



Dr Pradnya Apte - Clinic Director

SKIN SOUTHWEST

We recently caught up with one of our most successful customers, Skin South West in Exeter, run by the award-winning aesthetic practitioner Dr Pradnya Apte. With over ten years experience in facial aesthetics, Dr Pradnya has developed particular expertise in achieving the naturally enhanced beauty that all patients wish for, using a range of non-surgical options, including our EXCELIGHT® IPL device.



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What was it that inspired your range of facial aesthetic clinics?

My passion is transforming people lives and self-confidence through delivering the highest and safest facial aesthetic work possible. I understand the impact that ageing or problematic skin can have on many women, and now increasingly so, men's, confidence. The ability to dramatically improve my client's skin while remaining to look natural is my real passion, and that is why I decided to move further into the facial aesthetics and skin field.

What Lynton equipment do you use at your clinics?

Your team of experts helped us very quickly understand the different options available to us, and it became apparent that the system best suited to our needs was the Lynton EXCELIGHT® IPL. We needed an easy-to-use system but with market leading specification and power. The detachable handpieces are great as well, as we can use the 650 handpiece for hair removal, and then just unplug and fit the other 585 handpiece for skin treatments.

And are you happy with the clinical results you see?

The results we have seen over the past 12-months have been outstanding. With the 585 IPL, for example, we sometimes have clients in for a patch test on broken vessels or pigmentation, and we can see an instant result. This provides the 'wow factor' and really delivers on customer satisfaction, which directly leads to more referrals.



Why did you choose Lynton as your aesthetic technology supplier?

Your history and the fact that the NHS has chosen you as an approved supplier – it showed me your reliability and the fact you were British based gave me the reassurance you could have an engineer out to us within 48 hours quickly and can provide spare parts if anything was to go wrong. There are lots of companies out there selling laser & IPL, and they all claim to be the best, but I made my decision based on your key credentials and my experience with other suppliers.

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

I would say there are certain things to look for. You need to pick a credible brand like Lynton who you know machines work and that are safe. Look at recommendations also, see what other people have to say about a brand – that is exactly what I did with Lynton.