



AestheticSource

...innovation in aesthetics delivered to you

Creative Solutions to Address Current Market Challenges

‘Realising Our Potential’



Lorna Bowes, CEO, AestheticSource

- 1980s Nursing in Dermatology Unit, Pharmaceutical Sales
- 1990s MBA, Founded The Bowes Clinics – Aesthetic treatments and skincare
- 2000s Successful sale of The Bowes Clinics, management team of QMed UK, international trainer,
Head of Aesthetic Dermatology team at Wigmore Medical, Independent Nurse Prescriber
- 2010s Founded AestheticSource, award-winning distribution company
- 2020s Continued growth and success of AestheticSource and clinic partnerships

Creative Solutions to Address Current Market Challenges

External Challenges:

- Brexit – supply chain
- Covid – lockdowns, fear
- Consumer buying patterns
- Pricing pressures

Internal Challenges:

- Covid impact on team
- Team cohesion during growth phase
- Workload balance during growth phase
- Managing improved portfolio

Core Business Strategy

- Capitalise on changed environment, to come out as winning skincare distributor – pivot business model based on **ROI: Med Dev v Cosmetic; B2B and D2C**; ensure stock levels mitigate stock issues where possible
- Set mid and long-term plans to ensure business continuity in post-covid market
- Stabilise sales team and internal teams – new team members; new CRM; H&S updates; HR Manager
- Continue to improve customer experience - new team members, improved systems and training
- New clinical training focus

SUCCESS



AestheticSource

...innovation in aesthetics delivered to you

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PARTNERSHIP



AestheticSource

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**“There is no more effective way to empower people
than to see each person in terms of his or her strengths”**

Inventor of CliftonStrengths
Don Clifton, Psychologist



**“Interdependence is a choice
only independent people can make”**

The 7 Habits of Highly Effective People:
Powerful Lessons in Personal Change
by Stephen R. Covey





INDEPENDENCE

Is the paradigm of 'I':

I can do it

I am responsible

I am self reliant

I can choose



INDEPENDENCE

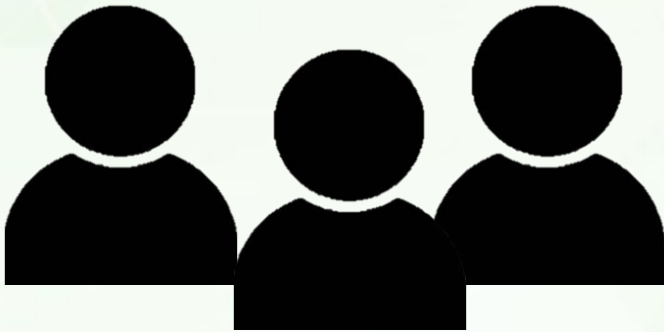
Is the paradigm of 'I':

I can do it

I am responsible

I am self reliant

I can choose



INTERDEPENDENCE

Is the paradigm of 'We':

We can do it

We can cooperate

We can combine our talents & abilities
and create something together

Interdependence is a far more mature, more advanced concept.

If I am physically interdependent, I am self-reliant and capable, but I also realise that you and I working together can accomplish far more than, even at my best, I could accomplish alone.

Interdependence is a choice only independent people can make.

Dependent people cannot choose to become interdependent.

They don't have the character to do it; they don't own enough of themselves."

When employees know and use their strengths,
they are more engaged (nearly 6xs more),
increasing performance*

When employees know and use their strengths,
they are more engaged (nearly 6xs more),
increasing performance*

So, we set out to build a high functioning team:

Team Building

Many tools are available, these are examples AestheticSource has found particularly effective:

- Love, Hate, Can Do
- The Johari Window
- Clifton Strengths

Team Building

- Love, Hate, Can Do
- The Johari Window
- Clifton Strengths

LOVE, HATE, CAN DO:

What I love doing:

A:

B:

C:

D:

What I hate doing:

A:

B:

C:

D:

What I perceive I am good at:

A:

B:

C:

D:

LOVE, HATE, CAN DO:

What I love doing:

A: Inspiring & leading people to be their best selves; improving myself; being in nature

B: Being busy & challenged & having deadlines; analysing issues and seeing solutions; watching others succeed

C: Nurturing people / developing business; educating & sharing knowledge; 'a job well done'

D: Achieving; travel; collaborating

What I hate doing:

A: Admin of any sort; small talk / night clubs; failing

B: Uncertainty; confrontation; public speaking

C: Being let down; social events; lack of integrity / principles

D: Laziness; failing; loss of control

What I perceive I am good at:

A: Ideas; emotional intelligence; leading

B: Logical problem solving; listening; trustworthy

C: Not being egotistical; inspiring & listening; seeing top line strategy

D: Being motivated to achieve & finishing tasks; relationships; being bossy

LOVE, HATE, CAN DO:

What I love doing:

A:

What I hate doing:

A:

What I perceive I am good at:

A:

Team Building

- Love, Hate, Can Do
- The Johari Window
- Clifton Strengths



AestheticSource
...Innovation in aesthetics delivered to you

The Johari Window:

KNOWN
TO OTHERS

OPEN

KNOWN BY YOU AND OTHERS

BLIND SPOT

UNKNOWN TO YOU
BUT KNOWN BY OTHERS

UNKNOWN
TO OTHERS

HIDDEN

KNOWN TO YOU
BUT NOT BY OTHERS

UNKNOWN

UNKNOWN BY BOTH YOU
AND OTHERS

KNOWN BY YOU

UNKNOWN BY YOU



AestheticSource
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The Johari Window:

