



**The Fylde Clinic**  
EXPERTS IN LASER AESTHETICS

### What was it that inspired The Fylde Clinic?

We stumbled into the field of aesthetics following several high-profile documentaries on television and realised there was a dearth of people offering medical treatments and differing standards from beauty salons, hairdresser and other such establishments. We had a state-of-the-art clinic and facility which we felt was underutilised and the scope to expand our medical treatments offered from the usual injectables was far too tempting and relevant to the ever-changing demands from the public. Since the inception of the clinic in 2014 our ethos has been to be 'Experts in Laser Aesthetics' which we have strongly adhered to. Initially our treatments were very much driven by providing more medical focused treatments but as time has gone on the clinic has evolved into its current form offering both Facial and Skin Aesthetic tailored to each and individual client. The overall journey has been enjoyable and the results we have helped people achieve have provided great satisfaction to not only the client but us as a clinic.

### What Lynton equipment do you use?

The Fylde Clinic has been fortunate to have been able to invest in several of the machines available. With careful consideration our first purchase was the Duetto Machine (Nd:YAG/Alex laser) which at the time was particularly relevant to the demographic and people requiring treatment and was state of the art in the technology it offered, particularly for darker skin types. This was superseded by the Motus AY 'Pain-free' laser which has produced even more amazing results and we are delighted with the transition. We also have Lyntons Q Plus C, Fractional Laser, LUMINA® IPL and ProMax Lipo machines. We feel with such an array of machines we are not limited in the range or breath of treatments which can be offered which sometimes is the limitation in clinics with perhaps only have 'one machine fits all'. Frequently clients will have differing treatments for different skin problems, and we feel pleased that the packages can be tailored to the best and safest treatments available without compromising on results or patient safety.



### Are you happy with the clinical results you see?

The clinical results are very important to us, but more importantly to the clients. We understand when people come to the clinic either for the first time or having been elsewhere with variable results. We have used our Lynton Machine since 2014 and have repeatedly returned to purchase new models or upgrade our existing machine due to our results achieved. Some treatments give instant gratification and results whilst other can take multiple treatment and a more lengthier treatment period. However rarely have we found that our clients have returned dissatisfied with the long-term treatment objectives.

### Why did you choose Lynton as your aesthetic technology supplier?

Firstly, considering that Lynton is a chosen provider of machines to the NHS supply chain in our minds instantly elevated the company and provided reassurance that Lynton were clearly 'doing something right' which had been validated. The aesthetic industry is a minefield and manufacturers of machines and products all make several claims about their products. Importantly to us the back up and breadth and depth of knowledge of the Lynton HQ and support is what I feel gives us the edge. Being able to pick up the phone and speak to the Clinical director or Laser technicians not only reassures us, but ultimately the client undergoing treatment. The company is UK based and problems (which have luckily been few) have been resolved swiftly. Which as a clinic is important as any downtime of machines is harmful to your reputation, inconvenient and directly impacts on customer service and experiences.

### What advice would you give to a clinic considering laser or IPL?

Opening any new establishment is both challenging, difficult, and expensive but ultimately rewarding and fulfilling. There are many aspects that need considering including: What is the local need? What is our Unique selling point(s)? Is our business model sustainable? to name a few. When consideration is given to suppliers then credible, knowledge based, and validated supplier are ultimately going to give you confidence to recommend your machine/products to your clients.



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