

# Professional BEAUTY

JAN•FEB 12 THE BIBLE OF THE AUSTRALIAN AESTHETICS INDUSTRY

IT'S ALL  
IN THE  
WRIST  
ACTION

*A hands-on  
approach*

PERFORMANCE  
ANXIETY

*How to maximise  
staff potential*

TOOLS OF  
THE TRADE

*A brush  
with style*

COLOURS OF  
THE EMPIRE

*Napoleon flies the flag*

*Productive at the counter...  
or counter-productive?*



HYPERION  
TECHNOLOGY

smartech   
working with you





# AESTHETIC EDGE

**Dr William Mooney** invites us into his state of the art private practice rooms at Bondi Junction.

**CAREER:** I am an ear, nose and throat, head and neck trained specialist with overseas post fellowship training in facial cosmetics and head and neck cancer. I opened practice 10 years ago with a particular interest in rhinoplasty. Our busy clinic has the highest throughput of cases in the country and this means that my experience in rhinoplasty has been extensive. Our clinic sees all sorts of patients; post trauma, first-time patients and revision cases. As well as a high number of patients, we have a broad range of presentation, which prepares us perfectly for any patient. I also have a love of the arts and collect art; I think having an aesthetic eye is important for a facial cosmetic surgeon.

**THE TEAM:** I have worked with the same team at the hospitals at which I have been operating for many years. The scrub sisters and theatre staff I use have been hand-picked and are the best in their field. My anaesthetist has worked with me for 10 years. Together we operate on desperately sick patients and elderly patients right through to difficult paediatric cases so when it comes to a healthy adult (as is the presentation for most cosmetic procedures) the patient is very much in safe hands. Through our clinic we have a team of four or five junior doctors who are dealing mainly with ear, nose and throat problems that are all essential members of our team. We have a clinical nurse specialist in our rooms who is a dedicated professional with many years experience and we also have a delightful front of house staff who are happy to assist you with your enquiries. We are also proud to be sole distributor of the Dr Spiller skincare range, which ranges from simple skincare solutions for all skin types through to Herbal Aktiv Peels.

**INSPIRATION:** Facial cosmetics in particular is in a constant state of flux: new techniques and products are constantly being developed which really results in a better outcome for the patient. The precision that is required in treating the face is also more exacting than anywhere else. I find this challenge coupled with the pace of change truly inspiring.



## beauty CLINIC PROFILE



filler-type solutions. Skincare has become an increasingly important part of treatment and our Dr Spiller range is a perfect example of this. Facial treatment isn't just about popping in for botulinum injections once every few months any more; it is a lifestyle change with a constant skincare regime and I think any top-end clinic should provide this framework for their clients.

**CLINIC CONCEPT:** Our clinic has developed slowly from a simple ear, nose and throat practice with a facial cosmetic interest into a dedicated complex and highly functional facial cosmetic clinic. I was in partnership in Bondi Junction with some other doctors and was approached by Brooke Soto, our Practice Manager who had had extensive experience in a cosmetic practice in Los Angeles and I guess it was Brooke's motivation that kick-started us setting up our own independent clinic with great success.

**LOCATION:** We looked at a few different sites, however when I walked into the empty shell which was where our clinic is now situated with its commanding views over Sydney Harbour

and beautiful interplay of light and water I realised immediately that it was the perfect site for the clinic. However it is not just about the view and comfortable sofas, the art I have chosen for my walls is art from some of my favourite

contemporary Australian artists. We decorate the room with beautiful orchids and have even spent time choosing relaxing musical sound tracks. Fresh apples and iced tea is offered to our clients as they await their consultation. The look and feel we have aimed for and have achieved is a clean, crisp, white and pure clinic and it must be working as patients universally applaud the setup.

**DÉCOR:** My brother is an industrial designer with great vision and has done a superb job in creating a space that at once impresses patients with the level of care and aesthetic interests that we have and at the same time relaxes and allays their fears as best possible about upcoming treatments.

**EXPERTISE:** My key area of expertise is rhinoplasty. I have excellent training for rhinoplasty, both in the Australian Rhinoplasty Fellowship and also overseas with the Lasky Clinic in Los Angeles (Beverly Hills Premier Rhinoplasty Group) I then returned to Australia to open practice in Bondi Junction and Bankstown. To be honest, Bankstown in particular was very helpful in developing rhinoplasty skills because of the dominant ethnicities in the area. Many of the female patients are from Mediterranean backgrounds, which often meant they had beautiful facial features but were disappointed with the shape of their noses. As such, improving their sinonasal contour often had a dramatic and fantastic effect on their appearance. Word of mouth has been the most potent marketing tool in the field of rhinoplasty. Our clinic was inundated with rhinoplasty requests not long after the practice opened! Teaching and research is very important to me and being on staff at Prince of Wales Hospital in Randwick has meant I can teach and research extensively into features concerning rhinoplasty. Medicine is an ever-developing field and rhinoplasty is no different. The particular area of expertise within the rhinoplasty specialty is the "Mooney Diamond Tip". This is a tip technique which has been developed exclusively through this practice and the results of which have been presented internationally. It lends itself to a particularly elegant stable and functional tip shape, which can be applied in different forms to any rhinoplasty.

