

مقابلة مع
فانيسيا بورد

*Experienced,
professional
and knowledgeable*

In conversation with

Vanessa Bird

Founder and Managing Director

The Aesthetic Consultant®

Sixty Minutes

Interview with _____

Vanessa Bird

1. Can you tell us a bit about yourself and what led you to become a top consultant within the beauty and aesthetic industry?

When I first started working, Aesthetic Medicine was not on my radar as it was a much smaller, niche speciality. I graduated with an Honours Degree in Philosophy, a subject that develops critical thinking, communication skills and the ability to evaluate ideas, opinions and issues from multiple perspectives. The natural next step after graduation was B2B business development before moving into aesthetic medicine as a capital equipment sales consultant 15 years ago. The aesthetic industry is an intoxicating mix of science, medicine and artistry. Its growth rate is rapid; new developments and breakthroughs keep things interesting and that's when I realised, I had a natural affinity for it. I quickly developed a reputation as an expert in my field, the go-to trusted advisor for anyone wanting to grow their aesthetic business. I gravitated towards the top-tier of clinics, doctors and surgeons who referred me to their peers, helping them raise their industry profiles and generate more revenue. Over time I created a strong network of connections in the UK and abroad and 3 years ago I set up The Aesthetic Consultant®, a very successful global consultancy providing bespoke, effective business solutions that deliver results.

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2. The current global market for aesthetic medicine has grown to a vast industry valued at more than USD 16.5 billion in 2022 and is expected to reach USD 30.9 billion by 2030. Where do you see the trends (and innovations) going within the next 5-10 years?

This is a fast-moving market so there is huge growth potential both in surgical and non-surgical aesthetics. We already understand the importance of prevention, creating treatment journeys that allow us to 'age well' rather than waiting until cellular and environmental damage has occurred. The way we view anti-ageing is changing. I predict there will be more investment in regenerative medicine, harnessing the power of cellular rejuvenation and 'bio-hacking' to optimise how we look and feel so we reach 'peak potential'. Stem cell therapy and the use of exosomes are a huge growth areas and will continue to play an important part in aesthetics. This mirrors what we are seeing with the fusion of inner-holistic wellness with aesthetics; expect to see long-term treatment journeys consisting of combination therapy taking the place of stand-alone courses or one-off treatments. Micro will be superseded by nano, both in terms of non-surgical interventions and skincare technology as we strive to deliver safer, more efficacious treatments. We are already starting to see the integration of robotic and artificial intelligence with the introduction of hair transplant technologies, hands-free non-surgical treatments and robotics used in surgery and this will only increase over the coming years. Trends within aesthetics may come and go, but longevity and ageing well is driving innovation..

3. "Can money buy beauty" - People live longer; at the same time they work harder to the point where they want to enjoy life yet still want to "feel and look beautiful". What's the most important advice you would give them?

Beauty is subjective; different cultures have differing perceptions of beauty so there is no global standard. However now that we have the means to age well and live longer it makes sense that we want our external appearance to reflect how youthful we feel on the inside. Aesthetic Medicine helps us bridge this gap. Our minds remain active as we move beyond retirement, travelling and working across time zones, however the downside of this is the constant stimulation and exposure to 'stress'. These environmental and physical stressors have an ageing impact on our physical body and how we look, so investing in treatments that combat stressors allows us to 'take back the reins'. Does money enable us to buy beauty? I prefer to think that it allows us to access a more rejuvenated, energised version of ourselves and if that happens to be aesthetically pleasing too, then so be it. I always advise people to consider a 360° approach and work with an expert in their field.

You may need to see a few experts to get the fully-tailored solution you want and need. Inner wellness can be enhanced with targeted supplementation, nutrition and IV therapy. Bio-hacking using hormones, cryotherapy and light-based technology can work at a cellular level. Advanced energy-based treatments and injectables can not only address the visible signs of ageing but can treat and utilise regenerative properties to benefit the hair, face and body. The most important advice is to do your research, not only in the practitioners treating you but also in the products, supplements and treatments you are considering. Visit PubMed Central, the National Centre for Biotechnology Information to access clinical studies and peer-reviewed papers and do your due diligence. The science must always support the claims to be effective. <https://www.ncbi.nlm.nih.gov/pmc/>.

4. As a Business Consultant you also work closely with business owners and managers to improve operations and efficiency - if you can elaborate on that a bit.

There are two sides to my business which are interlinked. I work directly with aesthetic practitioners and clinics which is what I call the B2C sector. This is what most people think of when they hear I am a consultant who specialises in aesthetic medicine. I also work with the manufactures and suppliers who provide cutting edge technology, products and services into aesthetics which I call the B2B sector. Although the two sectors require different services there is the underlying need in both to see strong business growth and an increase in sales. My B2C consultancy focuses on the top tier of aesthetics. I work with globally-renowned surgeons, cosmetic doctors and aesthetic practitioners who are leaders in their field, fiercely ambitious and who already have a significant amount of success. They thrive though sheer hard work, reputation and referrals yet there comes a point, I call it the 'tipping point', where they need an external consultant like me to objectively identify and practically implement principles and procedures in their practice to optimise growth, minimise costs and increase revenue generation. I specialise in optimised treatment menu design, ethical selling skills in clinic, capital equipment selection and business opportunity audits. I also work with external business professionals looking to invest in this market who may want to open their own high-level clinic or invest in an existing one.

