

**REPORT ON
COSMETIC TREATMENTS**

**“How to Choose the
Right Clinic and
What You Need to Know”**

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ABOUT THIS REPORT

Quite simply my goal is to help you better understand the often confusing world of cosmetic treatments.

Reading this report should help answer questions like:

- "How do I decide where to go for treatment?"
 - "What questions should I ask before having treatment?"
 - "I've heard so many stories about problems. How do I know whether treatment is safe?"
 - "I've heard filler treatments often leave bumps."
 - "I'm worried about being left with a frozen look."
 - "There are so many treatments out there – how do I choose what to have done?"
 - "I'd like to have treatment but I'm worried I won't look like me anymore if I do."
 - "Is it possible to have cosmetic treatments on a budget?"
 - "I want to look better but don't want anyone to tell that I've had treatment – even my husband."
 - "I'm not very happy about my appearance but I don't know what I should have done to improve things."
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WHO AM I?

My name is Dr John Tanqueray and I qualified in Medicine from Cambridge University in 1984.

My background is as a General Practitioner (Family Physician).

My interest in cosmetic medicine started in 1999, and in 2003 I set up Mulberry House Clinic.

During this time I've seen both good and bad sides of the cosmetic industry, the medical profession and government authorities, and have learnt to question and doubt everything I hear from sales representatives or read in the newspapers and magazines and even some of my colleagues.



I've learnt that:

- having the latest hi-tech equipment is no substitute for good clinical skills;
- choosing the right treatment and using it in the right way in the right person is absolutely crucial;
- any treatment is only as good as the person who is providing that treatment.

That's enough of me...

Through this report, I hope to enable you to make sensible decisions about whether and where you should have treatment, and if so what treatments are most likely to give you the results that you want.

Dr John Tanqueray, Cosmetic Physician
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HOW DO I CHOOSE THE BEST CLINIC FOR ME?

If you're thinking of having cosmetic treatment you need to find a clinic/practitioner you can have confidence in and can trust to give you the best advice. I hope you want your treatment done in a sensitive way to make sure you keep a natural look, and you want it done safely and with the best products.

Sadly too often we see examples of poor treatment in magazines and on television, or walking down the local high street. Treatment that draws attention to itself is usually the fault of the practitioner rather than the treatment itself - remember that most people you see who are looking great and are above a certain age are probably having treatment, but it has been done sensitively and looks natural. You need to be sure your practitioner understands the importance of this and can deliver it for you.

In good hands treatments like Botox, laser or dermal fillers can be very effective and safe, but all medical procedures involve possible risks of side-effects or complications, and finding the best trained and most experienced practitioner is the best way of reducing these to a minimum.

How can you best decide which of these people you can trust with something as precious as your face?

I suggest you should be as questioning when it comes to choosing your clinic as you would when making any important decision - it makes sense to be cautious.

The following advice is based on my experience over the past 10 years running my own cosmetic clinic and, sadly, meeting people who have had a bad experience elsewhere.



Mulberry House Clinic & Laser Centre

RULE NUMBER 1:

Assess Your Practitioner Before They Assess You!

Don't be afraid to ask questions

Just as you wouldn't buy the first house you see, you shouldn't assume that the first person you see about your appearance is going to suit you best either.

You need to find out what you can about their background and skill, and decide how comfortable you feel with their advice and the way they talk to you.

So, here are my suggestions for your "Top 7" questions to ask:

1. "What Is Your Background/Qualification?"

In the UK you may find the answer ranges from a plastic surgeon, doctor, nurse, dentist, physiotherapist, pharmacist, beautician or none of the above. (Anywhere else in Europe and the USA only medically qualified doctors can administer injectable cosmetic treatments.)

Which of these would you feel will have knowledge of dermatology, anatomy and diagnosis of related medical conditions, and the knowledge and experience needed to help should any problems arise after treatment?

Don't be afraid to ask questions - I am very surprised how few people ask searching questions about me and my practice, and when they do I welcome them. No practitioner should be surprised to be asked and shouldn't be offended – in fact the more offended or uncomfortable they are the more likely they're not as qualified as you'd like!

2. "How Long Have You Been Doing These Treatments And What Specialist Training Do You Have?"

A good question but remember that just because someone has been offering treatments for a long time this is no guarantee that they're good or that they have done very many! As a trainer of practitioners from relative beginner to more experienced I've seen a very wide range of skill levels, even when someone has been offering treatment for a long time.

Good training is essential, but do they have evidence that they have been assessed after they've had training? Remember that simply attending a training session is no guarantee that they are good at what they are doing.

3. "Are You A Member Of A Recognised Professional Body?"

In the UK this might include General Medical Council (GMC), British College of Aesthetic Medicine (BCAM), British Association of Aesthetic Plastic Surgeons (BAAPS), General Dental Council (GDC) or Nursing and Midwifery Council (NMC).

You can always check with the relevant governing body if you are unsure of someone's qualifications.

