps especially our faces we should never look for a cheap deal. If it's cheap, please believe us, it's cheap for a reason!

The cost of your treatment should be a reflection of the:

- Outstanding level of experience and expertise of the practitioner
- High quality of the product(s) being used
- Superior clinical facilities in which the procedure is undertaken

We believe that to compromise on any one of these factors is potentially a recipe for disaster.

IS THERE ANYTHING ELSE CAN I DO TO SAFEGUARD MYSELF AND MAKE THE CORRECT CHOICE FOR ME AND THE TREATMENT I WANT?

The Safety in Beauty Campaign

Launched in October 2013 by Antonia Mariconda the Safety in Beauty Campaign was formed in response to the growing dissatisfaction and devastation caused by dubious treatments and unethical practitioners.

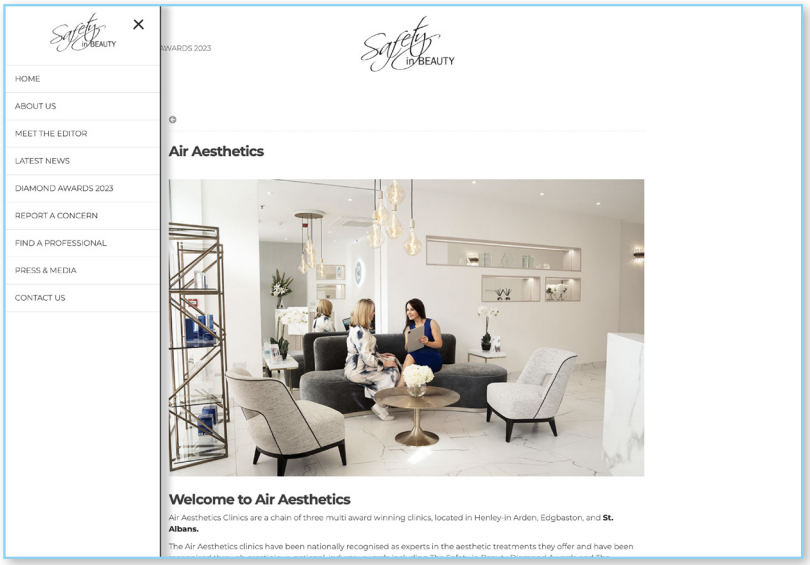
The Safety in Beauty campaign seeks to:

- Help, educate and empower consumers
- Facilitate a better, safer, more transparent industry
- Offer much-needed support
- Give peace of mind to everyone seeking to improve their looks

The Campaign supports members of the public by allowing them unlimited FREE access to emotional, legal and medical advice and support and their website can be found at **www.safetyinbeauty.com** Active Twitter and Facebook feeds can also keep you up-to-date:

Twitter: @SafetyinBeuaty
Facebook: Safety in Beauty

The Campaign is run by voluntary supporters and professionals who receive no financial remuneration for the time and services they give. Their website also helps you to 'Find a Professional' for any given treatment and is a great place to start.

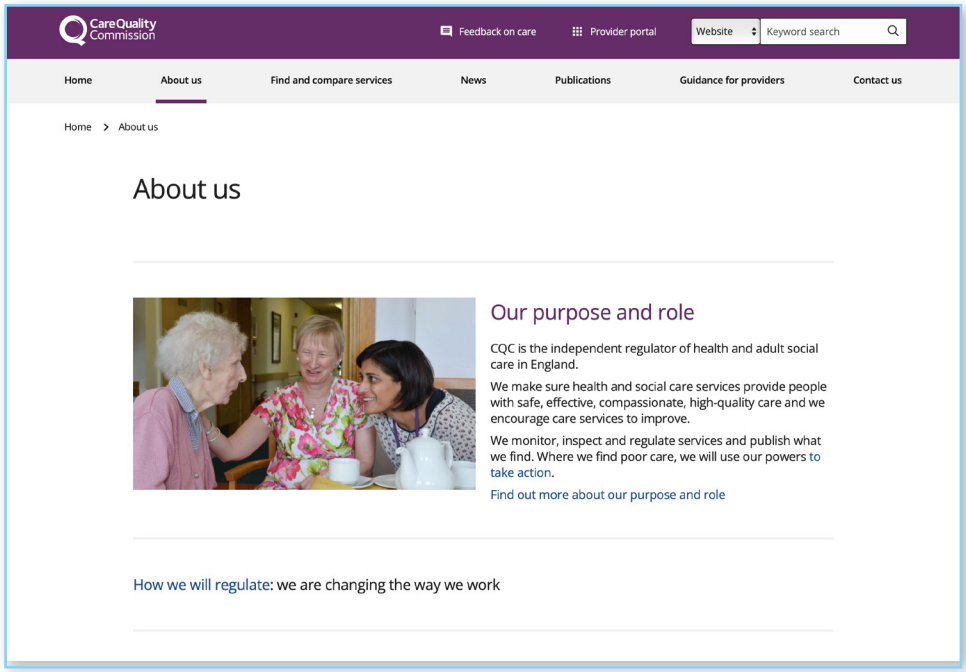


www.safetyinbeauty.com

Care Quality Commission (CQC)