Lorna

KNOWN
TO OTHERS

OPEN

Aesthetic heritage - CEO
Mother / nurse
Entrepreneur
Love of language and good comms
See the good to the detriment of reality
Love of psychology & spirituality

BLIND SPOT

Reflection = projection of failure
Self belief
Need to know everything
Fear of missing out

UNKNOWN
TO OTHERS

HIDDEN

Fierce friend
Guilt
Inadequacy
Imposter syndrome

UNKNOWN

KNOWN BY YOU

UNKNOWN BY YOU

The Johari Window:

KNOWN
TO OTHERS

OPEN

A _____
B _____
C _____

BLIND SPOT

A _____
B _____
C _____

UNKNOWN
TO OTHERS

HIDDEN

A _____
B _____
C _____

UNKNOWN

KNOWN BY YOU

UNKNOWN BY YOU

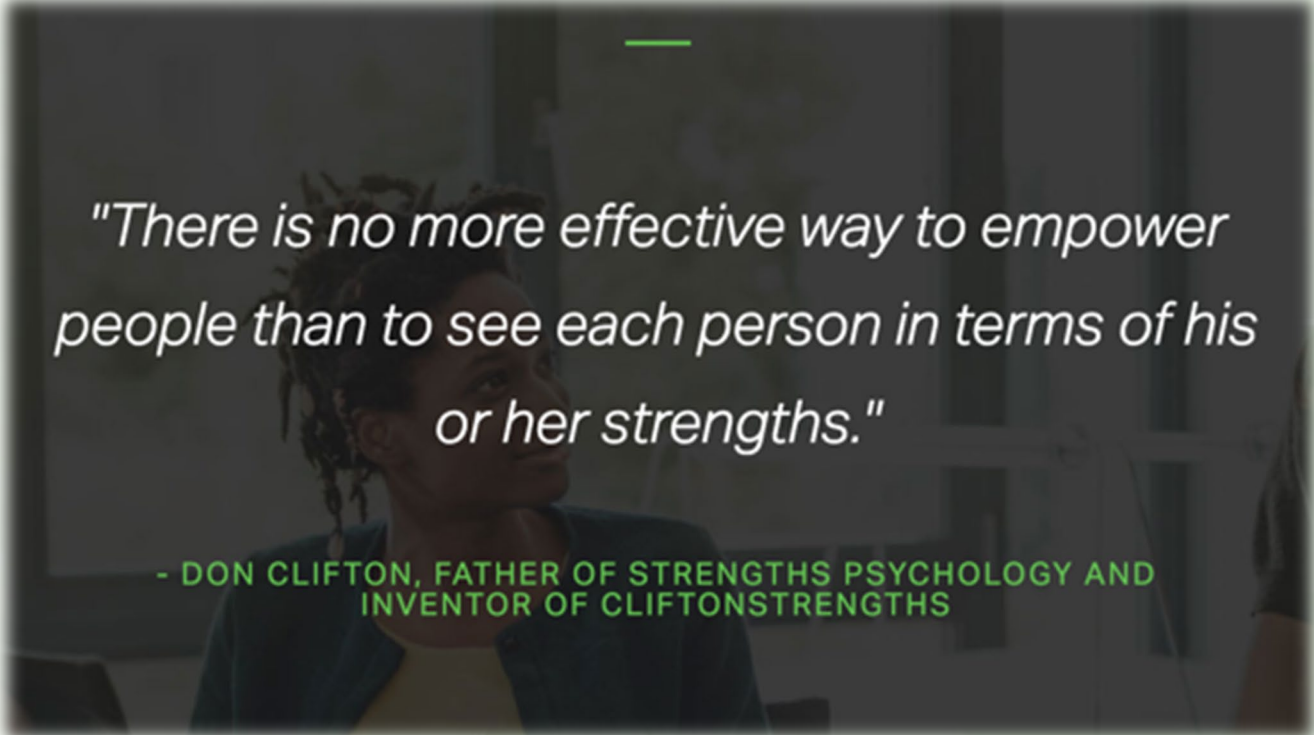
Team Building

- Love, Hate, Can Do
- The Johari Window
- Clifton Strengths

What is a Strengths-Based Culture?

In a strengths-based culture, leaders, managers and employees choose to continually develop each person's potential, resulting in an engaged workforce and organic business growth.

Strengths-based organisations integrate strengths development into their mission, vision, values and processes, as well as into how people work and collaborate daily.



"There is no more effective way to empower people than to see each person in terms of his or her strengths."

- DON CLIFTON, FATHER OF STRENGTHS PSYCHOLOGY AND INVENTOR OF CLIFTONSTRENGTHS

CliftonStrengths - High-Performing Organisations Start With the Right Culture

Organisations with strengths-based cultures succeed because:

- They engage their employees.
- They select managers who coach their employees to bring their best selves to work.
- They provide an exceptional employee experience.

It's not surprising that organisations with strengths-based cultures experience higher employee engagement, retention, productivity and performance.

Because when you get the best out of your people, you get the best out of your business.