4. "How Many Treatments Have You Carried Out And What Complications Have There Been?"

Of course there is no way of proving that the answer given is correct but it should give you a guide. No-one with experience is likely to say that there has never been a complication, and shouldn't be ashamed of saying so as these are a medical fact of life. If someone insists that they have a lot of experience but never see any problems then you might question them further.

If a practitioner can quote their own rate of complications then you should be impressed – this means that they monitor their treatments and results and take their practice and education seriously.

5. "How Easily Can I Contact You Or See You If I Have A Query Or A Problem?"

Some practitioners can be extremely hard to get hold of when it comes to asking for advice following a treatment, especially if you have a problem or concern. This is distressing and stressful if you are the patient. For example if your practitioner travels to a clinic only once a month they will not be available very often, so make sure you feel comfortable that advice in person will be available if you need it. For a more invasive procedure you should be given a mobile phone number to ring in case you have any worries out of normal hours.

6. "If I Have A Problem That You Can't Deal With What Would You Do?"

There may very rarely be a situation where more specialist advice is needed if an unusual problem arises. Someone who has thought this through will have a ready answer to this question, which might be that they have a more experienced contact in the profession, or the product manufacturer will provide back-up and advice (however I know from experience that not all manufacturers are good at this).

7. "Which Products Do You Use And Why?"

You will probably have heard about the breast implant (PIP) scandal where industrial grade ingredients were being used in medical products to make them very cheaply. This ended up making more profit for the clinics using them but had disastrous results for some patients.

There are plenty of people in the industry who believe that there will be problems in the future because untried and untested treatments are frequently being launched with little proof that they are safe over a long period.

As an example there are at least 4 major brands of botulinum toxin (the main ones being Botox itself, Xeomin, Azzalure and Dysport) with other manufacturers, not always reliable, appearing around the world; there are several hundred different types of filler available in Europe. Cost for the different brands can vary greatly, but a clinic using a cheaper brand may still charge the same as a clinic using a more expensive one. You need to be sure that your clinic chooses their recommended filler/s because they are effective and safe, not because they are the cheapest and maximise their profit!

A well-established company will have done a lot of research to back up their claims of safety, effect and durability, while others may only have tested their product on a small sample of people over a short period of time – I know which I'd rather be treated with!

The same is true with lasers/IPL - the cost to buy can range from £20,000 to £80,000 for equipment that is supposed to do the same job. Ask yourself why someone would buy such an expensive machine if a cheaper one would work as well and be as safe?

That's the seven questions but here are a few other things to think about before making your final decision about who to trust:

Are You Being Given A True Choice Of Available Treatments Or Just One That Your Practitioner Happens To Do?

If you are asking for advice on a particular problem you want to be sure you are offered the full range of options so you can make a choice based on the risks, benefits and costs of any treatment. Ethical advice would also include suitable treatments not offered by your practitioner – GMC guidance lays down that this is an important part of the consent process.

For example it is now agreed that the most fundamental part of facial rejuvenation is to have enough volume or "lift" in the cheeks, but there will be practitioners who don't have the skill to treat this area so will never offer it to you.

POSITIVE POINTS TO LOOK FOR

If your practitioner is involved with research into new treatments, is asked for opinions on products by companies in the aesthetic field, or if they are appointed as a trainer by one of the big companies then this is a good sign that they are respected within their profession.

A good practitioner should make their own assessment of your situation and make suggestions to you that you might not have thought of rather than just give you the treatment you've asked for – they should be the expert advising you after all.

Don't forget to use your gut instinct. If someone appears open and easy to talk to the chances are that they will listen and be sympathetic to you when it comes to treatment, and you're more likely to be happy with the results; if they don't appear to listen or explain things, don't seem confident when answering your questions, or if you just don't feel comfortable with the clinic setting then you would do better to look elsewhere.

NEGATIVE POINTS TO LOOK OUT FOR

If you don't feel comfortable with the clinic set-up or the person you are consulting then simply go elsewhere.

You should not feel as though you are under any pressure to have treatment or make a rushed decision – you should be given time and space to consider what you want to do, and feel that you are being given the opportunity to ask questions until you are satisfied you understand all you need to know to make a decision.

Beware if the clinic seems more concerned about selling you a treatment or series of treatments than addressing your concerns. Be especially wary if you are told that a certain price will only be valid if you book today, or if you are told that you could have additional treatment at the same time at a special rate. This is purely a sign that the clinic works on commission and may care more about its profit than your well-being.

FINAL ADVICE

Word of mouth is an excellent way of finding someone – don't be afraid to ask your friends if they can recommend a good practitioner. They may well be able to tell you they know of somebody even if they're not prepared to admit they have had treatment themselves (we know this happens!).

In the end there is no harm in visiting a few clinics so you can check out opinions on what would suit you best. This way you may receive different views and you'll get an idea of where you feel most comfortable.

THE ART BEHIND NATURAL RESULTS

We have all seen examples of treatments that have not been done very sensitively, from the simply over-treated to the frankly bizarre, and we have to ask whether these examples are the result of the patient's wishes or a poor choice of practitioner.

