

A BETTER APPROACH TO HEALTH & BEAUTY

Dismayed at the way the beauty, cosmetic and aesthetic industry treats its customers, Stamford's Charli Wilson decided it was time to shake things up. Launching G&T Aesthetics, she decided that graceful, tasteful and ethical was the way to go in order to make her clients feel good and remain healthy...

Words: Charli Wilson.

THE PURSUIT OF BEAUTY should not be burdensome or perilous - it shouldn't make you feel bad or unworthy, but rather empowered and desirable.

That seems like a blindingly irrefutable statement, and yet much of the beauty, cosmetic and aesthetics industry finds itself invested in finding imperfection and preying on people's insecurities, professing to 'fix' your 'problems...' and the perfectly natural process of ageing is a favourite 'go-to' flaw.

Charli's inspiration to enter the industry stemmed purely from her longstanding motivation to help people around her feel good about their unique differences, to help them accentuate their favourite features and find confidence in themselves, not the promise of perfection...

Charli and her mother moved to Stamford from Lewisham before she began her Business & Management degree at Hull University in the early 2000s.

As a student, short on cash, Charli made her own cosmetics and hair products from locally sourced organic ingredients to save money and voraciously studied the different ingredients, processes and marketing claims to verify what they did and didn't need to incorporate - and what they shouldn't incorporate. Her interest in beauty also led her to take a part-time job at a couple of the leading cosmetics brands' counters in a department store... not that she lasted long...

The Problem with Beauty

"I was horrified," she says. "Many of the products then contained parabens, alcohol,

mineral oils, non-water-soluble silicones (which acts as an occlusive agent on the skin). All ingredients that run contrary to the maintenance of healthy skin. Worse, though, was the industry itself."

"Consider the lab coats which falsely suggest a counter led by science not retail, the commission model of pay for staff, or the need to problematise and find fault with someone's appearance in order to 'fix' a flaw. It's the industry at its worst and an industry which focuses on mere appearance, not health or well-being of those investing in it."

Charli's Manifesto

"I established G&T Aesthetics to counter the harmful emotional and physiological impact the beauty industry has historically had on women."

"There was a time where beauty was believed to be a natural consequence of health, and I believe this is the best approach to help the body; I empower my patients by educating them on the tools necessary for both health and naturally enhanced beauty."

"There are certain aspects of our processes that help facilitate this... For example, at G&T Aesthetics, we offer unlimited aftercare support and skincare advice to ensure our patients do not suffer at the hands of false marketing or misleading claims from the open beauty and aesthetics industry."

"Ensuring safety, transparency and ethical clinical practices are at the forefront of everything I do. One thing that personal experience has taught me is that while

ethical practices are always expected in a clinical environment, they are not always guaranteed. Each person I treat has their own individual needs, I take the time to get to know my patients and establish a sense of mutual trust. It is for this reason that I expect to be with a client for a lifetime, not just a day. As an ambassador for safe aesthetics, I strive to lead the way for others in the industry in hopes that this approach one day becomes commonplace for all practitioners involved in the aesthetics industry."

Science not Pseudoscience

"Much of the cosmetics industry relies on pseudoscience. How often have you been told that a product contains this, or that - often multisyllabic names or arcane sounding botanicals or minerals or extracts - without being told exactly what that means, what the ingredient is or what it does."

"I personally use and stock two cosmeceutical ranges (iS Clinical and PCA Skin) - both of which utilise prescription-grade actives. This essentially means that the ingredients are potent enough to bring about physical changes in the skin."

"Their unique delivery system ensures the integrity of the ingredients are maintained while they work on the skin and penetrate to the deepest dermal layer, continuing to take effect over the course of 10-hours all the while, adjusting the composition of the skin on a molecular level; consequently, both home-care and in-clinic treatment results are undeniably evident in a relatively short space of time."

"The potency of our in-clinic treatments mean results may be seen that very same day, this is often required for short notice events and special occasions..."



Other Treatments...

"I also offer IV Vitamin Infusion therapy tailored to each individual and administered following sign-off by a qualified doctor prescriber. Bypassing the gastrointestinal tract, means nutrients are absorbed in an effective means, boosting essential nutrients in the blood. As a result, IV's efficiently assist with the recovery from illness, intense training, or symptoms of a fast-paced lifestyle. Boosting the presence of vitamins and antioxidants in the blood also helps to slow the ageing process and the impact of exposure to free radicals."

"Other popular treatments are derived from the concept of cryotherapy, utilising a precise jet of nitrous oxide to target sun damage, age spots and skin tags."

"Cool Lifting is another cryotherapy treatment, one which uses low temperature and high pressure to provide visible anti-ageing benefits, stimulating collagen production and reducing cellulite. I also provide Aqualyx fat dissolving treatments, bio-revitalisers and dermal fillers, both injectable systems for fine lines and wrinkles. We are also one of a handful of clinics in the UK to offer the industry's first 12-point non-surgical facelift to restore lost facial volume."

Charli's Approach

"I'm proud of our range of homecare and in-clinic treatments, and the fact that I've researched them and used them myself before adopting them. But treatments are only as good as the practitioner, and the practitioner is only as good as their ethics and their approach to their work."

"I only treat three patients a day at the most, this allows me to wholly devote myself to delivering the best results and patient experience for every treatment I carry out, you will never feel rushed or pressured... I don't proceed with treatment unless I know the client is entirely informed of that treatment's implications. There's a better way to provide aesthetic treatments; an ethical way... and I want to act as an ambassador for that approach." ■

Find Out More: Charli Wilson provides aesthetic treatments from her clinic in central Stamford on Tinwell Road, with privacy and a no-pressure approach guaranteed. New clients can claim 20% off two or more treatments by mentioning this article. 0% Finance is also available for all in-clinic offerings. For a free, no-obligation chat about G&T Aesthetics' treatments, call 07802 237489 or visit www.gtaesthetics.co.uk.