Gallup's meta analysis of 1.2 million individuals and 49,495 work units in 45 countries, specifically shows how strengths affect outcomes. Teams that received strengths-based development have achieved:

- 19% increased sales
- 29% increased profits
- 59% fewer safety incidents
- 72% lower turnover of people, in high-turnover organisations

Gallup's meta analysis of 1.2 million individuals and 49,495 work units in 45 countries, specifically shows how strengths affect outcomes. Teams that received strengths-based development have achieved:

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- 72% lower turnover, in high-turnover organisations

CliftonStrengths gives leaders unique insights into how a person thinks and behaves, which provides a powerful way to align employees with what they do best:

- 6x as likely to be engaged at work
- 7.8% more productive in their role
- 3x as likely to have an excellent quality of life

1. PURPOSE VS. PAYCHECK

People want work that is meaningful to them. Understanding where they're strongest allows employees to connect with their company's purpose.

2. DEVELOPMENT VS. SATISFACTION

People don't care about frivolous perks. They want to be developed in ways that tap their natural talents for success.

3. COACH VS. BOSS

People want managers who coach them to understand and apply their strengths, to value them as people and employees.

4. CONVERSATIONS VS. REVIEWS

People want ongoing feedback and genuine discussions about how they are doing, not a one-time, one-sided meeting.

5. STRENGTHS VS. WEAKNESSES

People want the chance to do what they naturally do best every day. Because weaknesses never turn into strengths, but strengths develop continually with practice.

6. LIFE VS. JOB

People want an authentic relationship with managers that includes talk about both work and life. They want to work somewhere that values their strengths and invests in their ongoing development.

CliftonStrengths

A strengths-based approach to leading your team pays off for more than the bottom line.

You can use a strengths-based approach to answer questions like:

- How can I improve teamwork?
- How can I improve team dynamics?
- How can I improve team collaboration?

Why? Because the CliftonStrengths assessment gives people a common language and vocabulary to better describe, communicate with and understand each other.

Plus, when you have people in roles that fit their talents, their energy and passion can fuel their own great performance and inspire the same from others.

CliftonStrengths:

Lorna

1. Learner
2. Ideation
3. Input
4. Individualisation
5. **Achiever**

2

1. **Achiever**
2. Responsibility
3. Deliberative
4. Harmony
5. Learner

3

1. Responsibility
2. Self-Assurance
3. Relator
4. **Achiever**
5. Analytical

4

1. **Achiever**
2. Communication
3. Focus
4. Relator
5. Discipline

We set out to ACHIEVE

We set out to build a high-functioning team

Team building includes the company as a personality

AestheticSource Personality Review

AestheticSource Personality Review

Session 1

- **What or WHO is AestheticSource?**
- **What is a company personality?** AUTHENTICITY TRUST PASSION
- **What is our AestheticSource personality?** BEST PEOPLE TO DO BUSINESS WITH
- **What is our tag line? Pick through each word and what it means...** Innovation In Aesthetics Delivered To YOU
-
- **What or WHO is a customer?**
- **Internal:** Each member of the team is a customer
- **External:** Customers, suppliers, vendors

AestheticSource Personality Review

Session 2

- When are you a customer?
 - How does being a customer feel?
 - How does good service look and feel; how does it make you feel & act?
 - How does poor service look and feel; how does it make you feel & act?
-
- What is a customer journey?
 - What do we want it to look, sound and feel like?
 - Consider whether you look, hear or feel – how can this help you communicate with your customer?

AestheticSource Personality Review

Session 3

Tools at our fingertips:

- Your own characters – you are all great, just let that shine through
- Each other – we are a great team, there should be no hierarchy: **ASK FOR HELP & SUPPORT!**

Brand book & Price list – is it dog-eared? Why not?? Website.

AestheticSource Personality Review

Session 3 (cont)

Tools at our fingertips:

- Your own characters – you are all great, just let that shine through
- Each other – we are a great team, there should be no hierarchy: **ASK FOR HELP & SUPPORT!**

Brand book & Price list – is it dog-eared? Why not?? Website.

Homework

- Reflect on your week. Did you have **AUTHENTICITY, TRUST, PASSION**
- Good: Which calls / emails are you really proud of? Why? What could you have done better even when you
- Room to improve: What could you have done better? How can you best use materials?

