

2020

HEALTH & SOCIAL WORK

# *The Parliamentary Review*

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## ■ FEATURES

Letter from Lord Pickles & Lord Blunkett

Commentary from Andrew Neil

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# Absolute Image



Director Jill Tait



The premises of Absolute Image

## FACTS ABOUT ABSOLUTE IMAGE

- » Director: Jill Tait
- » Established in 2005
- » Based in Newcastle upon Tyne
- » Services: Face-body advanced aesthetic treatments
- » No. of employees: 4
- » [www.absolute-image.co.uk](http://www.absolute-image.co.uk)

Before founding Absolute Image in 2005, Jill Tait worked for over 15 years as a specialist theatre nurse in the NHS. With a breadth of knowledge gained from years of experience in the surgical arena and a growing interest in aesthetics, she decided to team up with one of the UK's largest private cosmetic providers. Fifteen years on, Jill tells *The Parliamentary Review* about the need for advanced facial aesthetics and how technology is revolutionising non-surgical cosmetic treatments.

Absolute Image was founded with the intention of offering an advanced facial aesthetics programme that focused mainly on subtle enhancements. Long before "tweakments" became a buzzword, we were offering quality treatments that gave maximum results with the minimum amount of "downtime".

From the outset, I knew my three-point approach was paramount to delivering a successful programme. Often cited as a patient-led industry, this is rarely the case. Sadly, many of today's aesthetic clinics are run solely with profit and an exit strategy in mind. Personal relationships, developed and nurtured between patient and practitioner, are either shoddy or non-existent. A fundamental change of perception from a professional service to a price-led commodity has been a key failure in a high percentage of clinics.

The vision with which we launched 14 years ago has not changed or wavered. At a time when it is essential for most clinics to have a social media presence to constantly promote their services, we have, as yet, not felt the need to take that

route, relying solely on our skill set and word of mouth to increase our market share. We have been very fortunate to be able to put our integrity and ethos into consciously delivering a genuine and tailored experience.

### Developing client relationships

Our client loyalty is staggering. However, the clients of today are knowledgeable, well informed and very much aware of what it is they want and expect – and rightly so. This, in turn, has ensured that we invest heavily in both advanced training programmes and in-depth due diligence before additional services or products are introduced to our portfolio of services.

Today's overly saturated market for facial and related aesthetics is such that our knowledge, experience and general expertise has become essential when separating services designed primarily for their revenue and profit margins as opposed to a genuine aesthetic enhancement.

Being confident in our ability to be direct and truthful with our clients has been the cornerstone of our success, and we are 100 per cent client led. Our products and services are chosen after careful analysis, research and tests. If the results are not as envisioned, quite simply, those treatments are not offered. Knowing our database, and having a thorough understanding of our clients' needs, has naturally led to a trusting relationship that we cherish above any other factor in our business. This, coupled with clients having the opportunity to share their experiences more widely, has enabled us to maintain our market share. Put simply, the only critics we listen to are our clients.

Of course, all this forces us to regularly review our methodology when it comes to the actual blueprint of our business. We have made several maverick moves that we believe will continue to allow us to constantly deliver high-end results to the people who matter most, namely our established clients.

“The vision with which we launched 14 years ago has not changed or wavered”





Jill Tait delivering treatment

“Our client loyalty is staggering”

The three-pronged approach we touched on earlier is quite simply being aware of which products and services our clients want. Co-creating additional services, using a panel of loyal consumers to work with us to establish the very real, tangible benefits from new concepts, is a common-sense approach. Having inspiring ideas is pointless if we do not listen and take guidance from the very people who need it: our clients.

Our next investment in advanced machine technology will be one that has been put through rigorous research tests, is reliable, has longevity and has not been purchased on the back of an exhaustive promotional campaign. Time and time again, we

have witnessed clinics investing in branded facial and body technology, only for this costly machinery to be left to collect dust at best and lose client confidence at worst.

### The need for regulation

One of the primary challenges our industry still faces is a lack of regulation. For years, talk has circulated of an incoming, standardised set of policies, which have yet to materialise. The Keogh Review in 2014 outlined detailed practices of how the industry should be policed. Although presented to the government, it was turned down due to the sheer cost of implementation.

The idea of effective regulation in order to filter out unqualified practitioners and subsequently improve overall industry standards is well overdue. Basic regulatory policies for training practitioners are also questionable. This alone has led me to seriously consider working with a regulatory body to lay down a basic protocol of expected minimum criteria underpinned by standardised policies – with the aim of reducing the amount of corrective work we are witnessing at an alarming rate.

We are far from sitting on our laurels. We are grateful that our clients can influence our future business investments by simply continuing to talk with us as we take the time to listen. Social networks now dictate the wants and needs of our clients, and of course they rightly expect a more personalised service. Why then should they not be given the opportunity to influence the services and products they require? This is exactly what we have built our reputation on and what we intend to keep doing. Quite simply, we will continue to listen and listen very carefully: it is what our clients rightly expect and absolutely deserve.