

# salon spy

**BEYOND MEDISPA**  
BY HARVEY NICHOLS

Beyond MediSpa's reception faces out onto Harvey Nichols' Fourth Floor

**name:**

Beyond MediSpa

**where:**

Fourth Floor, Harvey Nichols,  
Knightsbridge, London

**owner:**

Dr Barry Cohen

**mediSpa director:**

Joanne Such

**brands / equipment  
used:**

Skincare lines pH Adantage, Obagi and Environ, Advanced Nutrition Programme, Cover FX, Glo therapeutics, face and body equipment from CitySpa including VelaShape™ non-surgical alternative to liposuction, Visia Complexion Analysis, Viora Diamond Microdermabrasion, The Profile clear scan laser.

Open for three years, Beyond MediSpa is tucked away on the fourth floor of London's prestigious department store Harvey Nichols, and was founded by U.S. plastic surgeon Dr Barry Cohen. He saw that Harvey Nichols' high calibre clientele required a convenient, in-store alternative to visiting a salon or Spa without compromising on the quality of treatments, service or products available to them.

Beyond MediSpa now attracts between 150 - 200 patients per week, employing 11 members of staff, including Medical Director Dr Preema Vig MBBS MRCGP, who is available to consult on medical aesthetic procedures. A second Beyond MediSpa is due to open this month, at Harvey Nichols' Edinburgh store.

*Salon Spy* paid Beyond MediSpa a visit, and caught up with Spa Director Joanne Such.



Left to right: Assistant Manager Anveta Sobra, MediSpa Director Joanne Such, and Medical Director Dr Preema Vig



*Beyond MediSpa's treatment rooms have a stylish elegance.*

#### What is the ethos of this Spa?

We pride ourselves on being an individual and pampering Medical Spa delivering the latest in aesthetic treatments and procedures alongside relaxed and pampering Spa treatments. For example, our customers can have a full body aromatherapy massage or bespoke facial as well as Botox® or fillers.

#### How is running a Spa located within a department store different to an independent clinic / Spa?

On the plus side, running a Spa in a department store is lovely as we have an excellent support network with Harvey Nichols. However, being located on the fourth floor means that we can't do as many surgical procedures as we would like to as we are regulated by the Healthcare Commission (now the Care Quality Commission); we follow strict guidelines so the whereabouts of the Spa prohibits us to an extent.

#### What plans do you have for the MediSpa?

Along with the new Spa opening in Edinburgh and the refurbishment of this, our flagship London Spa, we are following the demand and increasing our treatments to those more specified to the body.

We will be including a more relaxing body range including non-injectable mesotherapy for the body and facial hot stone therapy. We are constantly on the lookout for new cutting edge treatments, procedures and products.

We are building the business by being a cut above the rest in our service standards and positive word of mouth... to name a few!

#### What is important to you when choosing a skincare range or piece of equipment?

We only invest in treatments and products that we believe in and that are medically and clinically proven to work.

#### For you personally, as a Spa Director, what have been your key achievements and what are your goals for the future?

To grow the business; by 2011 we aim to be in all five of the UK Harvey Nichols stores and eventually franchise into High Street chains. My goal is always to exceed expectations in all aspects of the business by client growth and profit.

#### What is the best piece of advice you have been given for running a successful Spa, or being a successful therapist?

A well co-ordinated motivated passionate team is key to a successful business! To exceed the customers' expectations always guarantees positive results.

## salon treatment spy review:

During my visit to Beyond MediSpa I was booked in for a Vizio skin analysis, Velashape™ body treatment and a 90-minute bespoke facial.

After my initial consultation with Beyond MediSpa's Assistant Manager Anireet Sethi, I settled onto the couch for my Velashape™ treatment, the only FDA approved non-surgical alternative to liposuction. After recent weight loss, I considered the Velashape™ an ideal opportunity to tone up and smooth out some of my lumps and bumps.

Anireet made me as comfortable as possible whilst massaging the tops of my legs, buttocks and stomach with the Velashape's handpiece which uses combined energies to heat fatty tissues, and vacuum and tissue manipulation to even out the skin, resulting in a smoother figure, reduced cellulite, and less visible stretch marks. I thought the treatment would be uncomfortable, but it was a similar feeling to a heated deep tissue massage, and after 40 minutes I got used to it. Anireet explained it wasn't an uncomfortable treatment for her to perform either. Although a course of treatments is recommended, after one treatment my skin certainly felt smoother and my dress a little looser.

Next, we moved onto a Vizio Complexion Analysis, offered to clients on a complimentary basis to allow therapists to ascertain their needs and monitor the effectiveness of treatments. This was ideal before my Bespoke Facial, as it enabled Anireet to 'prescribe' the treatments specifically to combat my areas of dehydration, breakouts and developing fine lines and wrinkles.

Anireet recommended a glycolic peel rather than microdermabrasion, non-injectable mesotherapy, and visible spectrum light therapy using blue (for new cell growth), red (activating collagen and elastin production), green (reducing inflammation) and yellow (purifying) light. These medically-based treatments were combined with a relaxing massage, and it was refreshing to have a treatment that I knew would deliver results.

After 90 minutes, my skin felt truly cleansed, plump and radiant. The fine lines around my eyes were less visible, and any redness from breakouts appeared calmed. In fact, my skin felt so great that, despite coming armed with my complete make-up bag, I left to explore the shops of Knightsbridge without a scrap of make-up on my face, which I can tell you, is something that would never usually happen!