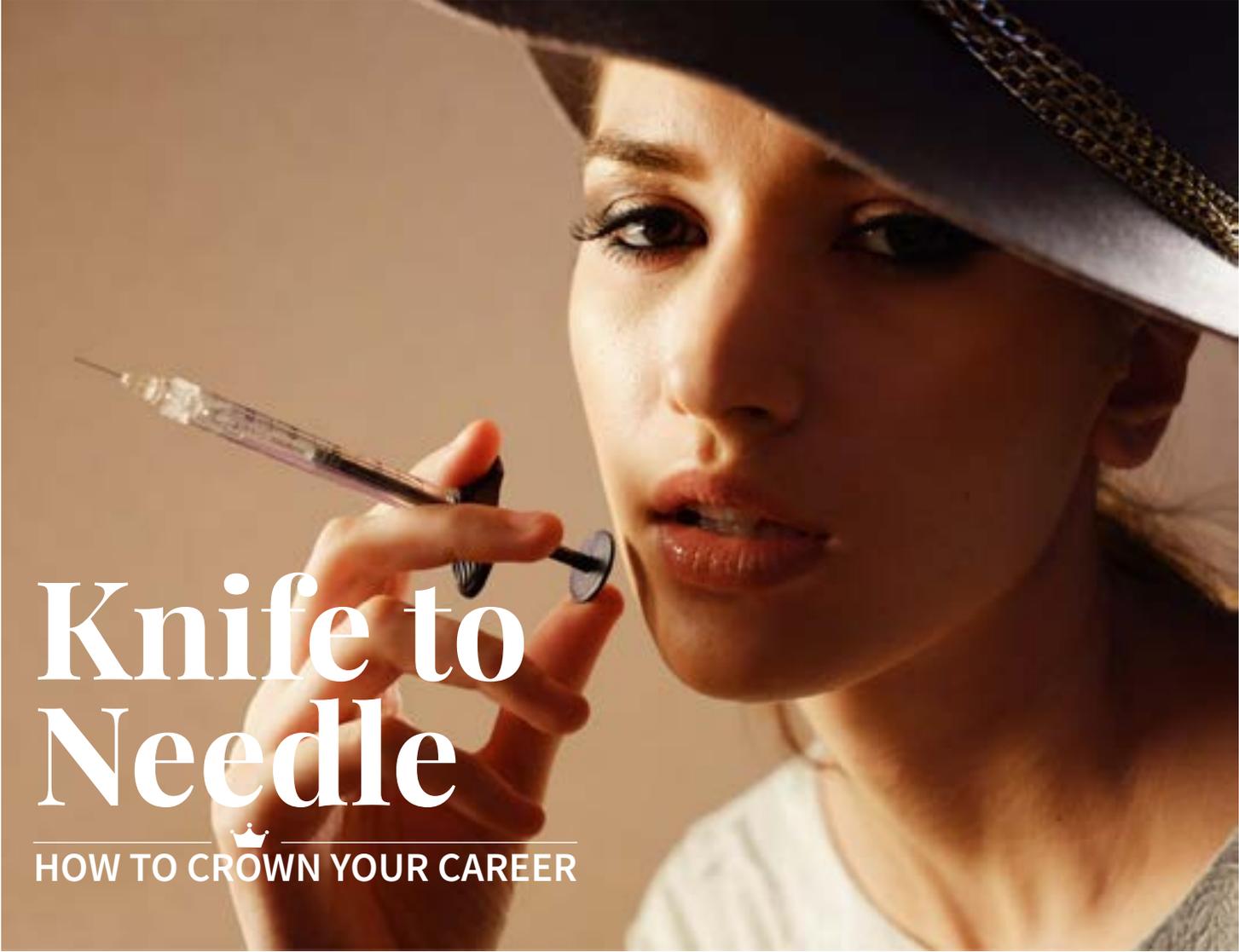


# AESTHETICS

Intercalation For Practicing Dentists

a project by

MED  
AC  
LES



# Knife to Needle

HOW TO CROWN YOUR CAREER

Mentorship  
Programmes

Course  
Content

Business  
Advice

Support and  
Moving Forward

HARLEY STREET  
INSTITUTE

# WHY CHOOSE AESTHETICS

## FIRST STEPS

The basics of aesthetics is easy to learn but takes time to master. When starting out, the main difficulties lie in a lack of confidence and experience. It can be exceptionally daunting when faced alone one-to-one with a client for the first time.

Knowledge and practice are key; we are committed to ensuring that you are completely comfortable with performing each procedure. Our hands-on training will give you the opportunity to work with diverse cases and injection techniques in a busy aesthetic clinic.