There are many ways of measuring what is beauty - some involve making measurements of facial proportions, some on assessing lines and curves, and some rely on visual "instinct" - but there are certain truths that will always apply:

- There are definite features that are more desirable or acceptable in a female face and others more suited to a male
- "Ideal skin" should be smooth, even-coloured, unlined, firm and full so that it reflects light
- The features of the face should fit together so that they all give an impression of the same age – it would not be right to have a perfect mouth but find the rest of the face looking much older for example
- Most people do not want to look different, they just want to feel like themselves at their best
- True beauty is not just in the appearance – it is projected when a person feels comfortable and confident about themselves

An unenlightened practitioner is likely to fall into the following traps:

- Concentrate and treat only the area that you bring to their attention
- Misunderstand the balance and mechanics of the face, leading to treatment of what may appear obvious but is often wrong
- Believe that because some treatment to an area is good, even more treatment will be better
- Focus on only one problem area rather than look at the overall balance of the face
- Do lots of work at once to create a "dramatic" difference (probably to your face AND your bank balance!)
- Give you an unrealistic idea of what can be achieved

A well-trained practitioner will:

- Make a thorough assessment of your whole face and consider the face as a whole
- Aim to give you results with the least amount of treatment possible
- Be realistic about what is possible
- Concentrate first on the areas that will make the most difference
- Help you formulate a plan to manage your treatments over a period of time
- Take a “less is more” approach and be conservative in the amount of treatment used
- Be prepared to advise against treatment, or refer you to someone else with more or different expertise when necessary

WHAT TREATMENTS SHOULD I CONSIDER?

I divide the main areas of treatment into these categories:

Dynamic Lines

These are lines that are caused by muscle movements and repeated creasing in the skin that gradually becomes more ingrained – for example frown lines between the eyebrows, crow's feet or horizontal forehead lines. Muscle movements can also affect the lower face and lead to shortening or creasing of the chin and affect the jawline.

Preferred treatment – Botulinum Toxin eg BOTOX to relax muscles

Volume Loss

Over time we all lose volume in a characteristic pattern through loss of subcutaneous fat, collagen and bone, so the skin becomes less well supported and we develop hollows and sagging which can lead to a tired look, loss of cheek structure, folds around the nose and mouth, jowls and loss of definition along the jaw-line.

Preferred treatments– Dermal Fillers which provide volume and lift to replace that which has been lost.

Skin texture, appearance and colour

Cumulative sun exposure over the years is the main enemy here, although other factors such as smoking, drinking and our genes may play a part.

As skin ages under these influences it becomes drier and rougher, and can become discoloured with uneven brown pigmentation and broken red blood vessels.

Preferred treatments – Laser, Quality Skincare, LED light treatment, skin peels (which can range from light to aggressive), microdermabrasion, dermaroller.

I'D LIKE TO HAVE TREATMENT BUT.....

I frequently hear comments like "I would never have Botox because...." or "I'd like to have fillers but I'm worried it will be all lumpy".

Most of the time that there is a concern about treatment I find it is based on:

- something that is untrue - a misunderstanding or a misleading newspaper article perhaps;
- something that is related to the person doing the treatment - such as uneven treatment or overfilled lips or cheeks;
- a poor choice of product – the best example is Leslie Ash's well-publicised problems.

If you have concerns that are stopping you when you'd like to have something done it pays to discuss them – it is quite likely that your worst fears are unfounded.

Yes there are potential side-effects and risks with any medical treatment, and it is important that these are made clear and explained to you, but in good hands if there is going to be any problem it is likely to be minor and temporary. More significant problems are fortunately extremely rare.

COST VS VALUE

Everyone wants to get best value from any expenditure and you should feel no different with cosmetic treatment, but remember that value and cost are different.

If you look for quality first, you will optimise your results and still keep your costs reasonable – a practitioner practicing to a high standard will aim to give you best results with the minimum amount of treatment. There are techniques for doing this, and by using the least amount of treatment necessary you contain costs and also keep results looking natural. Unfortunately some of the worst results I have seen are when someone has spent an awful lot of money on inappropriate treatment done badly.

One of the questions I often ask is "Are you looking for the best result we can achieve for a given budget, or do you want to get the best result we can whatever the cost?"

The answer to this helps us develop a plan of priorities together to achieve your objective as best we can. If budget is tight then often a visit two or three times a year will maintain things nicely; if the result is all that concerns you and cost doesn't matter then you are in a very fortunate minority!

CONTACT US

I hope you've enjoyed reading this report and that you'll find it useful.

If you have any queries or would like to send your feedback please contact me via email at info@mulberryhouseclinic.co.uk or by telephone on 01604 702630.

We also offer complimentary consultation appointments at our Northamptonshire clinic, which is the ideal opportunity to meet and discuss your requirements or concerns in person with no obligation whatsoever.

We hope to meet you soon.



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