**INDUSTRY EVOLUTION:** Facial cosmetics are going through a constant state of flux. It is often a field denigrated by the actions of a few. A lot of patients are over-treated and I think there is a big backlash against this. I feel a very natural look is the aim these days and I have certainly noticed that, for example, with injectable options there is a trend away from paralysis agents (such as botulinum) towards more dynamic

### CONTACT

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Bondi Junction and Bankstown.



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**RETAIL RANGES:** We have the Dr Spiller range and of course all the appropriate injectables which are both semi-permanent and permanent fillers as well as Botox and thread lifts. We also have the possibility of minor procedures being performed within the rooms. We also stock appropriate pre and post surgery medications such as anti-bruising techniques and antibiotics as required for patients.

**CONSULTATION:** We offer a concierge style service with immediate personalised care. Clients are able to immerse themselves into a crisp, clean and serene environment and are guided through the decision making process of treatment carefully and meticulously.

**CLIENT BREAKDOWN:** Our clinic has a broad range of clients, both men and women. It is interesting that rhinoplasty, although not very commonly a treatment for men overseas, is very common in Australia. It is probably a result of high impact sport and Australia's poor conflict resolution techniques! Age ranges for injectables start in the 20s and go through to the 60s and 70s. Our other treatments are tailored for women and men for different ages and stages in their life.

**TOP TREATMENT:** Our most popular treatment is rhinoplasty and our most popular injectable treatments are Botox and Juvederm.

**CLINIC PHILOSOPHY:** The clinic's philosophy is 'keep it real'. Too often I see the results of work in which a natural look isn't the aim and in 2012 a 'looking real' is very much our treatment objective.

**TREATMENT MENU:** In-clinic treatments begin with simple advice with regards cosmeceutical range to basic enzyme treatments and more significant facial herbal peel. We offer injectable treatments in the rooms such as Botox, Juvederm and Aquamid. These are excellent treatments for signs of ageing. We also treat patients with simple procedures such as thread lifts in our rooms and even injectable rhinoplasty in appropriate patients. When patients need more extensive treatments such as rhinoplasty, blepharoplasty, facelifts, otoplasty (ears pinned back) we need to admit them to an operating theatre.

**POTENTIAL TECHNOLOGIES:** We may consider branching out into some laser or Fraxel treatment but I am a little concerned about the long-term effects of these treatment regimes and only proceed and include treatment techniques when I am 100 per cent happy with both their 'short' and 'long' term effects. As such I am very happy with the treatments we provide right now.

**USP:** From the moment a patient steps foot into our clinic, I believe they are really taking a journey in which their personalised care is upmost. Our thorough assessment and planning, meticulous treatment and exacting care with follow-up, really are unparalleled in other facial cosmetic clinics in Sydney.

**CLIENT CARE:** I think it is my role as the treating physician to treat the patient holistically. If this means pointing out a recessive chin when they have come to discuss a

big nose, considering acne treatment if they came for prominent ears or even referral to another specialty if I note an abhorrence on clinical examination or history, I will suggest this gently to my patients. Modern treatment philosophy is not about treating one single part of a patient it is about treating the patient as a whole. I am careful to make sure patients don't feel 'supersized' if I suggest further treatment techniques but I will always be clear and honest with patients if I feel they need other treatments.

#### **CLIENT EXPECTATIONS:**

The key to keeping patients happy is keeping their outcome expectations realistic and computer imaging is a great tool to use pre-treatment as it shows the patient what they can expect post-treatment. Sometimes I use a super temporary filler (e.g. saline which lasts 20 minutes) to show patients what filler would look and feel like if they were to be used. I am not happy to proceed with the treatment until I am 100 per cent happy that the patient understands the risks and complications, the possible outcomes and has an accurate understanding of what the results are going to be. Then and only then would we proceed. I think this motif has been essential in achieving happy patients.

**FUTURE:** Onwards and upwards! It is time for more specialist young doctors to join us in our clinic. We will also increase our commitment to research in 2012 and as a group, our clinic always scours meetings and journals both locally and internationally for new safe techniques to improve the experience and treatment in the Dr Mooney clinic.