AestheticSource Personality Review

Session 4

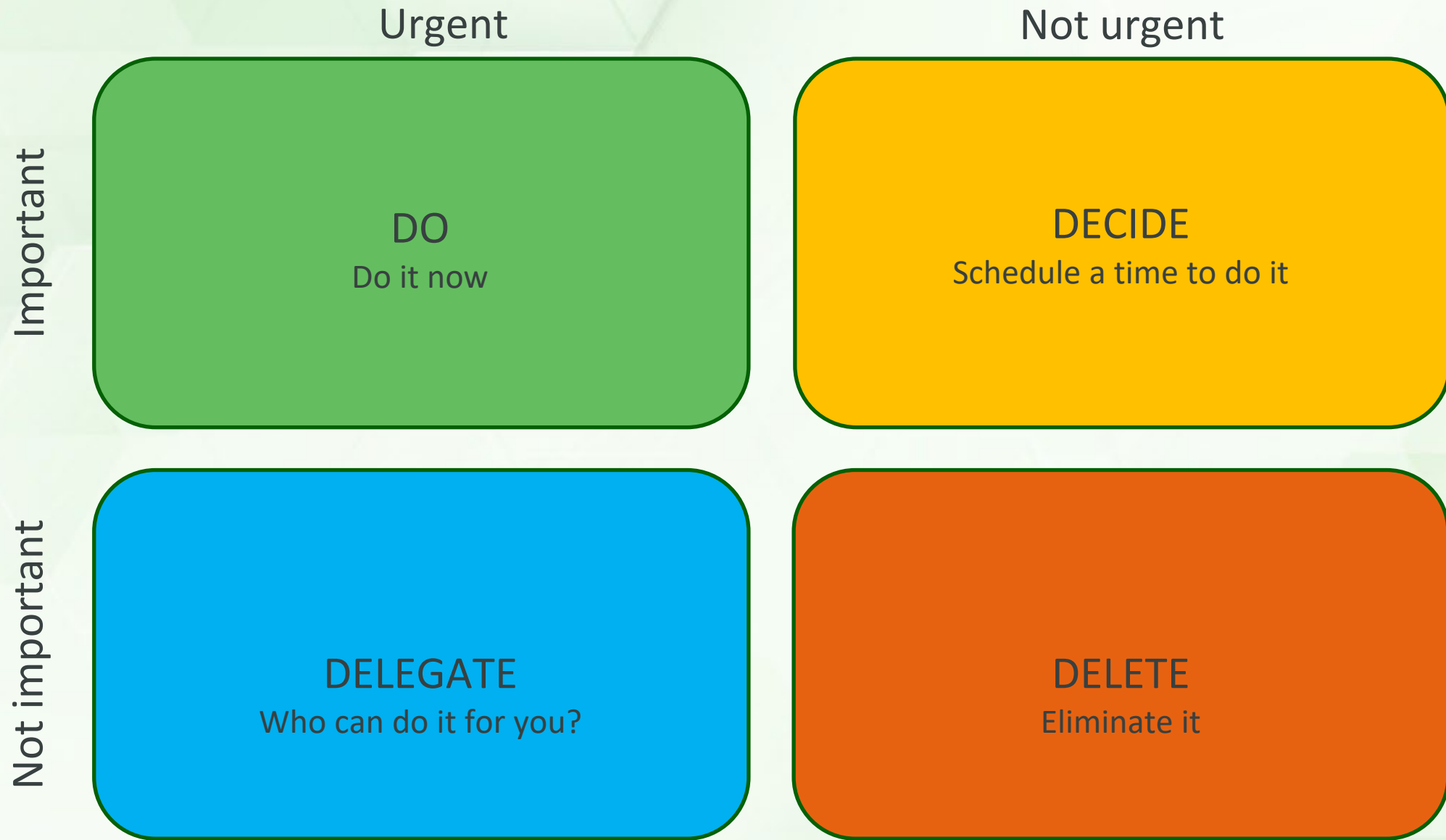
Marketing Materials – how to handle the volume?

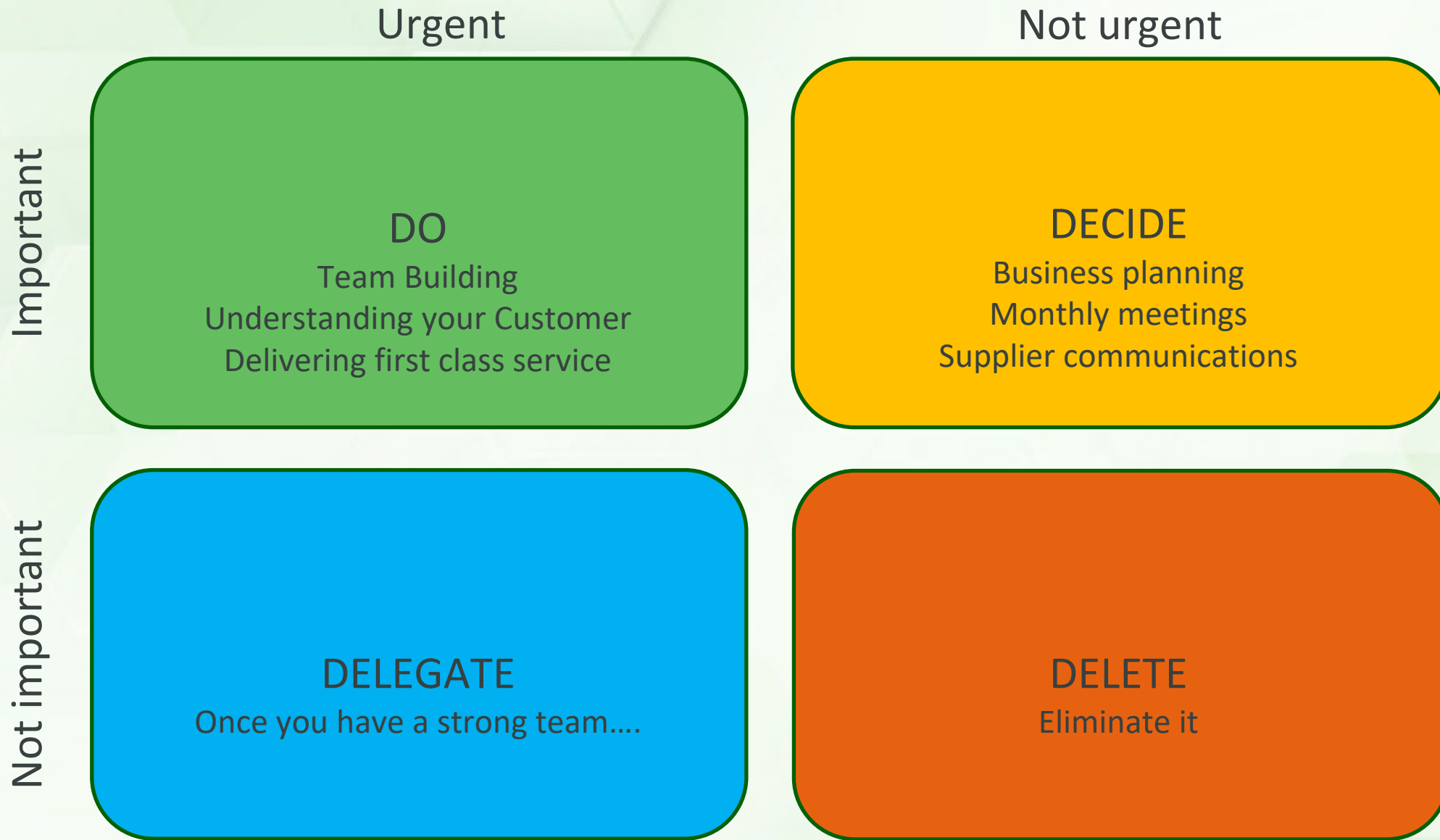
Group work – look at the best tools for one brand, you can pick the brand. This should become a weekly habit – review one brand per week, discuss the materials available and easiest ways to get information for telephone enquiries.

