

SURFACE ATTENTION

DR KENNETH LEE, MEDICAL DIRECTOR OF THE SLOANE CLINIC, TELLS US HOW BETTER SKIN CAN BETTER YOUR BUSINESS

Words Mark Tay

"I understand how new patients may be apprehensive about undergoing treatments on the face. Even the most experienced doctors need to build trust with their new patients, perhaps starting with simple procedures like removing a few moles before allowing them to consider doing a Botox procedure. You have to address their fears. You cannot rush them into anything."

Dr Kenneth Lee has understood the importance of building long-standing, trusting relationships with his patients ever since he got his first practice back in 1995. He works with his wife, Dr Low Chai Ling, in The Sloane Clinic, which they set up in 2003 to focus on non-invasive aesthetic treatments.

"At the time, there were many new developments in non-invasive treatments and we saw the potential to carve our niche in the then-untapped industry. Considering that aesthetic treatments were more of a 'want' by patients rather than a 'need', we believed non-invasive treatments would be more accepted compared to undergoing major steps like general anaesthesia and surgery."

"Initially only about 10 per cent of our patients were men who were dragged in by their wives. But now, almost half of our patients are male. Besides avid golfers who come in to treat pigmentations and younger men who seek acne treatment or hair removal, we're also seeing businessmen with dealings with China come in for Botox treatments to soften their appearance. Apparently, their Chinese clients have fed back that they looked too fierce and intimidating to do business with. Well, we're happy to contribute to their success by making them appear friendlier."

Dr Lee himself undergoes The Sloane Clinic's range of treatments, which count 24 different lasers, lights, ultrasounds and radiofrequencies among its arsenal of equipment. It's not because he wishes to look younger than his 38 years, but to get a feel of what his patients would experience from the procedure and to pre-empt any possible side effect.

"The gap in terms of results between non-invasive and plastic surgery is closing up very quickly with the technology these

THE MEN DO GET IT

A third branch of the Sloane Clinic has opened in Ion Orchard to meet a higher demand for its services from the male sector of its clientele. Bolstered by this, Dr Lee feels confident to plan more branches in Singapore and within the region.



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days. Take the Ulthera treatment that uses ultrasound to contract the skin under its surface with pin-point accuracy for a non-surgical facelift; it looks good on the videos that demonstrate its capabilities but I would only use it on my patients if I know its effectiveness first hand."

MAKING THE CUT

Dr Lee agrees that there is still a limit to what non-invasive treatments can do and believes treatments with and without the scalpel should work hand in hand if an individual was looking for the best results. This explains The Sloane Clinic's next move to open a plastic surgery branch here in

November this year.

"In many instances, plastic surgeons utilise lasers to resurface the patients' skin after they've done a facelift to complement the procedure. Think of the face as a painting, which is created using many different brushes and not just one. Having a wide selection of procedures will ensure our patients can come away with the best possible results."

GLOVES OFF

Balancing both work and family can be difficult to do, more so when you're working with your wife. But Dr Lee seems quite at home with his work-family dynamics.

"We work in different areas of the same company, I handle the business development while she focuses on the branding, so we don't get to see each other as much as we'd like. In the evenings we only talk about work after we've had dinner with our two children and tucked them in bed. We sleep and get up early to send the kids to school, which means Chai Ling and I have a chance to spend breakfast time together too. I think it helps that we work in an environment where our job lets us become friends with our clients and involves finding ways to make them happier through looking better. It really doesn't feel like work when you look at it in that way."

DR LEE ON ANIMALS, MYTHS AND MOTHERS

It's A Jungle Out There

You have to do better today than you did the day before. Every day brings an opportunity to learn something, to better yourself. It's a jungle out there and we're all like animals on the Serengeti - when dawn breaks we're all running for our lives whether we're the lion or the zebra.

Myths On Aesthetics

Many people think that once you start on any treatment, you must keep doing it or your face will end up looking worse than before you first began. It can't be further

from the truth. What you're actually doing with treatments is slowing down time for your skin. Even if you stop your treatments and the botox or fillers wear off, you're still at a better position than when you first started.

Good Enough For Mother?

If you won't use a treatment on your mother, you shouldn't be using it on your patients. I don't know anyone who doesn't feel the utmost concern about their mother and that's exactly how a practitioner or nurse should feel about every patient.

For more information on The Sloane Clinic, visit www.sloaneclinic.com.