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BEAUTY

**A degree of
difficulty
setbacks in
the salon**

**THE
INSIDE
JOB**
*the beauty
of it all*

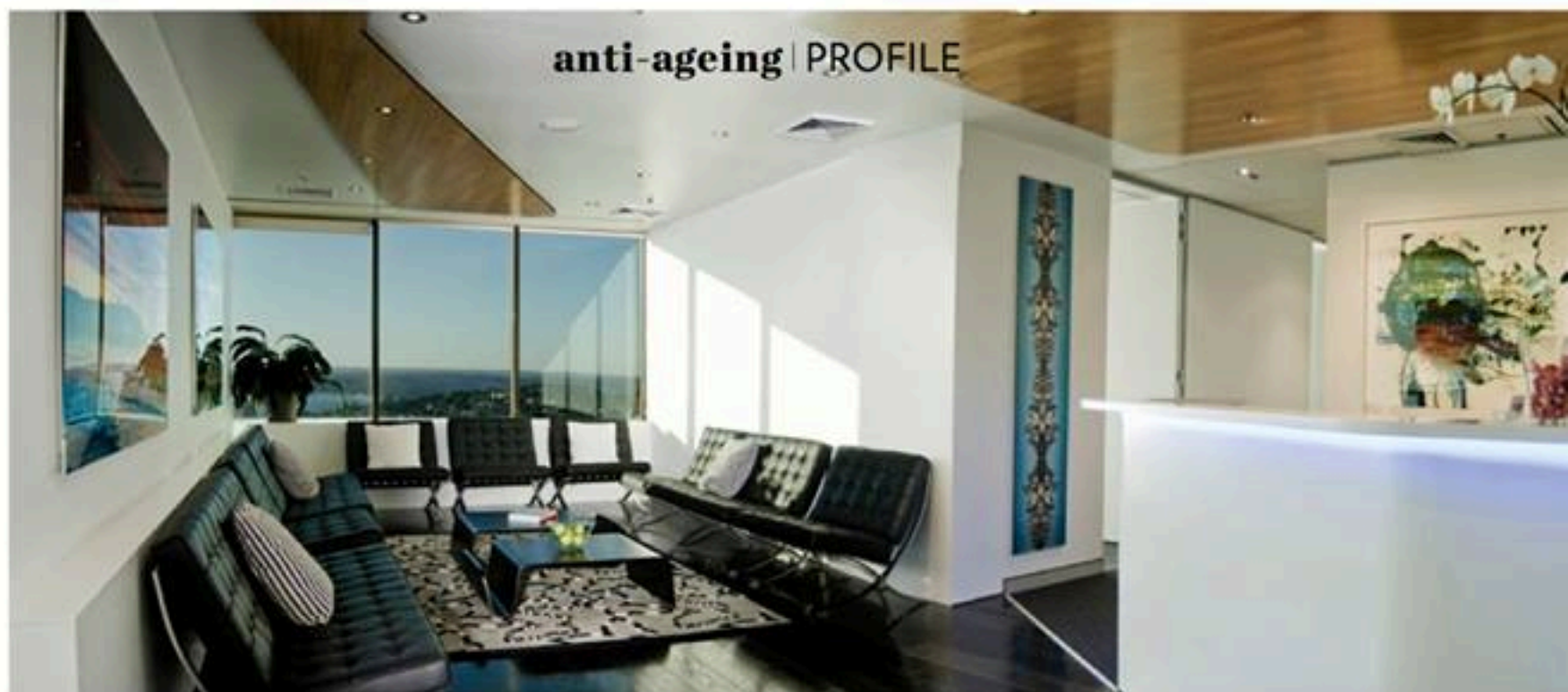
Vitamin A
leader of the pack

Inflammaging
*the future of skin
care heats up*

POLES APART
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FACING THE Future

Brooke Soto, practice manager and business consultant at Face Plus Medispa speaks to **Jieni Xu** on what constitutes a leading medispa in the modern world of beauty.

Brooke Soto is a classic beauty who embraces the ageing process. Like all the staff at Face Plus Medispa headed by facial cosmetic surgeon and ear, nose and throat specialist, Dr William Mooney, they all are unique, talented and exude a natural glow. Face Plus Medispa follows the philosophy of priding itself on enhancing natural beauty without overdoing any treatments.

