

THE PRIVATE CLINIC: EVENT BROCHURES & INFOGRAPHICS



2020 Trends & Innovations

For more info or access the full report, or please contact Rebecca@kendrickpr.uk | 0207 969 1410

THE NEXT BIG COSMETIC TREND?

54% predicted more 'surgical' facial procedures switching to non-surgical formats (e.g. rhinoplasties)

25% predicted an upswing in 'natural' body shaping procedures, like auto-augmentation

The No. 1 treatment was injectables - almost 1/4 of respondents had this procedure

Greatest surgery was the next most common procedure (15%) followed by varicose veins (14%), liposuction (12%) and lasers (5%)

The top three reasons for having a procedure:

- 1 Feel more confident (32%)
- 2 Look fresher & more rested (16%)
- 3 Look younger (11%)

ONLY 3% wanted to look better on social media

Consideration periods for injectables appear to be shortening... almost 1/3 waited less than 1 MONTH

43% are waiting less than three months before proceeding to treatment

GUILTY SECRET?

Over 1 in 5 respondents didn't tell their spouse or partner about their procedure, and over 1/3 didn't tell friends or colleagues.

Concerns included appearing vain (41%), negative perceptions of cosmetic procedures (23%) and toxic positivity (27%) - fearing family and friends will dismiss patients' concerns

IT'S DONE

24% were NOT CONSIDERING any further treatments following their initial procedure

The ultimate celebrity body: Jennifer Lopez (21%), Elle Macpherson (13%), Scarlett Johansson (12%)

The most desired celebrity faces: Margot Robbie, Angelina Jolie, Meghan Markle

WHAT'S STOPPING YOU?

COST was the top concern stopping people from having treatment.

21% wanted time to research

The fear of side effects or pain was in third place.

90% said their CONFIDENCE had improved post procedure.

of Harley Street

Because it's your body

KENDRICK PR: CLINIC MARKETING TOOLKIT



KENDRICK PR: CLINIC MARKETING TOOLKIT

POST-LOCKDOWN BUSINESS TIPS

How to re-ignite your clinic and re-engage patients

1. PUBLICISE YOUR AVAILABILITY

- Whether you have a solid date planned for reopening your clinic or just a rough idea, let your patients know! Efforts to keep your clients informed will be hugely appreciated and quench their anticipation. You should utilise as many channels as possible to put the word out - your website, newsletter, blog and social media platforms are all fundamental windows into your clinic.
- Start booking your clients in advance, there is a lively and global conversation at the moment with people discussing how desperate they are to return to their much-missed beauty routines! Why not run a waitlist marketing campaign and start scheduling clients in preparation for when your doors open again?

2. UNDERSTAND PUBLIC PERCEPTION AND APPREHENSION

- While people are excited to resume normality, incessant frightening messages from media and the government have made an impact. Now is the time to focus on explaining why the public can trust and feel safe with your company or business.
- Promote the new measures you have put in place to ensure high standards of safety and hygiene. If there are new rules that affect your clients - social distancing or changes to your booking protocol for example, detail any expectations clearly.
- Shine a spotlight on the particular expertise and specialisms within your company, break it down for the public and help them to understand why this is significant.

TOP 10 TIPS FOR FREE PR



Identify and build relationships with relevant local journalists

Start checking out newspaper, magazine, online and blogger journalists in your local area who are writing about relevant topics in your industry. Log their details and most recent stories in an excel database. When first making contact, pluck up the courage to phone, rather than email (too easy to ignore) and say that you liked their recent story on X (use your research), that you are a local business specialising in Y and would it be convenient to go for a coffee or lunch to discuss their current focus (make it about them) and any news, trends, topics, ideas you may have of interest for them. The idea is to get a foot in the door with the right press contact and build regular contact with them. Ideally we want to secure coverage, but other outputs could include becoming a local expert commentator, writing your own column, opportunities to sponsor / judge local awards - anything!



Maximise Social Media

Set up a Facebook page, Twitter and Instagram account for your clinic: it's FREE and gives huge opportunities to connect and engage with patients, the public and the media. Create a detailed posting schedule to ensure you've got good quality, visual content going out at regular intervals (there are lots of tools for this, rather than doing it all manually). The power of social media is in the shareability - so make your content attractive, informative and compelling and it will spread fast!



Create & Share A News Story About Your Business

Journalists are always looking for news content to fill their publications, so if you've got something NEWSWORTHY to share - reach out and let them know! This might be a new clinic launch, an award you've won, a charity event you're hosting, a new product innovation your bringing to the area. "Firsts", new and shiny are the order of the day: develop a short, punchy press release which convinces them why their readers would be interested and you will be well on the way to securing coverage.