Ways to communicate

How to take a call...

How to write an email...





Building Businesses

Making Skincare Work For Your Patients and Your Business

What can skincare do for:

What can skincare do for:

Your patients



What can skincare do for:

Your clinic



What can skincare do for:

You!



Lessons from three decades in aesthetics and business building:

- Commercial rationale for skincare – with case studies
- Clinical rationale for skincare – with clinical evidence

If the skincare you stock truly delivers results:

Your clients will:

- Repurchase product
- Rebook treatments
- Bring in their friends and family

If the skincare you stock truly delivers results:

Your clients will:

- Repurchase product
- Rebook treatments
- Bring in their friends and family

**MINTEL: 94% OF
CONSUMERS BUY
SKINCARE ANYWAY**

If the skincare you stock truly delivers results:

Your clients will:

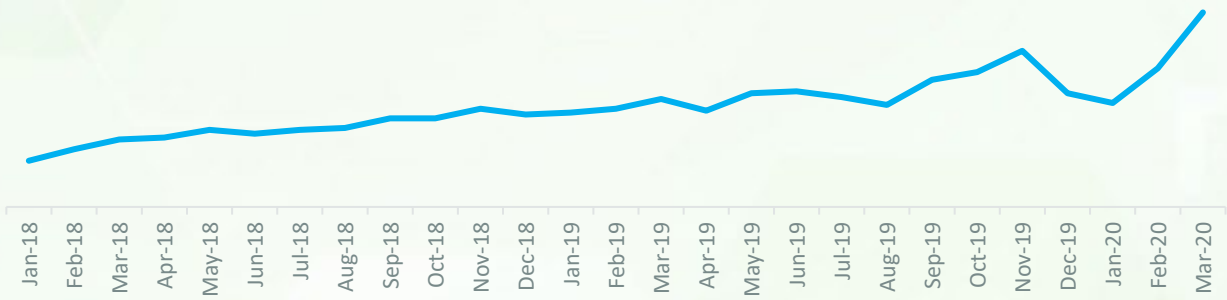
- Repurchase product
- Rebook treatments
- Bring in their friends and family

