



Q-Med is undoubtedly one of the most well-known and respected companies in the aesthetics industry, with its flagship brand Restylane® remaining the global leading dermal filler.

Restylane® is a range of hyaluronic acid based products that includes fillers, skinboosters (Restylane Vital and Restylane Vital Light) and skincare. To date more than 11 million Restylane® treatments have been successfully performed in more than 70 countries across the globe. The reason that Restylane® is the filler of choice for thousands of practitioners around the world is because of its outstanding lifting capacity, versatility, and long lasting effects which provide patients with natural

results. Restylane® is also the most tried and tested brand on the market with the most documented clinical data in the world. One of the other things that has always set Q-Med apart is its dedication to providing its customers with the best on-going support and advice as well as its commitment to safety and efficacy and clinical data. The company has always strived to be forward thinking, dynamic and responsible and, with this in mind, has recently set up the Q-Med Faculty, a group of six thought leading practitioners (Mr Rajiv Grover, Dr Rita Rakus, Dr Tracy Mountford, Dr Stefanie Williams, Dr Bob Khanna and Marie Duckett RGN) and one rising star (Barbara Kubicka). Their role will be to promote best-practice in injectables, spearhead new treatment techniques and act as Restylane® brand ambassadors. Karen Esson, UK Commercial Marketing manager explains, "Q-Med has always put practitioners at the heart of their business so putting together a Faculty makes perfect sense. Our aim is to create a tight, two fold way of working between the Q-Med business and Industry leaders. We would like input

from the leaders in terms of clinical relevance, marketing strategy and innovation. In doing so Q-Med can inform and educate relevant parties as to cutting edge products and techniques, testing all aspects pre and post launch." The faculty members will also be providing guidance and expertise to Q-Med to help the business operate on an 'outside in model'. They will help to develop new techniques, have input into messaging and NPD, share best practice with other practitioners, carry out demonstrations at leading events and have involvement in clinical trials. One of the newest innovations that some of the Faculty members will be raising awareness of is the pix'L microcannula. Designed exclusively and specifically for use with the Restylane filler range, this new tool enables practitioners to treat patients with minimum entry points into the skin. Showcased at IMCAS, use of the pix'L microcannula ensures treatments are quicker and easier with less trauma to the skin. It also gives better results and is much more comfortable for the client. The Faculty members have been chosen for their expertise in their specialists fields and in the area of facial aesthetics with rising star Barbara Kubicka being selected as a opinion leader of the future. Karen says, "It is important to keep moving forward. Q-Med recognises the importance of future leaders. Working together with rising stars provides opportunities for innovation and techniques to grow."



THE FACULTY

Meet the Faculty and find out what they have to say about their new role...

Marie Duckett RGN, Fiona & Marie Aesthetics Ltd



Marie Duckett has a wealth of experience in the area of medical aesthetics specialising in facial rejuvenation using dermal fillers, skin care and make up. She currently

runs a successful clinic in London's Harley Street with business partner and fellow nurse, Fiona Collins. They have a very simple philosophy and that is to provide a quality service, using only quality products backed by science. She says, "Q-Med really does have the practitioner at the heart of their business. They are the only company I can think of that has consistently had a regular customer meeting that always addresses real issues we come up against when running a practice. "I think that The Faculty is a great innovation. Over the years companies have often paid lip service to the feedback from the user but this time it really feels genuine and that our feedback really is likely to influence product. "I am really happy to be a part of The Q-Med Faculty because for me Q-Med is the gold standard of filler companies. I like their ethics, I like their products and I like the people. They represent what I see as good about the industry, and I am proud to be associated with them."

Mr Rajiv Grover BSc MB BS MD FRCS(Plast)



Rajiv Grover is the President Elect of the British Association of Aesthetic Plastic Surgeons (BAAPS). He is a Consultant Plastic Surgeon at London's King Edward VII Hospital and runs a private practice

in Harley Street. He is responsible for the UK national audit of cosmetic surgery and safety through the Royal College of Surgeons and also has a particular interest in the interaction of Art and Surgical Aesthetics in order to improve outcome on which he has lectured at the Louvre in Paris. He says, "I really enjoy working closely with Q-Med because the company has the science of rejuvenation at its root and heart. Being a member of The Faculty is a great way for me to continue this excellent relationship. The creation of The Faculty is a way of trying to get science into clinical practice quickly because the distance between laboratory bench and clinical couch can be a long one, but bringing the two closer together means that one can influence the other." It's this interaction and how Q-Med put the practitioner at the heart of their business that makes

them unique. They have respect for their customers and really listen to what we have to say. I feel that I can be completely honest with my feedback and this in itself is very refreshing. This mutual respect means that I can keep my integrity and not be afraid of saying what I think. In a sense Q-Med has brought The Faculty together so that we can contribute to the company but between all of us we are also learning for ourselves. It's a rich and stimulating environment that I'm excited to be a part of."

