

FERTILE TERRITORY

WIMPOLE DERMATICS DEMONSTRATES HOW IT IS USING AESTHETIC MEDICINE TO SUPPORT WOMEN WITH FERTILITY ISSUES AND MUCH MORE

London's Harley Street and Wimpole Street are synonymous with medical excellence and innovation. Arguably at the heart of the UK's aesthetic medicine industry, Wimpole Street houses clinics with robust reputations, and relative newcomer Wimpole Dermatics is no exception.

Professor Nadir Farid, consultant endocrinologist, was already a resident of the exclusive neighbourhood when he decided to branch out and, earlier this year, he opened a medical aesthetic spa next door to his existing business, The London Endocrine Clinic (LEC), located at 21 Wimpole Street.

The LEC's focus is endocrine syndromes and fertility issues and, by nature of his work and experience, Professor Farid is an expert on women's health.

With a successful diagnosis and treatment programme for polycystic ovarian syndrome (PCOS) – in which the ovaries are covered in small cysts – the LEC provides care for women of all ages, offering advice on a number of issues including excess body hair, acne, obesity and fertility.

While the LEC has always endeavoured to offer an all-encompassing service to its patients by providing them with the support of a team of nutritionists, lifestyle coaches, health and fitness trainers and stress management experts, the opening of sister clinic Wimpole Dermatics is now allowing Professor Farid and his team to give patients an even stronger and more varied support structure.

Wimpole Dermatics addresses a broader range of fertility-related conditions than those treated at the LEC, which specialises in PCOS.

As well as addressing PCOS symptoms, such as acne and excess facial hair, the new clinic also specialises in anti-ageing and facial rejuvenation services and men are also able to benefit from the host of treatment options available.

The aesthetic medicine treatments on offer include laser hair reduction, acne and acne scarring treatment with lasers and peels, conventional and medical peels, treatment of



PROFESSOR NADIR FARID

blemishes and pigmentation, laser collagen rejuvenation facials, vein treatments, botulinum toxin, fillers and lip enhancements, Sculptra™, waxing, semi-permanent make-up and tattoo removal.

TAG TEAM

A wide skill set is necessary to deliver the range of treatments found at the clinic. Consequently, Professor Farid's team includes aestheticians, nurses, consultant dieticians and psychotherapists. This combination of expertise ensures patients receive a programme that provides them with the optimum individual treatment. "We are multi-faceted, have very high standards and are straight-shooters," says Professor Farid.

The Professor has carefully structured his team, which includes Sarah Williams, an aesthetic practitioner who also practices at the Hove Skin Clinic and Clearstep Enhance Clinic. Williams specialises in laser therapy, hair removal, chemical peels and microsclerotherapy and is a trainer for Fotona Laser. At

Wimpole Dermatics she is also the laser protection supervisor.

A laser enthusiast, Williams's current pride and joy is the clinic's Fotona laser. "It is the Rolls Royce of lasers," she explains. "I have operated just about every laser on the market and, in my opinion, the Fotona is the best."

High quality was also the reason that Williams happily teamed up with the Professor whose reputation preceded him. She says, "When I first met him he was a well-respected man. I knew that everything would be done by the book. You don't want to do anything that will ruin your reputation."

The respect is mutual, particularly when it comes to Williams' skills at tattoo removal. Professor Farid proudly describes her as, "the number one tattoo removal expert in the country". Williams's excitement at the arrival of Wimpole Dermatic's new machine is palpable and her enthusiasm for the treatment refreshing. "The procedure is fast and you can see the results," she explains. "Tattoo removal can be life changing for people."



Having substantial experience in laser treatments, Williams is firmly pitched in the anti laser deregulation camp. She says, "Lasers are not just little pieces people should pick up and play with." She asserts that quality training and experience are an absolute must to protect both the general public and the reputation of the industry. "It's not just being able to pull the trigger and press the button," she continues. "I think laser treatments could go terribly wrong and if lasers are deregulated, insurance companies may not want to provide insurance and then it's a free for all."

Williams's varied experience also includes working alongside Mr Charles Nduka, a consultant plastic, reconstructive and cosmetic surgeon who will now also carry out consultations at Wimpole Dermatics with Michele Mallender, an aesthetic nurse practitioner.

Mallender, who became involved in the clinic after having previously worked with Williams, has worked in the aesthetics and cosmetic surgery markets for the past six years. She is experienced in administering injectables including Restylane®, Hydracell®, Radiesse™ and Boletero and performing other skin rejuvenation procedures.

Mallender also enjoys working at a clinic where standards are high and customer care is a priority, especially in light of her concerns that there is too much information on the market that the general public does not always understand. She says, "I'm into natural enhancement and definitely not over-doing it.

Aesthetics is now veering towards not doing too much but instead just enhancing."

She adds, "It's about re-educating the public, they have a number of misconceptions."

The intimacy of the team has created a positive working environment where each patient is given sufficient attention and time. Mallender comments, "In other clinics, people are often employed to meet targets. There is much more of an individual approach here; patients are given thorough care and advice."

The staff members spend ample time with patients during their consultations and endeavour to ensure that expectations are always managed. Williams says, "You have to be very realistic with people." Where a member of the team feels that a client would receive more appropriate treatment elsewhere, they are comfortable with referring that individual. Williams comments, "It's not about taking risks, it's about making sure people get what's best for them."

As part of its focus on women's health, Wimpole Dermatics has recently introduced a traditional Chinese acupuncturist to its offering. Acupuncture and Chinese herbal medicine combine with western diagnostic techniques and nutrition to treat PCOS and other gynaecological conditions. Professor Farid, says, "The acupuncturist specialises in fertility to help women who are desperate to get pregnant without having IVF or other treatments."

There are also plans to introduce a dermatologist to the practice, to address acne

and scarring issues. Although he admits that it can be an over-used term, Professor Farid describes his practice as "fairly holistic". However, be under no misconceptions, although the word holistic is occasionally associated with candles, waterfall sound effects and dizzying incense stick aromas, Wimpole Dermatics by looks and content – while friendly – offers its patients peak clinical standards and absolute professionalism.

In fact, it offers the whole package, and that package is delivered in the style one would expect from a Wimpole Street address. The clinic undoubtedly looks the part, encased in the discreet exterior traditional of most Harley and Wimpole Street clinics. The classically simple facade combines elegance with the privacy afforded by a heavy set front door that leads to the calm within.

By the time they have ascended the graceful arch of the interior staircase, visitors can be in no doubt that they are in safe hands, worlds apart from a high street beauty salon dabbling in aesthetic medicine.

And the initial success of the clinic is set to continue. Professor Farid says, "We want to get more traffic and to expand. We want to apply our art and we have a lot of talent here." ■

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