**MINTEL: 94% OF
CONSUMERS BUY
SKINCARE ANYWAY**

**MAKE SURE YOUR
PATIENTS BUY
FROM YOU**



2020: SKINCARE SALES

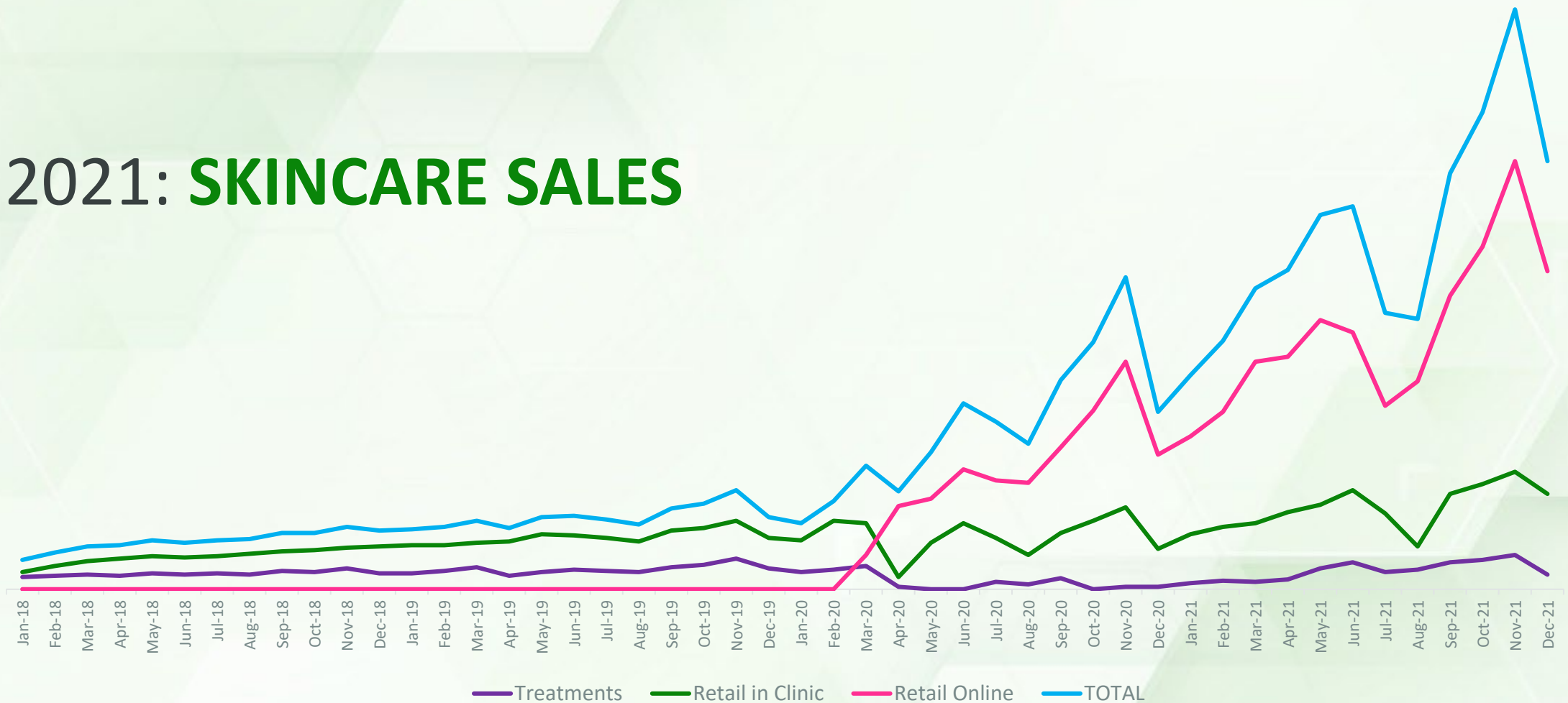




2021: SKINCARE SALES



2021: SKINCARE SALES





High St & beauty
sells skincare

**We are the
skin experts**

**We can sell
skincare**



AestheticSource
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SKIN FITNESS™

Skin Fitness™ involves ensuring that all the functions of the skin are maintained at their optimal 'age' for a healthy, youthful and vibrant skin.