*Aesthetics is not 'rocket science' but a high standard of care is crucial, as is treating every client as an individual.*

Our teaching techniques are devised to help practitioners gain sufficient knowledge and practise before entering the cosmetic market.

The move to the aesthetics world can be daunting and our goal is to make this transition a smooth one for you.



## AESTHETICS CAN BE VERY REWARDING

The field of aesthetic medicine is a very rewarding one in terms of professional growth and work-life balance as well as monetary incentives. The level of patient satisfaction with these procedures is usually quite high. However, the number of aesthetic services you offer to your patients and the quality of results obtained is up to you.

Using the latest business models, you can make a good earning with little investment. We hope to guide you in making aesthetics a business opportunity for you.



## AESTHETICS WITHIN SPECIALITIES

Whether you are a GP, Dentist, Neurologist, Paediatrician or Dermatologist, our training programmes can enhance most specialities. Apart from the aesthetic procedures, we train individuals to treat hyperhidrosis, chronic migraine, movement disorders and bruxism.

Most practitioners find that integrating aesthetics into their current role adds some variety to their everyday jobs. With proper guidance on how you can add aesthetic procedures to your service and cross-sell them to your patients without losing your professional image is vital to success.

# AESTHETICS IN DENTISTRY

- WHY IT MAKES SENSE?



The world of dentistry is moving forward rapidly, along with the need of up-skilling to keep up with our peers and our patients needs.

Dentistry involves years of concentrated learning on the head & neck as well as learning dexterity in using tools & injections making it the ideal profession to take on aesthetic medicine head on. This is an acquired skill that is perfect for dentists.

Can you use a needle? Do you know your head and neck anatomy? Do you want to join the fastest growing sector in medicine? Basic aesthetic treatments are easy to learn and integrate to any dental practice and with the right training & marketing material integrating the two in your practice will be seamless.

#### Dentists are perfect for aesthetic medicine because:

- ✓ Power of prescribing
- ✓ Rapport with our existing loyal client base
- ✓ Manual dexterity
- ✓ Extensive knowledge of facial anatomy
- ✓ CQC regulated premises
- ✓ See dental patients regularly which is aligned to when aesthetic patients need follow up

#### There are other advanced treatments extremely beneficial to the patient:

- ✓ Masseter Botox, this can help with chronic bruxers, wide jaw angles and related headaches
- ✓ Gummy smiles with botox safe alternative to surgery

Learn

“  
The perfect **smile** must  
accompany the perfect  
radiant **skin....**”

MEDI-SPA

TREATMENTS

At Home

# MEDI-SPA SKIN TREATMENTS

targeting enlarged pores, rough texture, uneven skin colour

HARLEY STREET™  
FORMULATIONS



CLEANSE

Cleanse skin to remove excess oils, dirt and other foreign debris from deep within the pores using Alpha and Beta Hydroxy acids. Salicylic acid helps to treat and prevent breakouts.



REVITALISE

Revitalise by replenishing key vitamins and powerful antioxidants essential for skin cells promoting skin cell structural repair, decreasing trans-epidermal water loss and micro and macro pigmentation which contributes to skin dullness, pigmentation, sun spots & melasma.



EXFOLIATE

Exfoliate dead skin layers to simulate cellular turnover and improve skin texture, pores and skin dullness using multiple peeling agents such as glycolic, pyruvic and lactic acid as well as TCA.



STIMULATE

Stimulate collagen, hyaluronic acid and elastin production by activating key cellular functions via targeted multiple peptides, vitamins, retinoids, immune boosters and natural extracts.



intrinsic causes  
EARLY 20  
extrinsic causes

Pores Clogged  
Dead Skin Cell  
Oil - Sweat  
Foreign Debris



UV radiation produces free radicals that impair normal cell function of melanocytes



Slow cell turnover leads to ↑ increased dead skin contributing to dull, dry and rough skin surface



Thinning dermis leads to lines and wrinkles

By Professional

Peel to  
reveal

©CosmeDocs

#confidenceisbarefaced



before

©CosmeDocs

unedited client pictures



after

# CERTIFICATE IN AESTHETICS



## BUSINESS & LEGAL

- + Starting up & planning growth
- + Marketing
- + Integration to existing practice
- + Pitfalls, litigation advice

## PATIENT ASSESSMENT & PLANNING

- + Psychological assessment
- + Facial assessment
- + Treatment planning

## SKINAGE

Understanding the Skin, Skin-Ageing problems and solutions that work for every patient:

### Theory

#### A. Deep understanding of biophysical skin changes

(epidermis, dermis, hypodermis, fascia & ligaments, bone)

