

THE MELROSE AESTHETIC CENTRE

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What's your company's unique selling point?

The Melrose Aesthetic Centre is the leading anti-ageing treatment centre in South Africa. We are at the forefront of skin rejuvenation, body wellness and body sculpting treatments. Our specialists are internationally trained, with many years' experience in the field.

What makes a great spa/salon experience?

A great experience is the combination of high-quality treatments offered by our friendly and professional staff in a welcoming environment.

What's been your best-selling product/treatment?

Botox remains our best-known treatment, but The Melrose Aesthetic Centre is highly regarded for other anti-ageing and skin rejuvenation treatments, including laser resurfacing and depigmentation. Laser lipolysis, a body sculpting procedure we offer, has grown in popularity in recent years.

What specials and/or new treatments can readers expect this year?

Our website and newsletter are always updated with the promotions we run on our treatments and products.

What's the history of your company?

I founded The Melrose Aesthetic Centre in 2002 and am also the Marketing Director. The practice has grown considerably and we've moved from a small cottage in Norwood to the trendy Melrose Arch precinct in 2003. Dr Cohen joined the team in 2006 and Dr. Mark Opperman then came on board in 2010.

What trends have come to the fore in your industry over the past decade?

A growing awareness regarding anti-ageing means that women and men are opting for non-surgical treatments to enhance their appearance.

Who are your clients?

Our target market includes mostly adults over the age of 25, although teenagers are also becoming more aware of all the treatments available for problematic teenage skin. We look after the skin and body care needs of several high profile personalities.

Which products have you chosen to use in your business, and why?

We keep mostly IS clinical as it's a very effective range. It can be used by people of all ages and skin types including those with sensitive skin. The products help improve skin tone and skin clarity and our clients are very satisfied with the results.

What specials and/or new treatments can readers expect this year?

We run promotions on a regular basis, especially on our treatments and products. These are announced via our newsletter and website.



What's been your best-selling product/treatment?

Broad Band Light or BBL treatment is used to remove sun damage, pigmentation, and facial redness and improve skin tone. BBL is extremely popular as it is a non-invasive treatment and can be done on any area of the body. The most popular areas are face, neck, chest and arms.

What makes a great aesthetic/clinic/med-spa experience?

We offer the latest and most advanced equipment and treatments and therefore the results are superior and meet the patient's expectations. Every patient is different and will have a different reason for coming in to see us. It is always important to find out what the patient's individual expectations are so that we can deliver the best as the end result is what matters most.

What trends have come to the fore in your industry over the past decade?

Our patients are opting for non invasive skin rejuvenation treatments. These treatments don't require a lengthy recovery period and usually you can go back to work the same day or the next day. Non invasive skin tightening and lunch time peels are all becoming very popular.

What specials and/or new treatments can readers expect this year?

Fractional XC laser has just arrived at our clinic. This new laser offers the most advanced fractional technology in skin rejuvenation and scarring and the great thing about this treatment is that it can treat all skin types and tones.



What's been your best-selling product/treatment?

The Melrose Aesthetic Centre is at the forefront when it comes to skin rejuvenation, but Botox is a coveted treatment with our clients.

What makes a great aesthetic/clinic/med-spa experience?

Having an attentive, sympathetic clinician performing the correct treatment, tailor-made to suit your specific needs and requirements, in a safe and comfortable environment goes a long way in ensuring a positive experience. We also offer aftercare and follow-up services which enhance the overall experience.

Who are your clients?

While we do treat high profile personalities, we also work with any individual who has a desire to improve the condition of their skin or turn back the clock in the fight against ageing. We are seeing more men, and younger individuals, who feel the need for better skin care and skin rejuvenation.

Which products have you chosen to use in your business, and why?

We only use products from reputable pharmaceutical companies with FDA and MCC approval such as Botox, Juvederm, Surgiderm and IS Clinical.

What specials and/or new treatments can readers expect this year?

We recently introduced Omnilux Light treatments that are great for skin rejuvenation and scar revision. Photo Dynamic treatment is ideal for ageing skin and severe sun damage. Laser Lipolysis is also a great and exciting treatment we offer.

