Transforming misconceptions

Many potential patients are intrigued by facial aesthetics but are likely to relax and consider a treatment plan if things are fully explained, says Bob Khanna.

Consumers are becoming more and more aware of what is going on in the world of facial aesthetics. The sheer amount of information available means there are now millions of patients around the country who feel they are ‘specialists’ in the field, despite the fact none of them have ever picked up a syringe, or are ever likely to.

It can be frustrating when a patient enters your surgery and appears to know all there is to know about the treatment you are about to carry out, simply from reading something in Heat magazine about the latest treatment a celebrity has had. I understand that people are keen to research the treatment they are about to undergo, however, the media only ever seems to write about non-evidence based procedures and the horror stories – neither of which are necessarily the best information to base one’s beliefs on.

Negative impact

If people come to my clinics, having read countless horror stories in the press and on websites dedicated to speculating who’s had what done, they should not say anything to their friends or family. The fact that these new and exciting treatments are now publicised in the press, both trade and consumer, means not only are the patients themselves more aware of the treatments, but their GPs and dentists are also kept more in the loop – meaning referrals are more and more commonplace.

The numerous articles in the press and on websites make the public more aware of facial aesthetic treatment than ever before. However, word of mouth remains one of the most effective tools for spreading information.

Now that treatment has become commonplace, most people know someone who has had a facial aesthetic treatment. It is human nature to be fascinated by something like this, and I see a lot of patients who enquire about a treatment without having read anything in the press or on websites.

As a practitioner, I feel that it is my responsibility to fully explain the treatment options available to each individual patient. Every face is unique, and so it is impossible to suggest that a standard treatment can be performed in order to suit every concern. For example, even if you have two patients who want a treatment to smooth out crease lines under their eyes, you may not necessarily suggest you perform the exact same procedure. Other factors may have to be considered, and it is the role of the professional field is moving so fast, I can often suggest new and exciting evidence-based methods to patients they haven’t even heard about yet.

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Products available

One area that patients are starting to become more aware of is the wide range of uses products such as Botox and dermal fillers have, in the areas of facial aesthetics as well in medical treatment, and television programmes such as Ten Years Younger are making the public more aware of facial aesthetic treatment than ever before. However, word of mouth remains one of the most effective tools for spreading information.

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