

Cosmetic surgery unit adds beauty

THE benefits of a close co-operation between beauty therapist and cosmetic surgeon is recognised at Sherwood Court, a go-ahead private clinic in Nottingham. It's the first clinic in Britain to open a beauty salon that gives pre- and post-operative treatments to its cosmetic surgery patients.

But that's what you'd expect from Mervyn Green, who in three years has built the clinic from a simple hair-transplant service to a 16-bed clinic offering a full range of cosmetic surgery.

He anticipated the tremendous growth potential in this service and has established his clinic as a leader among the rapidly increasing number of cosmetic surgery services.

"You've got to keep one step ahead all the time," he says. "The inclusion of beauty therapy means we can provide a better treatment for the patients who do have surgery and, in certain cases where we don't think surgery would be suitable, we can offer alternative treatment to improve skin conditions or figure problems."

Consultant

Which is where well-known beauty therapist Peggie Slight comes in. She is a consultant at the clinic and has set up the beauty room, run by Iva Lim, an ex-student of Peggie's beauty school and a qualified nurse as well as a fully-trained beauty therapist.

A high percentage of people who come to the clinic for treatment are not accepted as patients. The initial consultation with a

cosmetic surgeon might reveal that a problem is psychological rather than physical.

For instance, a woman might come in and say she's troubled by the size of her nose and feels unattractive when really there is some deeper, underlying reason for her dissatisfaction or unhappiness.

A smaller nose won't cure the real problem so the patient will not think the surgery successful. It is better she should be advised against cosmetic surgery.

Premature

Alternatively a client might be premature in her request for a facelift and it will benefit her to wait a few years before surgery. Or she might seek surgical treatment for a pitted or scarred complexion, which could be adequately treated with a course of beauty therapy treatment.

In such cases the surgeon at the consultation will advise against cosmetic surgery. Now, with the new service available at Sherwood Court, he can suggest beauty treatments to help a bad complexion or an ageing skin.

These beauty services are invaluable, too, for patients undergoing cosmetic surgery. A certain amount of bruising occurs with any facial or nose job and a beautician can quickly teach the patient basic cosmetic camouflage techniques to hide the discolouring or scars.

Also, a chemical peeling treatment can help lessen lines that appear around the mouth, which can't always be successfully removed with a face lift. So the combination of beauty therapy and surgery will achieve the best results.

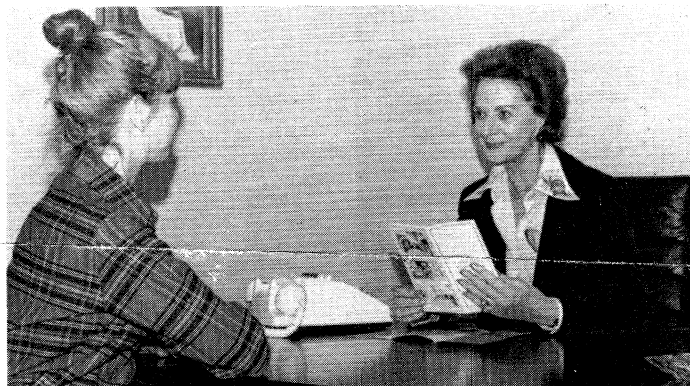
Dehydrated

Another instance when a course of beauty treatments is useful is when a patient's skin is dry or dehydrated.

Obviously the more supple the skin, the faster and more efficient the healing process will be after an operation, so it will help to get the patient's complexion into the best possible condition before she has cosmetic surgery.

It's not just women patients at Sherwood Court, though. There's a high proportion of men, coming in mainly for nose operations or flap grafting which is the newest method of hair transplanting, described as a breakthrough in terms of technique, speed, patient

Salon beauty



Peggie Slight, beauty therapy consultant at Sherwood Court, advises on skin care and figure problems for clients coming to the clinic for cosmetic surgery

convenience and results achieved. They will also have dermabrasion to eradicate acne scars.

The atmosphere of Sherwood Court is more like a comfortable private hotel than a hospital. The building, which is 200 years old and located in The Ropewalk — Nottingham's equivalent of Harley Street — has been converted well to combine the features of an attractive town house with a well-equipped and easy-to-run clinic.

The medical side is in the hands of Vicky Bancroft, who is the sister-in-charge and has three full-time staff nurses and a part-time one.

Theatre sister, Connie Rodger, has one full-time and one part-time nurse for the operating theatre, which is used on a sessional basis by four surgeons.

Patients stay anything from one day for an operation to correct protruding ears up to five days for more complex operations such as abdominal or thigh reduction. Prices range accordingly from around £450 for the ear treatment

up to £900 for the abdominal reduction.

Top price is £1,200 for a full facelift which requires the longest operating time — three-and-a-half hours — of all treatments.

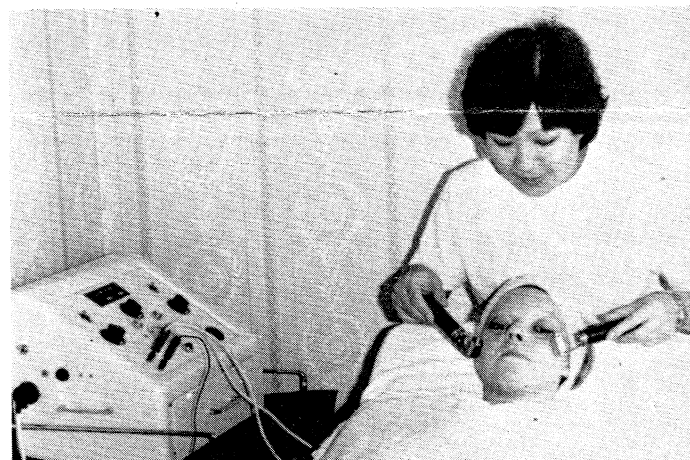
There's no shortage of patients ready to pay these prices. It's no longer just a question of the rich having such treatments because cosmetic surgery is now wanted by people on all financial levels, and they are ready to save for it or forfeit a holiday for a new nose or face lift. One estimate puts the increase in people having facial surgery as tenfold in 10 years.

It's important for beauty therapists to know about the potential of cosmetic surgery — not just to be able to talk to clients who need something more than beauty therapy treatments, but because the trend for closer co-operation between the medical and beauty worlds has been taken one stage further by Sherwood Court.

The future will see a greater involvement of beauty therapist and cosmetic surgeon.



Sister-in-charge Vicky Bancroft (right) discusses the day's intake of patients with theatre sister Connie Rodger



Cathodermie, bio-peeling, acne treatments and treatment for broken capillaries, thread veins and moles, are given by Iva Lim in the clinic's new beauty therapy salon. Pre- and post-operative treatments ensure the best possible cosmetic surgery results