



Dr Hodgson and Dr Gallard



We visited Principled Aesthetics to find out more about the NHS trained, highly skilled and professional team based in New Brighton. At Principled Aesthetics this clinical team are well versed in skin but also very approachable. Aesthetic care you can trust.

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 Principled Aesthetics

[www.principledaesthetics.co.uk](http://www.principledaesthetics.co.uk)



### What was it that inspired Principled Aesthetics and the range of treatments you offer?

All employees have all worked in General Practice and Dermatology for a considerable length of time. We were all increasingly aware that there is a variety of treatments and procedures that people wanted for their comfort, ease of physical wellbeing but also their emotional wellbeing which the NHS was unable to fund. We felt that there was a gap in the market which was very easy to exploit. We had the knowledge and the skill set to be able to set up the business without exploiting people, but to provide a sensible service.

### What made you decide on the LUMINA® multi-application platform?

We use the LUMINA® Laser and IPL system because it was a multi-functional platform that would enable us to treat a lot of concerns and is very sensibly priced. We looked extensively at systems and attended the CCR conference in London to do some research into equipment. We had a lot of companies demonstrate their systems and we had a full business case with each one. When we had a demonstration of the LUMINA® it ticked all the boxes.

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

Yes! We have had excellent clinical results, especially with rosacea, pigmentation, birth marks, red veins, and tattoo removal.

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

Coming from Cheshire and Merseyside, we were quite familiar with the laser unit at Whiston Hospital and the laser used there is a Lynton system. So, it was a name that was familiar, we also knew that Lynton were based close by in the north west at Holmes Chapel, Cheshire. When you have a world class company that supplies your local NHS with lasers then it was just the obvious decision to purchase from Lynton. It is also backed up by the training and the impeccable service.

### What advice would you give to a clinic introducing laser and IPL?

Do your research first and see what system is best for your clinic. Have a plan with sensible timeframes as this is crucial when setting up a new clinic. Research your competition and do some market research in order to find your niche.