Over and above the help and advice offered at the Safety in Beauty campaign website you can also visit the Care Quality Commission or CQCs website at www.cqc.org.uk

All UK surgical facilities are required to be registered by the CQC. You can view reports for FREE on their website which rate each practices facilities, their people and their processes. The CQCs website will also help you identify previous complaints or areas requiring attention which may be relevant to a surgical process.



www.cqc.org.uk

FURTHER SUPPORT
DR CLAIRE OLIVER
(GDC 70918)

As Medical Director of Air Aesthetics Clinics, Dr Oliver is one of the UK's leading CoolSculpting® practitioners. With nearly four years' experience under her belt, and one of a very small number to have trained in both the US and UK, Dr Oliver has personally performed more than 2,000 treatments.

With clinics in Henley in Arden, Warwickshire, and The Cube, in the centre of Birmingham, we are able to offer you a personalised, professional customer experience in the location that suits you.

We understand that you may feel nervous and we invite you to visit our Air Aesthetic centers and watch a treatment taking place. You are more than welcome to speak to some of our clients and meet with Dr Oliver to informally discuss CoolSculpting® prior to a consultation. We do not charge for this time with us.

Call **0845 519 5377** and speak to Sue Harbour, our Clinic Co-ordinator, and discover how your exciting journey will lead to a new you.

Email: **hello@airaesthetics.co.uk**

Dr Claire Oliver

GLOSSARY OF TERMS

AAIC – Association of Aesthetics, Injectables & Cosmetics; the AAIC is the only Association where Members have a yearly independent inspection with agreement to adhere to audit on the Botulinum & Dermal Fillers register. They work to:

- Protect the general public with a 'one prescription, one client' treatment protocol
- To offer full transparency within the Aesthetics profession by championing a Charter of Excellence fortraining to National Occupational Standards
- Ensure public safety as a number one priority at all levels

www.aaic.org.uk

ACPB – Association of Cosmetic Practitioners of Britain; the ACPB welcome professionals from both medical and non-medical backgrounds. Their key directive is that Members abide by the Code of Conduct by having full accreditation and insurance.

The ACPB aim to allow all those who wish to train in this area to have an equal advantage, putting aside rivalries from any professions within the medical or aesthetic practitioner fields, thereby allowing entry to be accepted on high standards of safety, adhered to through rigorous and regular inspections which protect the general public at all times.

www.acpb.co.uk

BAAP – British Association of Aesthetics Plastic Surgeons; based at the Royal College of surgeons the Association was created to promote excellence in aesthetic cosmetic surgery and is made up of more than 300 Members who follow a Code of Practice and ethics to improve overall safety standards and to enhance the education of the public about aesthetic cosmetic surgery, and in particular the benefits and risks of different procedures.

www.baaps.org.uk

BACN – British Association of Cosmetic Nurses; is the largest Professional Association for nurses carrying out cosmetic treatments in the UK. It operates under a strict Code of Conduct in order to ensure patient safety across all treatments undertaken by its members. The BACN has a dual role:

- To provide services and support to all of its Members
- To promote and support patient safety in the area of Non-Surgical Aesthetic Treatments

The BACN is a not-for-profit organisation owned by its Members and its Board is elected on an Annual cycle.

https://www.bacn.org.uk/

Botox; Botulinum toxin injections, such as Botox, is a medical treatment that can also be used to help relax facial muscles. This makes lines and wrinkles, such as crow's feet and frown lines, less obvious. Botox can temporarily alter your appearance without the need for surgery. Botulinum is one of only 4 FDA approved products.

www.nhs.uk & www.airaesthetics.co.uk

CQC – Care Quality Commission; monitor, inspect and regulate services to make sure they meet fundamental standards of quality and safety. The CQC publish what they find, including performance ratings to help people choose care.

www.cqc.org.uk

Dermal Fillers; are injections used to fill out wrinkles and creases in the skin. They can also be used to increase the volume and definition of the lips and cheeks. The fillers are made from a variety of materials and the effects can be either temporary or permanent, depending on the type of filler.

www.nhs.uk

FDA – US Food and Drug Administration; is responsible for protecting public health by ensuring the safety and efficacy of aesthetics products and medical devices.

www.fda.gov

GDC – General Dental Council; is the UK-wide statutory regulator of just over 100,000 members of the dental team, including approximately 40,000 dentists and 60,000 dental care professionals. Our primary purpose is to protect patient safety and maintain public confidence in dental services. To achieve this the GDC register qualified dental professionals, set standards for the dental team, investigate complains about dental professionals' fitness to practice, and work to ensure the

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