If No News, Go In-Depth

If you don't have any real news, you can go for a 'feature' approach - showcasing you, your business or a treatment in more depth as more of a behind the scenes / upcoming trends piece. Link it to current trends or new technologies (any celebrity links are always welcome) and invite the journalist to try the treatment for free or find out more about why this is so interesting.



Showcase Your Best Work!

Fantastic case studies are the lifeblood of your PR. Showcasing your best results through good quality images, video testimonials and online reviews and cascade these through all your clinic materials: the waiting room, brochures, website and social media. Always secure written consent from patients before using their images in marketing.



Charity Begins at Home

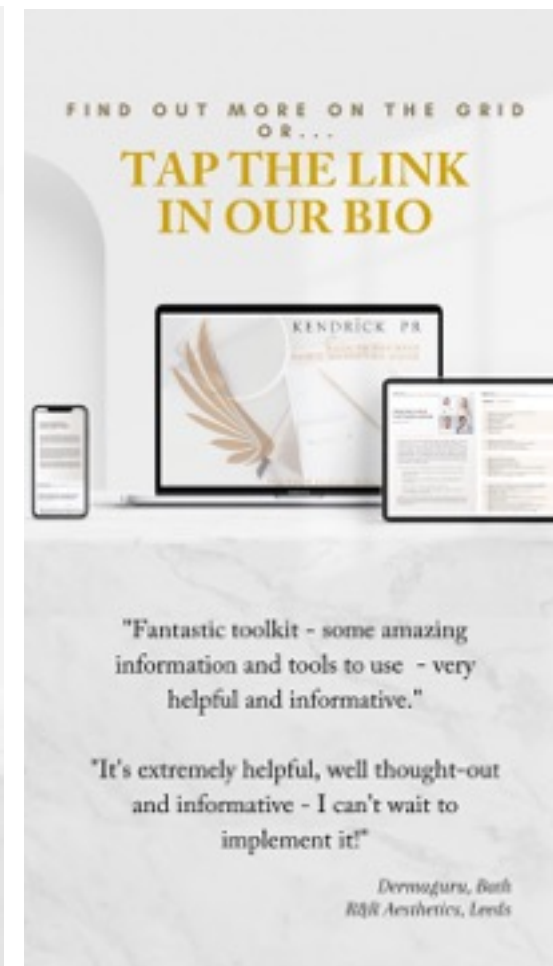
Get involved with local charity events and fundraisers - this could involve donating something small, offering to speak at events, or writing something for a local publication. You will gain visibility and credibility by being an active participant in the community - leading on your values.



Buddy Up with Non-Competing Businesses

Host a special after-hours event for non-competing businesses in your local area to showcase who you are and what you do. The goal is to get them to refer you on to their own clients! Offer them free / sample treatments, products, goody bags at the event and perhaps consider an ongoing discount or referral bonus so they keep sending people your way. Don't forget to reciprocate!

SOCIAL MEDIA: TOOLKIT PROMO POSTS



SOCIAL MEDIA: TOOLKIT PROMO POSTS



A promotional graphic for Kendrick PR's toolkit. It features a collage of document covers on the left, including one titled 'TOP 10 TIPS FOR FREE PR' and another 'KENDRICK PR HOW TO CREATE YOUR BRAND MESSAGE'. A gold circle on the right contains the text '£50 OFF'. Below the collage, the text reads 'CREATE YOUR BRAND MESSAGE' and 'Help customers choose YOU over the competition with our latest toolkit!'. At the bottom, the website 'WWW.KENDRICKPR.UK' and a code 'CODE: BRANDSO' are displayed.

WWW.KENDRICKPR.UK

CODE: BRANDSO



A promotional graphic for the 'CLINIC MARKETING TOOLKIT'. The background is a light beige color. At the top, it says 'FREE BUSINESS SUPPORT' and 'CLINIC MARKETING TOOLKIT'. Below this, there are three overlapping document covers: 'POST-LOCKDOWN BUSINESS TIPS', 'TOP 10 TIPS FOR FREE PR', and 'Strategic Guidance'. To the right of the documents is a bulleted list of features: 'Strategic Guidance', 'Newsletter & Blog Templates', 'PR Cheat Sheets', and '& Much More!'. At the bottom, it says 'FREE TO DOWNLOAD NOW!' and 'WWW.KENDRICKPR.UK'.

