



LOUISE MAY

LASER & SKIN CLINIC



A UNIQUE APPROACH TO SKIN HEALTH

LOUISE MAY'S UNIQUE MEDICAL APPROACH TO SKIN HEALTH HAS TRANSFORMED HER CLIENT'S SKIN WITH VISIBLE RESULTS SINCE 2005.

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A unique approach to skin health



AT A GLANCE

WHO: Louise May

WHAT: A clinic specialising in skin health, anti-ageing and laser-based treatments

WHERE: 300 Greenhill Road, Glenside, South Australia, 5065

WEBSITE: louisemay.com.au

Taking care of our skin is not just about aesthetics. There are many factors affecting our skin health. The skin's primary role is to protect us, although it is susceptible to a number of conditions influenced by the environment, lifestyle, dietary consumption, medical conditions, genetics, stress and more. Seeking professional advice is beneficial for clients to understand the underlying cause and identify their individual trigger factors. A tailored treatment plan can then be followed.



Louise May Laser & Skin Clinic uses a holistic approach to skin health and aesthetics. Louise May, the eponymous founder, is a Registered Nurse with over 20 years of experience. Louise believes that each person is unique and must be assessed and treated accordingly.

“My role is to create client awareness, as I believe education is critical for the ultimate long term outcome. I’m possibly different to a lot of clinics as I don’t always provide the service requested when clients walk in the door. Instead I address their concern from a wider health perspective, offering a multi-dimensional



is on ensuring the clinic is recognised as offering services of a medical level” Louise says.

Personal care through Skin ID

In order to look at each person individually, Louise has developed the Skin ID process, a unique approach to skin health. In her own words, Skin ID is “the clinic’s essential foundation to create a personalised clinician-client rapport in establishment of a trusting relationship”.

The first phase is called “Skin Intelligence”. It is during this one-hour consultation that Louise evaluates the needs of each client. This is done through an in-depth analysis of medical history, familial/genetic history, lifestyle and more. The one-on-one consultation process is designed to introduce the client to the clinic culture, it’s philosophy, approach to skin health and treatments provided. Equally as important, it provides a forum for the client to express themselves and their concerns. It is this critical exchange of detailed information that provides the basis for a solid foundation from which a treatment plan is established.

During “Skin Future”, the second phase, a treatment plan is commenced. A personalised home skin care regime is prescribed in order to correct, balance, strengthen and prepare the skin for clinical treatments.

treatment approach. My personal emphasis is to offer medically based knowledge which qualifies me to use and recommend medical grade active cosmeceuticals. All treatments are performed using medical grade technology and machinery meeting the strictest Australian Government Regulatory Standards. My emphasis



Following commencement of active cosmeceuticals, a review appointment is scheduled to reanalyse the skin and plan the next treatment phase.

The third and final phase is all about “Safety & Suitability”. One of the clinic’s core philosophies is to always put client safety at the forefront. To ensure safety is not compromised, skin suitability is tested prior to commencement of treatment. For instance, where laser/ IPL is recommended a test patch is a mandatory safety protocol. When there

is any doubt in regard to ingredient intolerance, again a test patch will be performed and reassessed after three days.

Education and curing is of equal importance

During each phase of the Skin ID process, high priority is given to client education. Simply treating a condition is not enough to prevent it reoccurring in the future. The skin is indicative of our internal functioning. Therefore, education of dietary



intake, exercise and daily habits is of great value enabling clients to better understand their health, skin and lifestyle connection.

Of course, aesthetics also plays an important role here. Some people may simply be dissatisfied with the way they look. Some conditions cause unattractive symptoms which can be corrected by improving skin health. Other concerns are related to the natural ageing process. These can be addressed by a number of different modalities. The psychological aspect of self-image must not be

underestimated. If we look good, we feel good. Again, education is paramount to help and guide clients to have realistic expectations in regard to the natural ageing process.

“I very much try to address client concerns and needs in every way possible for both their aesthetic and health well-being” Louise explains.

Regulating the medical field of skin health

Since the field of Medical Aesthetics



is relatively new and rapidly growing, the regulations that govern it are few, particularly in regard to lasers and who can operate them. The Australian Radiation Protection and Nuclear Safety Agency recently submitted a Regulatory Statement which proposes several options of how to best conduct such practices. Louise is a licenced laser safety practitioner and she abolishes the use of cheap low quality equipment.

Other treatments under review are cosmetic injectables, medical peels, medical roller/needling, cosmetic tattoo and tattoo removal. These areas of practice are under current review by the medical and aesthetic regulatory bodies and the Australian government.

“Looking at my clinic’s philosophy, vision and mission statements I reflect on the definition of the word integrity. I hope that my professional reputation and my clinic reputation both exhibit integrity. What I say is what I do and I’m accountable for the end result” Louise explains.

Future developments for a better clinic

Louise will continue to build a strong presence in the community. Several plans are already in place to grow a stronger online presence to create a greater awareness, more education and expansion to a larger audience.

Louise is pro-active in her field of medical aesthetics in attending seminars, workshops and conferences to keep up to date in this very progressive industry. Louise plans to keep improving her client’s appearance into the future through up to date medical knowledge, skills, equipment and her safe hands.

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