Brooke started as a cosmetic surgery consultant, working with a variety of plastics and cosmetic surgeons in Sydney and Queensland. She branched out to Los Angeles in 2006 having been trained by highly skilled surgeons on head to toe cosmetic surgery. "I have watched all cosmetic procedures performed in theatre with step-by-step instructions. Having experienced some procedures myself, I have a deep understanding as to what is involved, both during the procedure and pre and post operatively," Brooke explains. This experience is vital and together with Dr Mooney's extensive expertise and medical skills, Face Plus Medispa has blossomed.

Located in Westfield Towers in Bondi Junction, Face Plus welcomes clients with its open space and spectacular view of the city skyline and Bondi Beach. Face Plus was created by Dr Mooney to offer a medispa with more than just 'face' treatments. "Our clinic is more than just surgical procedures. We have a team of highly skilled nurses and therapists who offer a variety of treatments including collagen-enhancing facials, anti-ageing treatments, laser hair remover, laser genesis and other procedures such as eyebrow shaping and body massage," Brooke says.

Specialising in a holistic approach to anti-ageing, Face Plus provides tailored skincare and cosmetic treatment packages. "We work together with the patient to create a treatment plan that can be as simple or as complex as they like, given the guidance of the therapist or nurse," Brooke says. A signature treatment at Face Plus is Laser Genesis which helps to rejuvenate the skin without any down-time. "It starts by rebuilding collagen, reducing pore size, eliminating superficial skin redness, minimising most scars and

targeting acne bacteria and tightening the skin," Brooke says.

A non-cosmetic treatment on offer is the well-known Herbal Aktiv Peel, a non-ablative five day skin resurfacing peel using herbal particles. "The HAP improves the appearance of many skin conditions including course skin, acne, pimples, fine lines and wrinkles, premature ageing, freckles, sunspots and blackheads," Brooke explains.

Face Plus Medispa is impressive with its stylish décor of artworks and classic modernist furniture. With one laser room, one beauty room and two anti-ageing facial treatment rooms, clients can feel at ease in the nurturing and non-clinical environment. Face Plus embodies bespoke service with every patient given a complimentary skin analysis and consultation. "We focus on anti-ageing and a manageable skin care plan; our patients walk away looking and feeling refreshed and youthful."

One noticeable difference about Face Plus is its staff. They take the time and effort to get to know each patient and extend a personal touch to everyone who visits the clinic. "Our team stands out because we get to know our patients and clients on a personal level; we are interested in feedback and hearing about their experience at Face Plus," Brooke says, "It is important to have everyone feel secure, safe, relaxed and trusting of the team and the environment we provide."

Lives are being changed every day at Face Plus Medispa. "We see patients who have had their skin issues corrected or their facial imperfections corrected after trauma from an accident and seeing their happiness afterwards truly makes my job worthwhile," Brooke says. There is no reward greater than helping people who have struggled their whole

anti-ageing | PROFILE



“We focus on anti-ageing and a manageable skin care plan; our patients walk away looking and feeling refreshed and youthful.”



lives with their appearance. “It is a great feeling and seeing the change, the confidence and happiness that it brings them.”

Face Plus places great emphasis on researching and educating its staff on the latest trends within cosmetic surgery, anti-ageing and wellness from around the world. “Our staff are constantly updating their knowledge, attending conferences and training on all treatments and procedures performed in the clinic,” Brooke says. Face Plus Medispa is always updating its treatments to ensure the latest and most effective resources are available to its clients. “We have introduced to the practice radio frequency, electrothermolysis of sebaceous glands and galvanic treatment.”

“There is a big shift towards prevention and wellness these days. More and more people are starting to look after their skin and appearance earlier rather than waiting until their late 50s. Heading to a medispa or cosmetic clinic these days with a friend is becoming popular and quite a social thing to do. We hope to be one of the leading medispas in Sydney and possibly expand with further clinics opening in other larger cities,” Brooke says.

Face Plus Medispa, Dr William Mooney and the rest of the staff strive to provide the best treatment for their clients and leading by example through their first-class service and eye for natural aesthetic beauty. ■

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