

The Sunday Times

# Business Weekly

## LOVE YOUR WORK



Bedside manner: Andrew Clarke runs MIRA Clinic. Inset: Dr Clarke goes to work on *House Rules* 2014 runner-up Carole Bramston. Pictures: Daniel Wilkins



### PETER MILNE

ANDREW Clarke has served medical needs ranging from life-or-death dashes to emergency departments, to optional cosmetic treatments for saggy skin, wrinkles and spots.

He started in emergency medicine and, after time in research, now provides non-surgical cosmetic treatments from his West Perth practice, MIRA Clinic.

As a cosmetic physician, he is serving a growing demand. Australia's annual spend on non-surgical cosmetic treatments topped \$1 billion for the first time in 2015, according to the Cosmetic Physicians College of Australasia.

Dr Clarke said that in his eight

years of practice as a cosmetic physician, demand had grown enormously and the profession had achieved more natural-looking results.

He said patients found it difficult to justify or afford major cosmetic surgery. Non-surgical cosmetic treatments cost significantly less.

"Many people refer to it as life maintenance," he said.

"It's not something you go and do a once-off and expect a makeover that requires no maintenance. They do sequential treatments over a period of time."

Dr Clarke said his patients' primary motivation was not to look younger, but fresher.

"People are less worried about

the age number that they appear to be, and they are more worried about not looking tired," he said.

Men usually want forehead wrinkles or frown lines fixed.

Women make up more than 90 per cent of his patients, and their most common concern is looking angry or tired when they are not, Dr Clarke said.

Carole Bramston, a *House Rules* runner-up in 2014, started anti-wrinkle treatment between the eyes when she thought the rigours of renovation were harming her appearance. She told her husband, Russell, she had facials.

"He never knew until *New Idea* brought it out ... he's reading the magazine and said, 'Do you get anti-wrinkle injections?'"

Mrs Bramston, now a patient of Dr Clarke, is happy with the results and has continued the anti-wrinkle treatments, adding a thread lift and some filler as well.

Dr Clarke said that the non-surgical treatments were still medical procedures and a consultation with a doctor was required.

He said side effects from non-surgical procedures were possible, but generally would be less severe than those from surgical procedures.

Dr Clarke didn't want anyone to feel pressured to have treatments if, as procedures became more common, people saw their contemporaries looking younger.

## FRESH FACE 'TOOL KIT'

### WRINKLE RELAXERS

**What:** An injection of a very small dose of bacteria.

**Why:** "Expression lines" – wrinkles caused by movement.

**Where:** Between the eyebrows.

**How much:** \$170.

**How often:** Every three to four months.

### DERMAL FILLERS

**What:** An injection of gel.

**Why:** Wrinkles not caused by movement.

**Where:** Many areas, especially lips.

**How much:** Starts at \$299 for a 0.5ml syringe.

**How often:** Every six months to a few years.

### THREADS

**What:** A thin, dissolving thread inserted under the skin to lift up tissue.

**Why:** Sagginess.

**Where:** Jowls.

**How much:** \$2500 for both sides.

**How often:** Every couple of years.

### LASERS

**What:** Focused energy at the right wavelength.

**Why:** Pigment marks, blood vessels and wrinkles.

**Where:** All over the face.

**How much:** Starts at \$150, \$500 for a full face.

**How often:** Can last many years.