

Inside-Out  
laser clinics

#weuseLynton



Zoe Darkins - Director



As part of our 25 Years Celebrational Tour, we visited the newly set-up Inside-Out Laser Clinics in Mountsorrel, Leicestershire, ran by the highly experienced aesthetic practitioner, Zoe Darkins.

### What was it that inspired Inside-Out Laser Clinics and the range of treatments you offer?

"We opened Inside-Out Laser Clinics in August 2018. I had worked in dentistry for 15 years and then went to work for a leading aesthetic and medical clinic chain. With this experience, combined with my knowledge and skills in effective aesthetic treatments, I decided it was time to open my laser clinic."

### Why was the LUMINA® the right system for you?

"I spent many hours deliberating between the different laser manufacturers available, with the key aim of choosing a system that would deliver the best results for my clients. But I also needed one single device that could do lots of different treatments, including hair, skin and tattoo removal treatments. The LUMINA® stood out for me – as soon as I saw the product, I knew it was right for my business."

### And are you happy with the clinical results you achieve?

"The results are outstanding. We have had several customers who have only required one treatment, to tackle issues that have bothered them for years. Especially vascular treatments, sometimes we have completely removed their broken capillaries within the consultation process. This provides an extremely high level of client satisfaction, meaning they are more likely to go and tell all their friends and family about the treatment. This helps us acquire more clients via word of mouth, which is very cost effective."

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

"Evidence of results are most important, together with post-purchase support. We picked Lynton because of the experience and expertise within the company and the fact that they are an NHS supplier. When we were picking our laser supplier, we wanted someone who would go above and beyond and help us introduce their technologies into our business. Lynton didn't just sell me a product; they genuinely helped me set up my business. From helping me with insurance and open days to the installation of the system, they have been fantastic."



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