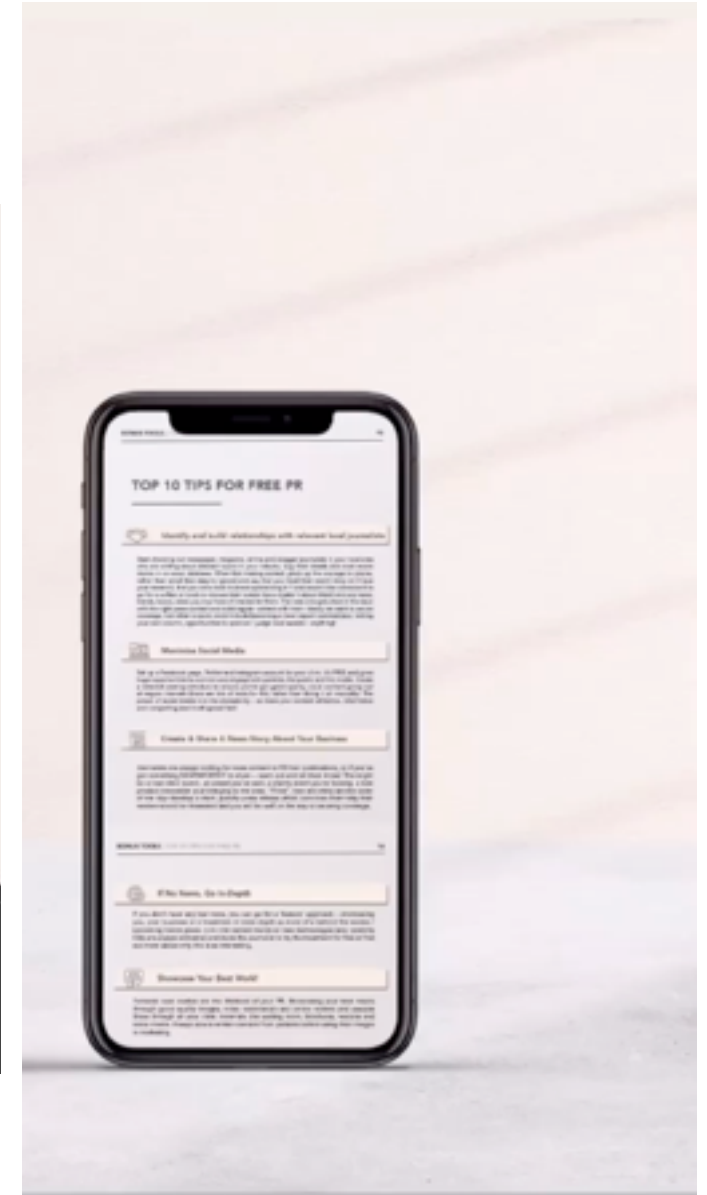
FREE BUSINESS SUPPORT

CLINIC MARKETING TOOLKIT

- Strategic Guidance
- Newsletter & Blog Templates
- PR Cheat Sheets
- & Much More!

FREE TO DOWNLOAD NOW!

WWW.KENDRICKPR.UK



EVENT INVITATIONS: CYNOSURE & MUSTELA



CYNOSURE
Virtual Webinar
Good Skin Health & Aesthetic Treatments

Wednesday 26th May
6:00-7:00pm

Co-hosted by:



Miss Sherina Balaratnam
Surgeon and Cosmetic Doctor



Francesca White
Health & Beauty Editor-at-Large at Tatler.

Tap the link in our bio to register



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With:
Sherina Balaratnam
&
Francesca White

Tap the link in our bio to register now!



Mustela
YOU ARE INVITED

Please join us at world-class wellness spot, Glow Bar, to celebrate the launch of Mustela's newest product and over 60 years in the industry! On top of revealing an addition to the dermatologically advanced skincare range, a Power Parenting Panel will flex their areas of expertise to deliver precious insight spanning natural and effective skincare for babies, busy baby mama life and pre & post baby fitness.