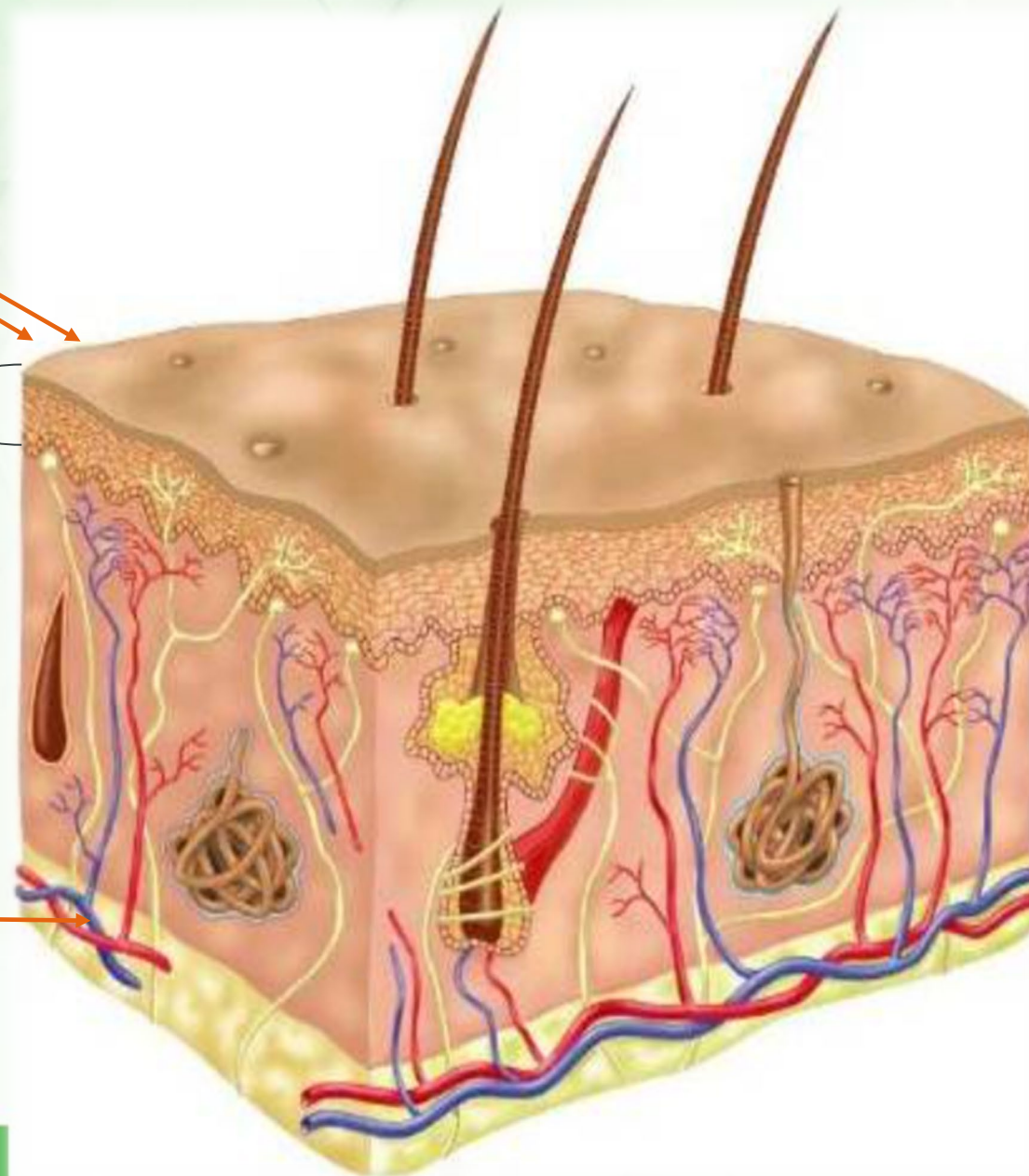
Acid Mantel

Stratum Corneum

Epidermis

Dermis

Subcutaneous Fat



Exfoliation, smoothing,
increased luminosity, help in
keeping pores clear

Increase cell turnover, pigment
evening, enhanced clarity,
improve basal cell health,
support NMF

Undulating rete pattern:
improve communication
between epidermis and dermis

Increase collagen, GAGs,
improve elastic fibres, increase
dermal thickness:
plump/firm/reduce wrinkles



AestheticSource

TRAINING

Evidence Based, CPD Accredited Training

[HOME](#) / [TRAINING & EDUCATION](#)

TRAINING & EDUCATION

Training and education are at the heart of the AestheticSource business.

In these uncertain times, AestheticSource is committed to supporting you and your business from a distance.

We have developed a comprehensive schedule of **CPD approved** webinars, delivering free online learning while we're unable to host our regular training sessions. With a range of topics and insights from many of the industry's key opinion leaders, AestheticSource's webinars allow you the chance to continue your learning from the comfort of your home. To register your interest in any of our online webinars, simply follow this [LINK](#). Find more information about our upcoming webinars below.

PLEASE NOTE: Due to the continued spread of the Coronavirus, our regular training sessions are postponed with immediate effect. Our team is working with delegates to move existing bookings to the next available date from late April onwards, with a **PROVISIONAL DATE**.



CREATING A PRODUCT MIX TO ENSURE PATIENT RETENTION

Product and treatment selection - my personal tips

- Do not trust the marketing – trust the published data
- Read clinical papers – if they are on Google, perhaps it is not the published data you are looking for...
- Listen to the ‘experts’- reach your own considered decisions
- Use VIP customers as a ‘select committee’

HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETICSOURCE PORTFOLIO?

A cohesive portfolio – all you need for SkinFitness™

- Evidence based
- Tried and trusted
- Suitable for multiple skin types and conditions
- Innovative clinically proven technologies
- Award-winning
- Backed by key opinion leaders (as well as influencers)
- Featured in the medical and lay press as well as on social media
- They work – independently and in harmony!

CREATING A PRODUCT MIX TO ENSURE PATIENT RETENTION

A balanced offering



CREATING A PRODUCT MIX TO ENSURE PATIENT RETENTION

My gift to you:



HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETICSOURCE PORTFOLIO?

A cohesive portfolio – all you need for SkinFitness™

NEOSTRATA®

- AHA and Retinol peels
- Extensive homecare portfolio
- Regular client touch points

THE SCIENCE OF
SKIN REGENERATION

(NEW)

NEOSTRATA®

(LAYERS)



HOW DID WE CHOOSE THE PRODUCTS IN THE NEOSTRATA® PORTFOLIO?

NEOSTRATA®

A cohesive portfolio

NEOSTRATA®

- AHA and Retinol peel
- Extensive homecare portfolio
- Regular client touch points

“Dermatology pedigree”

“Phenomenal results”

SCIENCE OF
GENERATION

NEOSTRATA®

(LAYERS)



HOW DID WE CHOOSE THE PRODUCTS IN THE NEOSTRATA® PORTFOLIO?

A cohesive portfolio

NEOSTRATA®

- AHA and Retinol peel
- Extensive homecare portfolio
- Regular client touch points

NEOSTRATA®

RRP £29.80 - £87.00

“Dermatology pedigree”

“Phenomenal results”

SCIENCE OF
GENERATION

NEOSTRATA®

(LAYERS)



BASELINE



12 WEEKS

HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETICSOURCE PORTFOLIO?

REVISION SKINCARE®

Achieve Healthy Beautiful Skin™

- We believe youthful-looking skin can be accomplished without ever compromising skin's long-term health.



HOW DID WE CHOOSE THE PRODUCTS IN THE REVISION SKINCARE PORTFOLIO?

REVISION SKINCARE

Achieve Healthy

- We believe youthfulness can be achieved without ever compromising your skin's health.

Revision Skincare®

“Clinical excellence”

“Commercial excellence”

“Top 5 US Skincare brand”

“Product Authenticity”



AestheticSource
...innovation in aesthetics delivered to you

HOW DID WE CHOOSE THE PRODUCTS IN THE REVISION SKINCARE PORTFOLIO?

REVISION SKINCARE

Achieve Healthy

- We believe youthfulness can be achieved without ever compromising

Revision Skincare®

“Clinical excellence”

“Commercial excellence”

“Top 5 US Skincare brand”

“Product Authenticity”

RRP £29.50 -
£173.50



AestheticSource
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HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETICSOURCE PORTFOLIO?

