

FEEDBACK FROM THE CLINICS

Aesthetic Nurse Practitioner
Becky Hollands talks about how SKIN **SYNERGY**® by AesthetiCare® and the AesthetiCare® range of advanced, evidence based medigrade skincare products benefits her thriving, Brighton based medical aesthetic clinic: **Becky Hollands Aesthetics**.

When you start to use the SKIN **SYNERGY**® by AesthetiCare® system you notice that you can get closer to your client. Your client feels like they are being pampered rather than being 'treated' and with great testimonials like the one below, I feel like I'm really taking care of my clients by providing them with the products from the AesthetiCare® portfolio: The client pictured below was a regular long haul traveller and was coming to me for treatment with muscle relaxants. On one particular meeting she mentioned to me that she felt her skin was in a "downhill decline", so I decided to start her off with a selection of the products from the SKIN **SYNERGY**® by AesthetiCare® system. We started off with the **Retriderm™ Retinol 0.5%** Protein Rich Skin Serum for 4 weeks and then built in the **Endocare® Tensage™** Skin Rejuvenation Kit for the next 6 weeks. I took the 'after' image at this point and the improvements to her skin were already obvious.

Since then we have added more products from the SKIN **SYNERGY**®

by AesthetiCare® system to her skincare regime. She is now using the **PRESCRIBEDsolutions™** Surface Improvement Cleanser as her daily wash and due to the flexibility of the **PRESCRIBEDsolutions™** range I have been able to customise the cleanser for this particular client with the skin specific Hydration Booster. Further anti-ageing and UV protection is being provided by the **Heliocare® SPF50 Gelcream Color Light** which is being used as her daily foundation and she is continuing with the **Endocare® Tensage™** products.

The built in advantage of SKIN **SYNERGY**® is that the regimes are tailored to individual skin requirements, these requirements determine which products are selected. The flexibility of the system means that different strengths, products and quantities can be used at your discretion, also enabling the treatment of male clients.

The fact that the SKIN **SYNERGY**® products are medigrade cosmetics gives them - and you - a big advantage over the high street. This is the most important feature of all of the AesthetiCare® products from my professional point of view. As a skincare practitioner, the whole AesthetiCare® range, combined with my expertise means that I am providing the best possible skin treatment for my clients giving me great confidence both as a nurse and

as a business owner. This confidence translates directly into business performance as it allows me to offer my existing clients an increasingly high level of service and, as the SKIN **SYNERGY**® system can be offered to new clients that are not receiving injectable treatments, this encourages people into my clinic having an important, positive and considerable impact on my business.

SKIN **SYNERGY**® caters for all skin types; younger, less damaged skin up to older skin with more obvious signs of ageing & sun damage, male skin as well as female skin, and because of the pharmaceutical side to AesthetiCare® you are able to support clients with problem skin conditions such as rosacea, spot prone skin and pigmentation.

The flaw in the high street approach is not necessarily that the products don't work - although personally I don't think they do! The flaw is that as the products are of a 'soft formulation', they are not able to match the level of active ingredients found in the SKIN **SYNERGY**® by AesthetiCare® portfolio. For example, it is highly likely that a product such as Garnier Ultra Lift is going to have a fraction of the Vitamin A found in the **Retriderm™** range.

Cost is also an important factor in serious skincare and it appears that just because it is more expensive it doesn't mean that it works any better. When compared to the higher priced products found on the high street, the SKIN **SYNERGY**® by AesthetiCare® system is very reasonably priced. After conducting some of my own price comparisons on the high street equivalent of a SKIN **SYNERGY**® protocol I found that a number of the most popular high end brands were on average between double and four times more expensive, proving that clinically effective skincare doesn't need to break the bank!



Retriderm™ Retinol 0.5% Protein Rich Skin Serum used for 4 weeks and then the **Endocare® Tensage™** Skin Rejuvenation Kit for the next 6 weeks.