Dr Bob Khanna, DrBK



Dr Bob Khanna is a Cosmetic and Reconstructive Dental Surgeon with clinics in Ascot and Reading. One of the first dentists in the World to venture into facial

aesthetic procedures, Dr Khanna has pioneered many new non-surgical facial rejuvenation techniques and has helped developed the art of 'Total Facial Sculpting'. He is an internationally renowned lecturer, trainer and expert in aesthetic medicine and President of the international academy of advanced facial aesthetics (IAAFA). He says, "Q-Med has a great positive ethos which really appeals to me. They spend a lot of time and financial investment on research and since introducing Lidocaine into the range, the product offering is excellent. "I'm really passionate about what I do and the industry as a whole, and I see huge amounts of enthusiasm and passion from Q-Med. When I was asked to become a Faculty member there was no hesitation. "I really enjoy learning and love embracing new ideas and concepts. I've always been a firm believer that there is always room to learn from other people. This Faculty has that quality about it. We all bounce off each other and bring something to the table. Diversity is definitely a key strength of the Q-Med Faculty."

Dr Tracy Mounford MB BS, The Cosmetic Skin Clinic



Dr Tracy Mounford is the founder and Medical Director of The Cosmetic Skin Clinic with clinics in both Buckinghamshire and London's Harley Street. Known for her light

hands and natural looking results, she has over 21 years experience in advanced non-surgical facial rejuvenation techniques, encompassing all cutting edge non-surgical treatments using the very latest technologies for skin rejuvenation. She says, I am delighted to be part of the newly formed faculty for Q-Med as it gives me the chance to discuss and share experiences with a peer group I trust and respect. It also gives me the opportunity to be involved with new product developments that Q-Med maybe planning for the future".

Dr Rita Rakus



Dr Rakus has over 20 years of aesthetic experience and practices at her prestigious clinic in Knightsbridge and at a network of satellite clinics throughout the UK. Her practice has developed

into one of the largest solo non-surgical injectable practices in the UK and attracts many celebrity clients. Known as the 'London Lip Queen', Dr Rakus aims to provide the highest level of expertise in non-surgical facial rejuvenation. She says, "The reason I agreed to be a Q-Med Faculty member is because I've worked with the company for years and have probably carried out more Restylane treatments than anyone else in the UK. I love the product - it's been a great friend to me and my patients over the years and I think it's marvellous to be involved with Restylane at this level. I'm excited about future new products coming down the pipeline and see The Faculty as a great way for me to contribute my experience and give something back to the industry."

Dr Stefanie Williams



Dr Stefanie Williams is a Dermatologist with special interest in Cosmetic Dermatology. She is an international speaker, lectures at University and has published more

than 100 scientific articles. Her private dermatology clinics are based in London's Harley Street and Chelsea Bridge, where she treats the entire spectrum of skin diseases - from acne to skin cancer, with a special interest in adult acne. An expert in Cosmetic Dermatology, she specializes in non-surgical procedures to rejuvenate face, hands and chest. She says, "I agreed to work with Q-Med, because apart from having very good and safe products, they are a company with very high integrity and an ethical company culture. Q-Med takes academic research and product safety very seriously, which is important to me as a doctor and scientist. I enjoy working at the forefront of scientific research to help make cosmetic procedures as safe as possible."

RISING STAR: Barbara Kubicka



Barbara is a fully-accredited aesthetic medicine physician on the GMC register. She is currently Medical Director at the Royal Tunbridge Wells Skin and

Laser Clinic, and runs clinics at the Medispa in Urban Retreat, Harrods and the Skin Health Spa in London. Barbara is fast becoming one of the UK's leading experts in non-surgical cosmetic procedures for facial aesthetics.