#### B. Principles of epidermal & dermal rejuvenation (CRES)

- + Intrinsic / extrinsic ageing, Photoageing, Theories of ageing (free radical, DNA, glycosolation etc), Glogau scale
- + Oxidative damage, Free Radicals & Antioxidants
- + Understanding pores, pigmentation, hyperkeratosis, pigmentation & thinning skin layers
- + Understanding of common cosmetic formulations
- + Cosmeceuticals & prescription skin care, fusion skin peels, micro-needling & PRP

### Practical

Fusion Skin Peel, Micro-needling, Platelet Rich Plasma



## HYPERKINETIC MOVEMENT

- + Dynamic Wrinkles, Volume Loss & Sagging Skin
- + Examination, assessment and planning
- + Botox use for wrinkles with movement (upper and lower face)

## VOLUME LOSS & SAGGING SKIN

- + Dermal Fillers for lines & wrinkles & folds (+- combo with botox)
- + Dermal fillers for skin & lip hydration
- + Chin & jawline enhancement
- + Facial Contouring, Volume loss and Sagging Skin
- + PDO Threads for high definition jawline / sagging jawline



## COSMEDICAL TREATMENTS

- + Botox hyperhidrosis
- + Botox for oro-facial pain (bruxism / tmj migraines & headaches)

## CERTIFICATE IN AESTHETICS 7-8 DAYS

£7,500 can progress to fellowship

Intense Masterclass Each Day Observing Experts In Action, Learning Consultation & Treatment Planning Skills

# INJECTABLES

# BOTULINIUM TOXIN INDICATIONS

Forehead Lines / Sweating

Bunny Lines

Frown Lines

Headaches / Migraines

Eye Brow Lift

Crow's Feet

Lower Eyelid Wrinkles

Nasal Flaring

Droopy Nose Tip

Blushing

Gummy Smile

Smoker Lines

Jaw Muscle Reduction /  
TMJ/Bruxism

Droopy Lip Corners

Botox Facelift

Chin Lines & Creases

Neck Cords

Forehead Lines / Pillow Lines

Frown / Glabellar Lines

Periobital Lines

\*Tear Trough

Non Surgical Nose Job

\*Cheek Enhancement

\*Peri-oral Lines  
(smoker's)

\*Nasolabial Fold

\*Oral Commissures

Jawline Contouring

Lip Enhancement

\*Jowls / Sagging Jawline

Chin Augmentation

Mental Crease

Neck Lines

\*Décolletage

# DERMAL FILLER INDICATIONS \* PDO THREAD INDICATIONS \*



## TEETH GRINDING | BRUXISM

Constant teeth grinding causes the masseter jaw muscles to bulge, widening the lower face.

Botulinum toxin not only relieves the pain and teeth damage from grinding, but also helps to slim and contour the lower face.





## Moving On

### FROM INTERMEDIATE TO ADVANCED PRACTITIONER

#### Fellowship in Aesthetic Medicine

- + Examination, assessment & planning
- + Advanced Facial Contouring
- + Non surgical nose job
- + Chin augmentation (cannula)
- + Cheek augmentation (Cannula)
- + Jawline combo treatments with fillers, botox, and PDO threads
- + Wide Jaw Reduction (Needle & Cannula)
- + Tear troughs & peri-orbital rejuvenation (Needle & Cannula)
- + Facelifting techniques (botox, dermal fillers, PDO threads)

#### FELLOWSHIP IN AESTHETICS

■ + £ 8,800

Each module includes a reading list, clinical observation, intense practical hands-on treatments on models (2-3 / contact day) as well as practical and written assessments. Skills are consolidated throughout the programme.

A dedicated Fellowship Portfolio includes reading lists/material, some written assessments and a log-book. A 2,500 word dissertation is required as part of the fellowship.

## BUSINESS SENSE



Aesthetic medicine is one of the most effective and clinically rewarding ways of generating private income.

#### DENTISTRY

**Invisalign braces.** Typical case. **£2500** patient charge. Chairside time to complete **2-3 hours**. Material cost £1000. Private income per hour £375-£500. Difficulty level. **Medium**.

**No repeat treatments**

**Private crowns.** Typical case 2x private crowns. **£1000** Chairside time **2-3 hours**. Material cost **£200**. Private income per hour £267-400. **Difficulty Medium/High**.

**No repeat** treatment of the same teeth. Average life span of crowns 5-10 yrs.

**NHS checkups.** 6 x10 minute checkups in 1 hour= 6 units of dental activity (UDAs). 1 UDA average is **£10**. Income per hour. £60. Difficulty level. Low/medium. Repeat checkups 3-6 months.

