



GOING *It Alone*

We speak to aesthetic nurse Frances Furlong about her decision to branch out on her own

When Frances Furlong was asked recently 'when she stopped being a real nurse?' she laughed it off but the sentiment is something that many aesthetic nurses come across when they decide to leave 'traditional' nursing and branch into the cosmetic field. Never one to let a label stick, Frances, who has been an aesthetic nurse for more than a decade, has spent her entire career trying to develop herself as a specialist in the field through continued education and by keeping her professional codes of conduct at the forefront of everything she does.

Frances qualified as a nurse in 1999 from St Bartholomew's School of Nursing and Midwifery, working first in acute medicine and accident and emergency and then in community nursing. Her first experience with lasers was when she started working for Ultralase in Tottenham Court Road in June 2001 as a senior staff nurse in laser refractive surgery. She says, "I was always interested in laser and decided to investigate and look into how I could get into the laser industry. Working for Ultralase really gave me an insight into lasers and what they could do."

After a year Frances was headhunted by The Eye Clinic and it was during this time that she met Dr Phillip Dobson (now medical director of LCS). She remembers, "Dr Dobson was my medical director and actively encouraged me to get my formal qualification in lasers. I then realised what lasers could do in other domains and became very interested in the aesthetic and dermatology side. It felt like a new, dynamic, ever-changing and exciting industry to work in." With her interest in dermatology and aesthetics spurned, Frances' got her first job in aesthetics with the

Private Clinic in Harley Street where she worked as a senior aesthetic nurse before being approached by the Skin Health Spa (formerly known as the cityskinklinic), where she stayed for five years working as a nurse practitioner and then as registered manager, under the medical direction of Dr Lucy Glancey.

In 2010 Frances decided to leave the Skin Health Spa to set up her own business, going into partnership with fellow nurse Emeline Hartley at Cosmetic Healthcare Solutions Ltd where she worked as a nurse consultant and company director, attending regular clinics in Essex and London consulting and providing aesthetic and dermatology treatments.

However two months ago she made the brave decision to go it alone and has set up her own company Perfect Skin Ltd, acting as both a director and nurse consultant, currently working in seven clinics in Essex, London and Suffolk, providing aesthetic and dermatology treatments. "All of my knowledge, training and qualifications has led me to have the confidence to be able to do this on my own now", she says.

A FULL FACIAL APPROACH

Frances' approach to aesthetics is all about creating the best treatment package for patients rather than just using stand-alone treatments. Her philosophy is to devise bespoke combination treatments that are tailored to the individual to offer the best results, which is why she has attracted a large following of celebrity clients over the years. "When people come into me, their initial free consultation is very bespoke and about all of their skin health needs. It is about looking at it from a holistic and aesthetic approach to tailor treatments to suit all