

of the patients' needs. It is about tailor making a package to suit that person and then talking about maintenance treatments and how to care for their skin long term. That approach is the key to my success."

Frances has also become a specialist in mesotherapy after training under Dr Vincent Kabeya at the cityskinclinic and this is a treatment she thinks is underestimated in the UK. She says, "I owe a lot to Vincent Kabeya. I was very very fortunate to work with him as he is a mesotherapy specialist and also a specialist in treating black and Asian skin, which I think is a very important issue. A lot of people try and shy away from treating those skin types but I am now very confident and competent in treating those different skin types. Before I met him I was quite sceptical of mesotherapy and quite wary of treating black and Asian skin, so he certainly changed my outlook and my approach. He helped teach me the fundamental principals of mesotherapy - that it is not just about using one vial of solution to treat all. It is a complex process, which he has dedicated many years to studying. His training and expertise in coaching me has made me the practitioner I am today with regards to mesotherapy."

With this knowledge under her belt Frances has gone on to develop her own specialist treatment protocols including the 'eight-week non-surgical face-lift', which combines Radiesse® with dermal rollers and mesotherapy. She explains, "With this we can do a treatment in eight weeks and get amazing results. Radiesse® is a very good volumising product and the mesotherapy products that I use are very tailor made for that specific skin type so you can tweak it accordingly and get a very personalised, bespoke mesotherapy cocktail for that person. You are then using the dermal roller to penetrate into the skin deeper and stimulate fibroblasts and then getting the patient to carry on with a skin regime afterwards."

"I am not exclusive to any one product range, but I absolutely love Heliocare SPF 50, I use that myself everyday. As a practitioner trying to get someone to use a high SPF everyday can be a challenge but everyone I have got onto this range absolutely loves using it and doesn't feel that it is particularly heavy. I also love Jan Marini's products, particularly their acne range. I also use Inspira Med and, as a night cream, I really rate Q-Med's Restylane® Night Cream, which I use every night myself. But I will mix and match accordingly for what I need to achieve for my patients."

MEDIA SAVVY

Frances has made quite a name for herself in the media over recent years and being media savvy is

something she considers very important for any aesthetic business to succeed.

"When I started at the cityskinclinic I became very much media aware and had media training with the company. I realised what a powerful tool it was and how important it was that the relationship between the media and aesthetics industry became more united to get the correct information out there to the public and to potential clients."

During the course of her career Frances has regularly featured in the *Daily Star* newspaper where she wrote a weekly 'Ask The Experts' column from August 2006 - June 2008. She has also written for *Elle Magazine*, *Essential Magazine*, *Instyle*, *Woman and Home*, *Top Sante*, *Aesthetic Medicine Magazine*, *The Times Magazine* and *Cosmetic News* and has appeared on GMTV demonstrating her mesotherapy techniques.

This year she was asked to be a judge for the InStyle Beauty Awards where she worked along a panel of 180 expert judges to select the 'Best Beauty Buys' for consumers from a range of skincare, make-up and other beauty products.

PROFESSIONAL DEVELOPMENT

A keen academic, Frances has always made it her priority to develop herself as an aesthetic specialist and has undertaken various qualifications in order to prove to herself, and others, that she has the qualifications to back up her skills and knowledge.

From June 2004 to June 2007 she undertook a BSc in Professional Practice in Health and Social Care at the University of Greenwich, writing her dissertation on 'The most effective treatments for acne, comparison of skin peeling, lasers and antibiotics', for which she gained a 2:1. She says, "The university hadn't, at that time, developed an aesthetic programme and, although they told me that that would be something that would be coming in the near future, I didn't want to wait for that programme so I aligned a Professional Practice Honours Degree to aesthetics with a keen interest in acne management. I did that alongside working and thoroughly enjoyed it even though it was hard work!"

She then studied for a BTEC Advanced Award in the 'Principles of Laser, Light and Associated

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Aesthetic Therapies' with the Mapperley Park Training Centre, and more recently did her Preparation for Non-Medical Prescribing Nurses, Midwives and SCPHN's at the University of Essex. "As a nurse working in this area I thought it was very important to get these qualifications", she says. "I just wanted to have that to show this was something I was wholly committed to and wanted to specialise in. I don't think aesthetic medicine can be viewed as something you do for a bit of extra cash on the side for a few hours every week - I think it is important to become a specialist in whatever area of nursing you work in."

She has also made sure that she regularly attends educational meetings to 'develop my professional knowledge and requirements within my nursing body and to ensure that I am the forefront of the latest treatments and technology within the clinical excellence framework.' She adds, "Aesthetic medicine is still about patient care, just on a different level, and I never lose sight of the fact that I am, first and foremost, a nurse. I have always maintained the fact that I am a nurse I have always kept up with my professional competencies. I often get patients that say to me 'when did you stop being a real nurse?' but what is a real nurse? I am not putting somebody to bed or taking their temperature but that doesn't mean that I am not a real nurse."

"When you have an NHS background the transition into an industry like this where you also have to become a business person and talk about money and fees can make people lose sight of the fact they are still a nurse or doctor. I think it is vital that as nurses we still work within our codes of conduct and within the framework and guidelines we are governed by. These treatments may be being done for cosmetic reasons but they are not beauty treatments, they are still medical and the same rules apply as to any aspect of medicine. You should only do a treatment if it is in the best interest of the patient, that way you will always be seen to be reputable, trustworthy and adhering to your codes of professional conduct."