Dentists are unique in that they see their patients every 3-6 months which coincides with the treatment intervals of aesthetic treatments. Facial aesthetics can be implemented alongside routine checkups or alongside extended dental treatment appointments.

#### Dentists ideal because:

- + Can prescribe
- + Have existing loyal client base
- + Excellent manual dexterity and knowledge of facial anatomy
- + Clinics perfect (dental chairs, sharps disposal, record keeping software)
- + Quickest return of investment compared Dental courses

#### AESTHETICS

**Botox.** 3 areas of Botox. **£250-300**. Chairside time 20 minutes. Material cost £60. Income **per hour £570-£720**. Difficulty level. Low/medium. **Repeat treatments 3-6 months**.

**Botox Masseters** (Bruxism/TMJ/Wide Jaw Reduction) - **£300-400**. Chairside time 5 minutes. Material cost **£45-90**. Difficulty level - Lowest. **Repeat 3-6 months**.

**Chin enhancement** for patients with class 2 oral occlusion to improve aesthetics. - **£400-500**, Chairside time **20 minutes**. Material cost **£90**. Difficulty level - Medium. **Repeat** treatment 9-12months.

# NEVER BE *Left Alone*



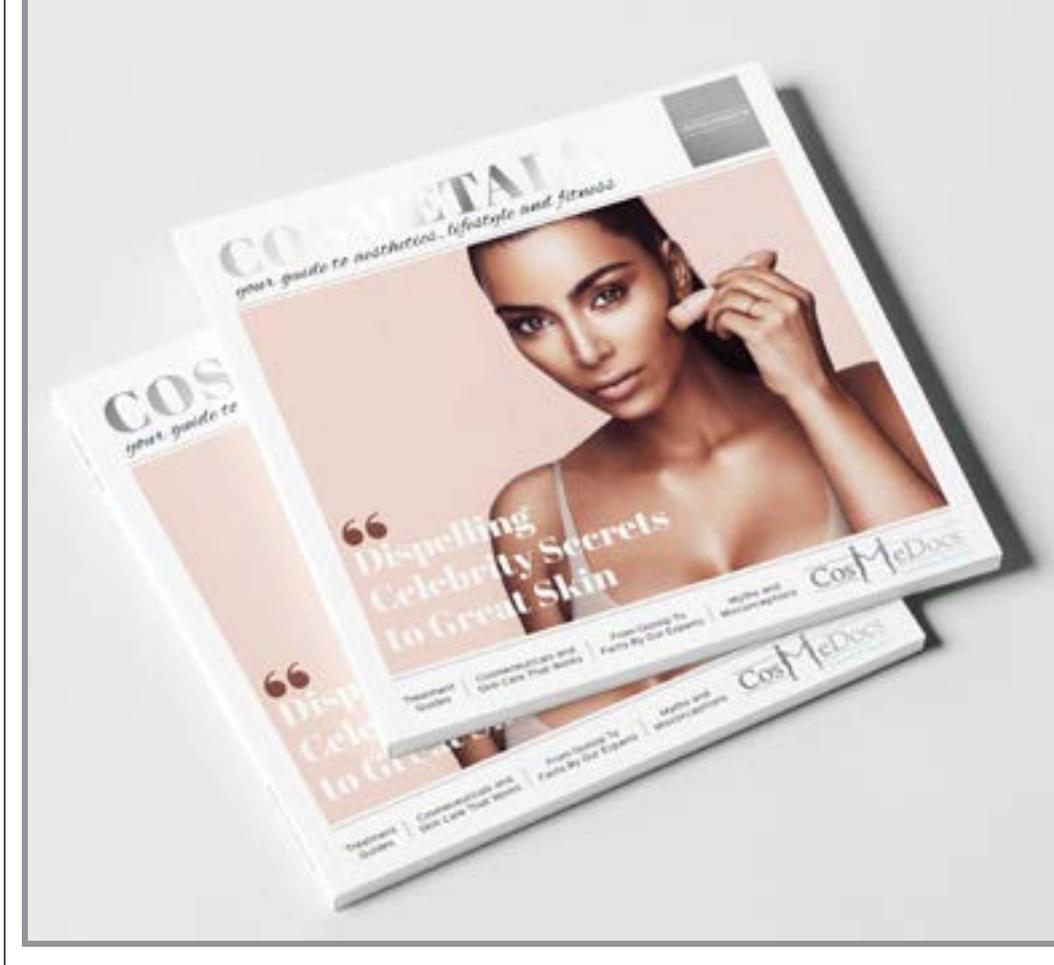
Multi-level  
support packages



Marketing  
packages



Franchise / Partnership Plan  
CosmeDocs of Harley Street



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**Peel** to  
**reveal**