The B2B side of my business means I also work with global device companies, skincare manufactures and Pharma companies to help maximise sales and increase brand awareness.

I'm known as the go-to event planner, designing events and workshops that generate sales and connect providers with buyers. I provide B2C services for their customers and speak at conferences on their behalf, outlining the business advantages of using their products and services. I am often hired as advisor on retainer for some of the most highly-regarded global brands when they need an objective view on how to move forwards in aesthetics.

5. What does your typical working day look like?

A typical day for me is actually very non-typical. From strategic consulting with international clients in Europe, America and The Middle East to brainstorming and compiling growth programmes with aesthetic brands, speaking at industry conferences and visiting clinics, it's the variety that keeps me motivated and inspired to deliver each and every day.

By its very nature the aesthetic medicine industry is outwardly very glamorous. I may be on Harley Street or in Knightsbridge London visiting clients one week, attending medical congresses in Paris or Monaco the next, and scheduling training with clients in New York or Dubai. Networking is a key part of my business and that can take place in the most exclusive of venues with a variety of people.

However just as important is the hard work that goes on behind the scenes. You may find me at my desk for days on end writing articles for industry journals, working on client projects or designing speeches for conferences.

I'm accessible to my clients 7 days a week, accommodating different time zones that extend my working day long into the evening and of course I always put time aside to research industry developments and work on my skills so I can deliver what I promise; elite-level bespoke consultancy that works.

6. Finally, what's the best piece of advice ever given to you?

Be fiercely protective over your professional reputation as it has the power to open and close doors for you.

Reputation reflects who you are on the inside, your professionalism and expertise, work ethic, morals and trustworthiness. Respect others, work to the very best of your capabilities and earn credibility in your industry. Your reputation is irreplaceable and is one of the most valuable things you own.



The Aesthetic Consultant®



With Dr. Ariel Haus, Dr. Haus Dermatology,
Harley Street - London

Consultancy Services

- B2B Corporate Services for skincare, pharmaceutical and technology companies who supply clinics and practitioners within aesthetic medicine.
- Product Launches
- Business Workshops
- Event Management
- Sales Training for Field Sales Staff
- Business Advisory Services on Retainer
- Speaker Services at workshops, events and conferences
- Networking/connections/introductions
- B2C Client Services for medical professionals and clinics and also for business people looking to invest in or open aesthetic clinics or distribute aesthetic products.
- Sales Training for clinics
- Capital Equipment Selection
- Treatment Menu Design
- The Luxury VIP Patient Journey
- Clinic Business Opportunity Audits
- Business Coaching
- Clinic launch events



Vanessa Bird
The Aesthetic Consultant

The Aesthetic Consultant (VB) Ltd.



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About Vanessa Bird

A professional portrait of Vanessa Bird, a woman with long, dark, wavy hair and bangs. She is wearing a dark grey or black blazer with gold buttons on the cuffs. She is resting her chin on her hand, which is adorned with a large diamond ring. The background is a plain, light-colored wall.

Vanessa is the Founder and Managing Director of The Aesthetic Consultant. The Aesthetic and Regenerative Medicine sector is a fast-moving, highly competitive industry set to grow from USD 16.5 billion in 2022 to USD 30.9 billion by 2030. For over 15 years Vanessa Bird, The Aesthetic Consultant has worked at the Forefront of this industry. Her bespoke consultancy services are in high demand and she works with celebrity doctors and surgeons, award-winning aesthetic clinics, luxury Medispas and the most advanced Pharma, Technology and Skincare providers in the world. It's important that her clients, who are known as market leaders and experts in their field, generate the kind of revenue that supports growth and expansion, allowing them to deliver cutting-edge treatments and products to the consumer.



Other Services

- Writer for industry publications such as Aesthetics Journal, Aesthetic Medicine Magazine, Consulting Room Magazine, Wigmore News, the Journal of Aesthetic Nursing.
- Writing for digital publications including Authority Magazine and Thrive Global. Speaker at UK and European Conferences and Business Workshops.
- London Conferences: CCR, Aesthetic Medicine, ACE, Success in Aesthetic Business, Wigmore Presents, plus client workshops.
- European Conferences: AMWC (anti Ageing World Congress) Monaco, Aesthetic Medicine Dublin. Client workshop Portugal.





As one of the most well-connected people in the Industry and a member of Wigmore Medical's Expert Business Panel, Vanessa has developed a wide network of experienced and knowledgeable contacts, including Medical Professionals, Journalists (TV, Radio & Print), PR Agencies, Brand Specialists, Website Creators, Skincare Brands, Finance Companies, Pharmaceutical Companies & Device Manufacturers. This powerful and exclusive network of experts work with Vanessa and provide expert products and services to her clients. The Aesthetic Consultant® was founded by Vanessa with a single mission: to use this unique combination of skills, experience, knowledge & connections to help Individuals and Practices not only succeed, but thrive in this highly competitive, exclusive 'top tier' of Aesthetics. By understanding the specific Challenges successful, high-profile Individuals, Companies and Aesthetic Practices face on a day-to-day basis, Vanessa uses her knowledge and Expertise to deliver outstanding, measurable and sustainable results.

Vanessa works remotely and also travels worldwide to provide consultancy services in the UK, Europe, America and the Middle East.

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I'd highly recommend Vanessa as she offers a long term relationship to help build and establish your reputation as a clinician.

Dr. Mahsa Saleki
SAS Aesthetics / Harley Street

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