



A DREAM COME TRUE

An interview with Lucy Larwood

LOCATED 43 kilometres North of Adelaide, Gawler is the first country town on the Australian mainland in the state of South Australia, and is named after the second Governor (British Vice-Regal representative) George Gawler. It is in this country town that Lucy Larwood established her clinic - Beautify SA.

Lucy is the perfect example of how nursing can provide the perfect launching pad for a career in aesthetics and dermal therapies. Her journey is quite unique and we are delighted to profile it in this issue of *APJ*.

APJ Q1: Lucy share with us a little about your qualifications and expertise and what attracted you to this industry?

I came from a nursing and midwifery background having qualified as a registered nurse and paediatric nurse in 1983 and in 1991 I also qualified as a midwife. Furthermore, my husband is a gynaecologist so my work was very much hospital-based. While I loved and enjoyed my profession I progressively found the long hours of shift work quite strenuous so I looked at what else I could study and leverage off my current profession. My search led me to undertake a Vocational Graduate Certificate in Cosmetic Nursing, which I completed with AACDS. I thoroughly enjoyed my studies and was delighted to be part of an exciting industry that was able to give me back my life with a better work/life balance option. Having worked shift-work for 30 years in a hospital environment I was ready for a change.

I could see great potential in providing a valuable service in a rural setting such as Gawler and so my husband Dene decided to open up our business Beautify SA in Gawler and I have never looked back.

APJ Q2: What technologies do you work with and how do you view the collaboration between the use of various technologies and injectables in terms of results?

My first priority is to optimise skin health and I achieve this through various techniques and technologies including chemical peels, skin needling, IPL treatments and LED light therapy. I also utilise cryotherapy for lesion removal and also offer platelet-rich plasma (PRP) stem cell therapy, which also offers amazing skin-improvement results. My approach is to utilise combination therapies that are customised to works best for my clients and patients. I also use quality cosmeceuticals and mineral makeup to ensure that both clinic and home use are well supported for on-going skin improvement.

Once the skin is improved where I address dehydration, broken capillaries and any pigmentation to create a beautiful canvas, I then consider moving to injectables to further enhance the features with additional lifting and facial contouring. I use a wide variety of dermal fillers that have specific and proven efficacy.

I attribute the success of my treatments to the thorough consultative process, where I examine not just the skin, but also lifestyle, health considerations, budgetary issues and of course, the desired outcomes. I work very closely in partnership with my clients where I encourage their activity participation in their skin improvement journey. In that way we can transition from corrective treatments to maintenance and establish a trusting, long-term collaborative relationship with on-going improvement and guaranteed results.

APJ Q3: What do you believe is the most common, primary consideration for most of your clients and patients and has this changed over the past 10 years? What is the new approach?

There is no doubt that cosmetic enhancement has now become mainstream, with consumers not as frightened to have fillers as in past years. The real change that I see is that most individuals now want to ensure the end result, is natural and undetectable as having any form of enhancement.



I cannot express the joy and buzz I receive when I have completed a treatment and give the mirror to my client and see the smile and sometimes even tears of joy in seeing their improvement. I consider it a privilege to offer them amazing results. I get so much contentment at the end of a long day.

APJ Q5: Recently you have chosen to introduce a mobile clinic to other regions, what motivated you to do that and do consumers in regional and country areas have different needs to city clients and patients?

With time I have developed a reputation for my work and many of my colleagues in the city, as well as other people, have requested that I provide my services to them by visiting them. Even though they are in another destination to my own clinic I still maintain the same approach of achieving the desired results through a progressive, collaborative strategy where skin improvement and enhancement is achieved through an on-going relationship with clients and patients.

APJ Q6: Do you have any aspirations for your professional future?

My aim is to constantly invest in my own education and ensure I am keeping up-to-date and staying abreast of new trends and advances so that my knowledge is always current and in high demand by consumers. This is very much a constantly changing industry. As a sole practitioner keeping my knowledge and skills up-to-date ensures me of a strong client base that I enjoy servicing.

They just want a younger version of themselves. With the possibility of such results appearance enhancement now has a much broader consumer appeal, so more and more men and woman are happy to embark on a complete treatment program. While they are concerned about lines and wrinkles they also want to achieve overall skin improvement.

I always educate my clients on the importance of sun protection and ways to reduce skin cancer potential. The new approach is a more holistic one where the practitioner examines all areas of health, giving consideration to issues of health including checking hormone levels, diet and lifestyle issues that contribute to the state of the skin. As Dene is a gynaecologist he can also address the hormonal issues to ensure the best possible outcomes for the client/patient not just for the skin, but also for their overall wellbeing.

As the skin is a living organ, changes are constant. I always work with evidence-based solutions such as Retinol, Vitamin C and glycolic acid when addressing skin correction. Once the skin looks healthy I then consider wrinkle relaxants. I find that injectables are best when they are introduced progressively. I try to create an on-going relationship with my clients, developing trust, improving their education and allowing them to feel comfortable with any enhancement I introduce. That way I can address specific areas of the face such as the mid-face, or plasma band for the neck through progressive improvement ensuring that it meets with my client's expectations.

Today we have numerous fillers that can achieve very different properties and effects. Some achieve better lifting, while others offer better feature shaping. I work with over 11 different fillers. As for my clients, they vary in age from 18 to 74 with a constant increase in male clients, who request both skin improvement, injectables, as well as hair reduction, predominantly for back, neck and chest.

APJ Q4: What aspect of your work excites you the most?





APJ Q7: Tell us a little about your cat Jewel?

My can Jewels in the clinic mascot. Her breed is Sphynx and this breed have a lot of wrinkles. We use her in our ads with statements such as “come and see me, I can help you with my wrinkle relaxants,”. She is very much the talking point and she so effectively communicates the message of how I can help my clients.

APJ Q8: Why did you join APAN and what do you value the most about your membership?

I have to say that APAN is an absolutely essential component of my business. At any time I can reach out with a phone call and get valuable, professional information. APAN is amazingly resourceful. They have provided me with support to access the best products and equipment, financial advice and how to best manage my workload. They thoroughly understand my needs and offer me valuable advice and support. I wouldn't be without them. I strongly believe that everyone who is starting out needs to join APAN as a member. It will save them a lot of time and money in achieving their business success.

Lucy is reaching her dream of continuing to improve both the appearance and the quality of life of her clients. She has truly found her vocation in life. APJ

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