MAMAWELL **this is MOTHERSHIP** **B comme Baby**

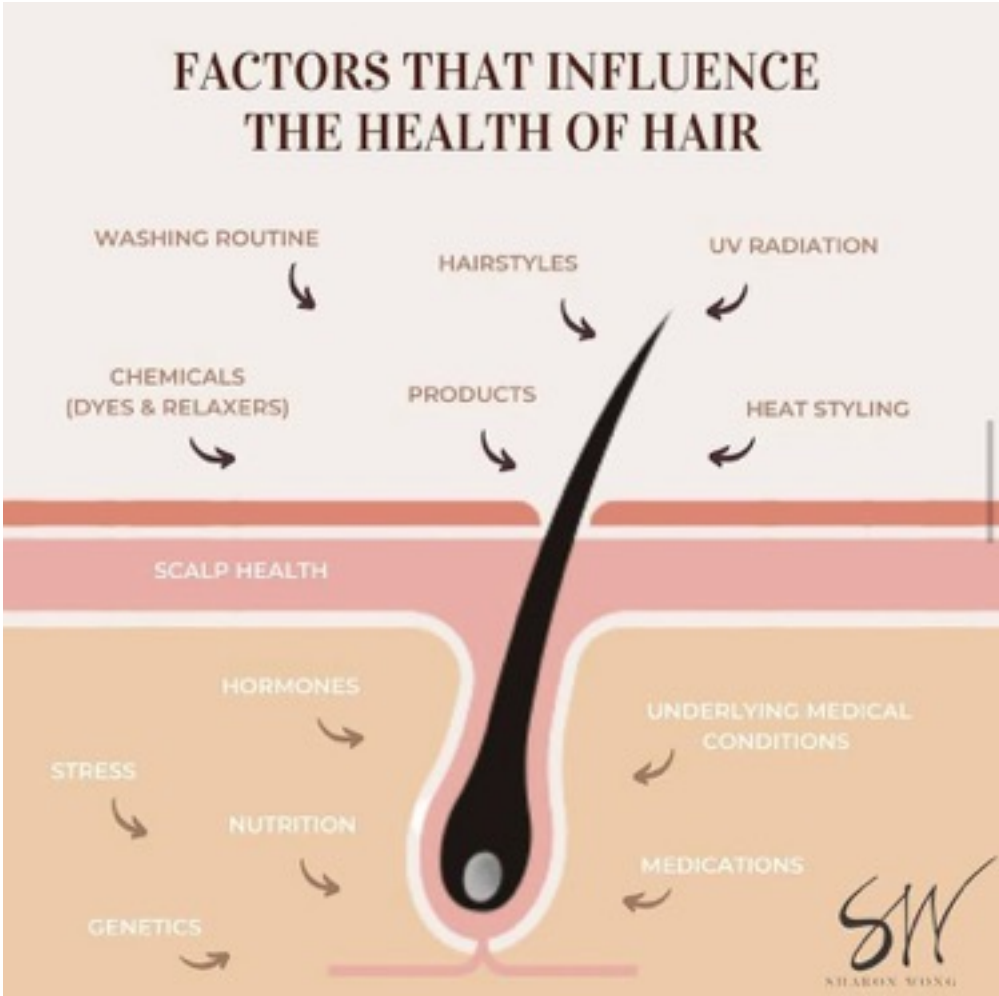
Tuesday 12th November, 8:30am
(arrive on time to enjoy a moon-milk and breakfast!)

Glow Bar, 70 Mortimer Street, W1W 7RY

Nearest tube stations are Goodge Street and Oxford Circus, approx 5-8 min walking distance

SPACES ARE LIMITED. RSVP AT YOUR EARLIEST CONVENIENCE TO NATASHA@KENDRICKPR.UK

SOCIAL MEDIA INFOGRAPHICS: DR SHARON WONG



Did You Know...?

The length of the brows can be divided into 3 sections - the inner third, middle and outer third. The hair is orientated so that the direction of hair growth sweeps outwards and we naturally have less dense hair on the outer third of the brow.

1 2 3

SW
SHARON WONG

PRODUCT OF THE WEEK

Dr. Sharon Wong
FLAWLESS
GOSSAMER
TINT
SPF 50
BROAD SPECTRUM
FRAGRANCE FREE
NON-COMEDOGENIC
DR. SHARON WONG
SKINCARE

High factor & broad spectrum

Fragrance free

No white residue

Non-comedogenic

FLAWLESS GOSSAMER SPF50

SW
SHARON WONG

HAIR CARE TIPS

TO REDUCE DAMAGE & WEATHERING

-  Squeeze, scrunch and pat wet hair to remove excess water after washing. Avoid rubbing the hair against a towel as this will furr up the cuticle cells
-  Use towels made from soft, fine fabric that are highly absorbent such as microfibre to dry your hair
-  If possible allow the hair to air dry before blow drying. When the hair is about 70% dry then do a quick blow dry to finish. This way you reduce the time and heat needed to dry your hair
-  Use a heat protecting spray
-  If you need to use straighteners do it when the hair is dry, never when wet and keep the heat below 180C

PRESS RELEASES

oxygenetix

THE ONLY FOUNDATION YOU NEED THIS PARTY SEASON

It's that time of year again... Christmas party season is in full swing! A series of late nights calls for a foolproof foundation that lasts from the office to the dance floor. With 24-hour flawless wear, The Oxygenetix Oxygenating Foundation is the Christmas party skincare and makeup hybrid formulated to keep your complexion looking flawless.

