

G&T
AESTHETICS
STAMFORD

SKIN HEALTH *and* EMPOWERMENT

Charli Clarke named her business G&T Aesthetics, and those letters stand for *graceful* and *tasteful* respectively. But that's not the only thing the business stands for. Charli says that via her business she wants to promote skin health, to facilitate beauty from within, to empower women and to correct some of the misselling and bad science that some sectors of the beauty and aesthetics industry rely on...

'WHAT'S YOUR PROBLEM?!?' Sadly, that's the first question that much of the beauty and aesthetics industry as a whole poses to its potential customers.

It's an approach which never ever sat comfortably with Stamford's Charli Clarke, who quickly observed that whatever 'problem' the industry could identify, or encourage women to find in themselves, there was usually a magic potion or product backed up with a dollop of pseudoscience to 'fix' their potential customer.

"It's impossible to separate our mental health implications from the beauty and aesthetics industry because the way we perceive ourselves is inextricably bound-up in our confidence," she says.

"I pride myself on making it my professional duty to take the mindset of those who come to me and reset that relationship to a celebration of natural beauty, inspiring confidence about the features my patients like most."

"I've become part-counsellor, part-aesthetcian, because I won't accept that people are 'flawed,' we should strive to celebrate our uniqueness, it is for this reason that I don't advocate the use of products or treatments

without ensuring they're a perfect fit for each and every one of my patients."

"That means making sure someone is aware of what lifestyle factors contribute to good skin health, whether they're using products or treatments that are suitable and in line with their expectations."

"It also means making sure they're aware of alternatives, costs, down time, and how long results will last."

"I think it's important to be ethical and honest about the expectations a patient has, and to set a goal, rather than just administering treatments."

"Often there are several treatments or ways to achieve a particular aim, maybe at a different pace, so it's important that my patients feel empowered by a thorough consultation; being informed gives you the power to make informed decisions."

"Through my continued professional development, I offer not only a vast number of offerings, but also the latest, safest and most ground-breaking techniques and technologies. Carefully matching the rheology of the products and devices implemented to the targeted concern."

"I'm assiduous when it comes to research and ongoing training, I trial everything before offering it as a service in my clinic."

"I'll only use the products and treatments that I can stand behind, like Juvederm and Teoxane dermal fillers, adjuvant anti-wrinkle injections, plus high-quality polydioxanone cogs and threads, and RF micro-needling treatments – to stimulate the body's own production of collagen – or cosmetic peels or cosmeceuticals from companies like PCA Skin, a cosmeceutical brand that improves the health of skin by changing it on a molecular level."

"In addition to my consultative approach and the right products, I also offer unlimited aftercare, which is why my clients trust me and return time after time."

"The most valuable assets I can offer my clients is my experience, expertise, and the promise of ethical practice above and beyond that of the current industry standard."

"So in 2023, my resolution is to help more clients to gain empowerment and results from their beauty and aesthetics practitioner, not a sales pitch. It's time the industry worked for its clients, rather than exploiting their insecurities." ■

Find Out More: Charli Clarke is the founder of G&T Aesthetics, based in central Stamford. Charli offers a wide range of treatments from RF microneedling, laser hair removal, anti-wrinkle injectables and dermal fillers to PDO threads, and the use of leading cosmeceutical brand PCA Skin, as well as treatments for a whole array of aesthetic and wellbeing concerns. For a free, no-obligation discussion about your objectives, call 07802 237489 or see www.gtaesthetics.co.uk, and look out for new, rebranded website in late 2022, or early 2023.

