

## salon spy



**name:**  
Aesthetic Skin Centre

**where:**  
34 Hendon Lane, Finchley,  
London N3 1TT  
t: 0208 346 6567  
w: www.aestheticskincentre.co.uk

**owner:**  
Trudy Friedman

**manager:**  
Agnieszka Wolczyk

**brands:**  
Chromogenex i-LipoXcell,  
Chromogenex Fusion SLR,  
Pellevé, IPL Skin Rejuvenation,  
IPL Hair Removal, Carboxy  
Therapy, Dracula PRP Therapy,  
DermaRoller / e-Dermastamp,  
Dermal Fillers, Muscle Freezing,  
Obagi, Sessa Skin Therapy.

With 15 years of experience in medical aesthetics, the Aesthetic Skin Centre offers clients a wide range of skin care treatments and facial aesthetic procedures, all utilising the very latest technology and advanced products.

The clinic has been situated in its North London location for over five years and currently employs six members of staff who tend to treat an average of 80 clients per week. *Salon Spy* sat down with the clinic's owner, Trudy Friedman to discover more about the business and her passion for the industry...

**How did you come to open the Aesthetic Skin Centre?**

"I initially began my career in the medical profession (Trudy originally trained as a Registered Nurse). Subsequently I then worked closely with plastic and reconstructive surgeons, and I was keen to progress further on my medical and clinical work with them. Fifteen years ago, I decided to enter the field of medical aesthetics and since then have practiced in non-surgical treatments."

**Location is always of vital importance to any business, why did you choose this particular area?**

"We've been in our current location for five and half years, but the business had been established for 15 in total. We're situated

not far from the centre of Finchley, yet at the same time, the clinic's location is very discreet for our visiting clients."

**What is the clinic's ethos?**

"Our aim is to provide a safe and experienced environment with results-based technology and treatments. I also believe in 'less is more', thereby we customise treatments to ensure that a natural look is enhanced rather than changed. I aim to ensure all patients leave feeling comfortable with the decisions they've made and that they are happy with how they look."

**What makes your clinic unique?**

"We offer a very broad range of established technologies that tackle a multitude of patient concerns from skin rejuvenation and

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anti-ageing treatments right through to IPL hair removal and body contouring procedures. What also makes us unique is the fact that we are a highly professional and strong nurse-led clinic."

**What's important to you when introducing a new piece of equipment?**

"Any new equipment has to be FDA approved as clinical safety is paramount to us. We also look for efficacy and proven results."

**Are there any plans for the future of the clinic?**

"In terms of the future we are planning to open a second clinic and also looking to introduce more collagen stimulating treatments. Over the Summer we also launched our new website complete with online shop, beauty blog and online consultation requests. We are delighted to be expanding and to now have a wonderful online platform to support our growth, keeping our patients up-to-date with what's



happening at the clinic. The future is truly brimming with lots of new and exciting things to come."

**Finally, what's your best piece of advice for running a successful clinic?**

"Always remember the patient's journey. Take care of them from their first call to the delivery of the treatments."

**salon treatment spy review:**

Upon my arrival at the clinic I was warmly greeted by Agnieszka, before being introduced to Trudy who would be performing both my procedures. From the moment I stepped into the clinic my every need was catered for as Trudy and her team are both highly professional and personable. Even though the main hub of Finchley is only a short walk away, the clinic's serene surroundings with finishing touches of flowers and fragrant candles promotes a lovely calming experience.

During my visit I experienced two of the clinic's signature treatments – Chromogenex Fusion SLR and Chromogenex i-LipoXcell.

We began with the i-LipoXcell, a non-invasive treatment which provides effective non-surgical fat reduction and body shaping. The clinic is also the first UK 'Centre for Excellence' for this particular procedure, so from the very outset I knew I was in excellent hands.

The one-hour treatment begins with a thorough consultation with Trudy explaining the entire process and end expectations. I decided to focus on my upper thigh area but the procedure is very versatile and can be used on various parts of the body depending on the individual's requirements. After settling on the couch, Trudy placed low level laser treatment pads around this section of my leg (left first, followed by my right side). The lasers work on the specific areas of fat to help reshape and redefine the body's silhouette. The pads were not remotely uncomfortable and the heat emitted was reminiscent to that of a soothing hot water bottle.

To enhance lymphatic drainage, tackle cellulite and improve circulation a combined laser vacuum massage was then performed. The procedure concludes with a radio frequency treatment which tightens and tones the skin by stimulating collagen. During this section, Trudy explained that radio frequency is also particularly effective for stretch mark reduction and passed the hand-piece over the outer part of my legs for extra stimulation.

I was surprised at how relaxing the treatment was and I felt absolutely no discomfort. Trudy is the ultimate professional, extremely knowledgeable with a caring manner and made sure I was comfortable throughout all stages of the process. Although a full course of treatments is recommended in conjunction with a healthy diet and regular exercise regime, after this initial stage my thighs looked smoother, tighter and more streamlined.

Following a short break it was time for me to experience the Fusion SLR. Created to provide effective skin rejuvenation, this non-invasive treatment achieves results through a combination of exfoliation, hydration and nourishment and tissue regeneration. During my consultation I noted my areas of concern – dry skin patches around my nose and chin area, so Trudy took special care in order to address these throughout the treatment.

After removing any make-up, Trudy began the procedure by preparing my skin with the equipment's diamond exfoliator to remove dead cells. The latest acoustic wave sonic technology was then used to replenish and rehydrate with the infusion of Hyaluron Serum into the skin to plump and smooth. In order to activate the serum, low level lasers stimulate the production of collagen and elastin for a tightening effect. With a final touch of moisturising cream for added hydration, the 45-minute treatment was complete. Completely pain-free and deeply relaxing throughout, my skin looked instantly clearer and brighter plus felt super smooth to the touch.