Why is Oxygenetix the go-to product for the A-List?

A waterproof, breathable and oxygen-rich formula.

Oxygenetix Oxygenating Foundation is a celebrity favourite with fans including, Kourtney Kardashian and Ellie Goulding. A revolutionary formula, it allows the skin to breathe while providing a long wear, full coverage makeup that just won't budge. Oxygenetix is packed with hydration-boosting ingredients, including Hyaluronic Acid, Green Tea, Glycerin and Aloe Vera. Created with every skin type in mind, it's so gentle that you can even sleep in it!

With the addition of the Acne Control version with 2% salicylic acid, it can even help to combat skin woes whilst you wear it. In the school of good skin, the rules dictate that you should take your makeup off and double cleanse every night - Oxygenetix is the only exception!



"This is the only foundation I use now"
- Kourtney Kardashian

[KEY PARTY BENEFITS]

- Unsurpassed skin-boosting benefits means it's even safe to sleep in.
- Doesn't smudge.
- Doesn't clog pores.
- Doesn't rub off on clothing - Oxygenetix is 13 times more transfer-resistant than other makeup lines.
- 24-hour wear means there is no need to worry about touch-ups.
- Soothes and nourishes the skin.
- Oil free & fragrance-free

RRP: £45

@oxygenetix_foundation

www.oxygenetix.co.uk / www.shopoxygenetix.com

UK Online Stockist: www.skincity.co.uk

For more information, interview requests, samples or high-res images please contact: Rachel or Rebecca at Keendrick PR: rachel@keendrickpr.uk, rebecca@keendrickpr.uk or call 020 7949 14010



All treatments start with a complimentary consultation. This allows The Well practitioners to understand your goals and concerns, so they can develop a treatment plan suitable for your budget, availability and desired look.

AESTHETIC MEDICAL TREATMENTS

INJECTABLES | SKIN REJUVENATION & TIGHTENING | IV THERAPY

FACIALS

SIGNATURE LING FACIALS | SKIN 320MHz OI BALANCE FACIAL
[Wide bespoke selection available] (Vegan Friendly)

INTRACEUTICALS OXYGEN FACIALS | HYDRAFACIAL | MIMI LUZON

Dr. Levy and Mimi Luzon facial add-ons are available for any facial treatment.

LED THERAPY

LED FACE & BODY THERAPY | VITAMIN D LED THERAPY

BODY TREATMENTS

COOLSCULPTING® | BTL EMO™ | BTL VANQUISH | BTL EXILIS

BTL EMSULPT | BTL EMSSELLA | FORMA PLUS | BODY FX

HAIR REMOVAL | SPRAY TAN | NAILS

HOLISTIC

FIVE ELEMENTS & COSMETIC ACUPUNCTURE | HOMEOPATHY

OSTEOPATHY & PHYSIOTHERAPY



"The need for flexibility to cater to hectic lifestyles is recognised at the clinic, as well as the ability to offer something for everyone's needs and interests. It is rare to find under one roof an osteopath, physiotherapist, facialist, cosmetic surgeon, massage therapist, homeopath, five elements acupuncturist, and an aromatherapist, (even a reiki and crystal healer upon request), yet here you can not only find them all, but be assured that they are experts in their field, hand-picked for their skill, experience and successful results."

For appointments please contact Rachel@keendrickpr.uk, Elizabeth@keendrickpr.uk or Lucy@keendrickpr.uk

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The Tweakments Guide: Start With Skincare

The new book from award-winning beauty journalist Alice Hart-Davis



The beauty insider's insight into what your skin really needs - and why.

After the success of her cosmetic-procedures bible, *The Tweakments Guide: Fresher Face*, Alice Hart-Davis realised her next book had to be about skincare when she was deluged with questions like these:

- Which products really work?
- Which ingredients are just hype?
- What's best for my wrinkles, or pigmentation, or rosacea?
- Can good skincare delay the need for tweakments?

Start with Skincare has all the answers.

"Using great skincare is key to achieving a fresher-looking face," says Alice, "yet so many people don't take skincare seriously, because they don't know what the right products could do for them."

"For 20 years I've had a ringside seat as skincare has moved from being 'hope in a jar' into the realms of high science. I have interviewed scores of brand founders, formulators and dermatologists. I've reported on all the new 'miracle creams' and 'beauty-science breakthroughs' and this book tells you everything I've learned along the way."

"In this book, I've sifted through the details to give people an in-depth insight into the truth about modern skincare, what's fact, what's hype and what's opinion, so they can work out what's best for their skin."

For more information, quotes and interviews, please contact rebecca@keendrickpr.uk and lucy@keendrickpr.uk