

AESTHETICALLY PLEASING



Emma Ryall
Proprietor of AIAI

With the facial aesthetics industry growing, it's a case of being ahead of the curve, writes Emma Ryall.

Aesthetics, it has quickly become the buzz word in the beauty sector. While surgical procedures are in decline, non-surgical procedures are growing year-on-year. It is estimated by 2020 that the facial aesthetics industry will be worth some €4.4bn worldwide. Markets and Markets is a leading provider of industry analysis; it forecast facial aesthetics is set to grow at 9.2pc each year all the way through to 2020. Clients are opting for minimally invasive and non-invasive treatment; in part that is also due to the PIP breast implant scandal. With the media highlighting what can and does go wrong with surgical procedures combined with an ageing population and advancements in technology has intensified, consumers want for alternatives to surgery.

Another outcome of the PIP scandal was the industry coming under scrutiny. While this situation related to the UK, we are not insulated by any means. With the majority of the sectors awarding bodies in the UK, this means Ireland is directly impacted. Worldwide it has been known for some time that the beauty sector needed to evolve into a more evidence-based treatment pathway with higher standard formal qualifications.

ITEC and CIBTAC have both moved to redevelop their courses to meet guidelines outlined by Health Education

England (HEE). There is also the just launched Joint Council for Cosmetic Practitioners (JCCP) in partnership with the Cosmetic Standards Practice Authority (CPSA). It is all a very positive progress towards better outcomes for the general public while implementing standards for evidence-based practice and training. The JCCP is a voluntary regulatory body and register where the general public can search for compliant training providers and practitioners. While it is currently only in the UK, there is talk of it being expanded to include Ireland and beyond. Regardless, it will not be long until more registers come into play.

No matter where you sit within the industry, therapist, clinic owner or education provider the industry is evolving, it is inevitable that these changes will impact your career or business at some stage.

As I like to say, the industry is at a curvature, 'clients want to know more, therapists want to learn more and clinics want to offer more'. It is a case of being ahead of the curve or being left behind.

Emma Ryall is the proprietor of Aesthetic Training Academy Ireland (ATAI) www.atai.ie and Zest Skin Clinic www.zest.ie located in Swords. Phone 01 524 1511 (ATAI) and 01 890 2441 (Zest).