A cohesive portfolio – all you need for SkinFitness™

skinbetter science®

- Small collection of homecare for busy clinics
- Minimal Training
- Maximum Results
- **JUST LAUNCHING:** Peels
- Global online policy – closed websites only



HOW DID WE CHOOSE THE PRODUCTS IN THE NEWEST PORTFOLIO?

A cohesive portfolio

skinbetter science

- Small collection of products
- Minimal Training
- Maximum Results
- **JUST LAUNCHING:** Peel
- Global online policy – closed websites only

skinbetter science

“Easiest brand to sell”

“Commercial and clinical
balance perfected”



HOW DID WE CHOOSE THE PRODUCTS IN THE NEWEST PORTFOLIO?

A cohesive portfolio

skinbetter science

- Small collection of products
- Minimal Training
- Maximum Results
- **JUST LAUNCHING:** Peel
- Global online policy – closed websites only

skinbetter science

RRP £31 - £208

“Easiest brand to sell”

“Commercial and clinical
balance perfected”



HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETICSOURCE PORTFOLIO?

A cohesive portfolio – all you need for SkinFitness™

Oxygenetix

- Post-treatment & everyday makeup
- Breathes, protects and heals as you wear it



HOW DID WE CHOOSE THE PRODUCTS IN THE OXYGENETIX PORTFOLIO?

A cohesive portfolio

Oxygenetix

- Post-treatment & even
- Breathes, protects and hea

Oxygenetix

“120 years of
makeup”

“Covers and cares”



HOW DID WE CHOOSE THE PRODUCTS IN THE OXYGENETIX PORTFOLIO?

A cohesive portfolio

Oxygenetix

- Post-treatment & even
- Breathes, protects and hea

Oxygenetix

RRP £55 - £65

“120 years of
makeup”

“Covers and cares”



HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETICSOURCE PORTFOLIO?

A cohesive portfolio – all you need for SkinFitness™

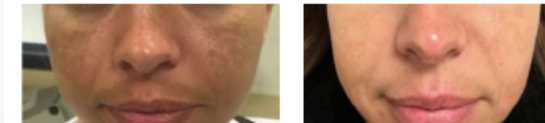
Cyspera

- A biological depigmentation treatment
- Active ingredient is cysteamine
- Naturally present in human skin cells, regulates melanin synthesis

What is Cyspera®?

Cyspera® is the novel intensive pigment corrector formulated with Cysteamine to address the appearance of discolouration, even skin tone and improve overall complexion. Naturally present in human skin cells, Cysteamine physiologically regulates melanin in the skin. For the first time Cysteamine is applied in a topical pigment corrector: Cyspera®

- ✓ **Significant pigment correction**
67% melamin index reduction in pigmented lesions¹
- ✓ **Superior benefit / risk ratio**
compared to all other pigment correcting agents²
- ✓ **Highly biocompatible & well tolerated**
92% users & 100% investigator satisfaction²
- ✓ **Non-cytotoxic, non-carcinogenic**
free of hydroquinone, retinoic acid, corticosteroid²



Results after 8 weeks. 15 minutes daily application of Cyspera® on facial pigmented marks. © CDC Geneva 2017



Results after 19 days. 15 minutes daily application of Cyspera® on discolouration of the lips. © CDC Geneva 2018



HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETIC SOURCE PORTFOLIO?

A cohesive portfolio

Cyspera

- A biological depigmenting agent
- Active ingredient is cysteamine
- Naturally present in human skin, it biologically regulates melanin synthesis

Cyspera
“A cosmetic
treatment”

“Disruptive product”

Cyspera®?

Corrector formulated to reduce the appearance of discoloration, hyperpigmentation, and uneven complexion. Naturally present in the skin, cysteamine biologically regulates melanin synthesis. The active ingredient is applied in a topical cream.

Indication
Reduction in pigmented lesions¹

Benefit / risk ratio
Superior to all other pigment correcting agents²

Highly biocompatible & well tolerated
92% users & 100% investigator satisfaction²

Non-cytotoxic, non-carcinogenic
free of hydroquinone, retinoic acid, corticosteroid²



Results after 8 weeks. 15 minutes daily application of Cyspera® on facial pigmented marks. © CDC Geneva 2017



Results after 19 days. 15 minutes daily application of Cyspera® on discolouration of the lips. © CDC Geneva 2018



Melanin pigment correction after cysteamine application¹

Week 0	Week 8	Week 16
Pigmented lesions	Initial correction	Corrected Pigmentation
	-47%	-67%

HOW DID WE CHOOSE THE PRODUCTS IN THE AESTHETIC SOURCE PORTFOLIO?

A cohesive portfolio

Cyspera

- A biological depigmenting agent
- Active ingredient is cysteamine
- Naturally present in human skin, it biologically regulates melanin synthesis

Cyspera

“A cosmetic
treatment”

“Disruptive product”

RRP £139

Cyspera®?

Corrector formulated
to reduce the appearance of discoloration,
hyperpigmentation and melasma. Naturally present
cysteamine biologically regulates melanin
synthesis. The active ingredient is applied in a topical

Indication

Reduction in pigmented lesions¹

Benefit / risk ratio

Superior to all other pigment correcting agents²

Highly biocompatible & well tolerated

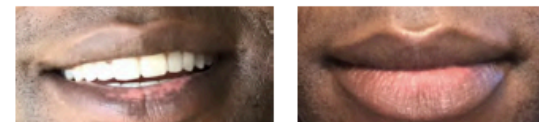
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Non-cytotoxic, non-carcinogenic

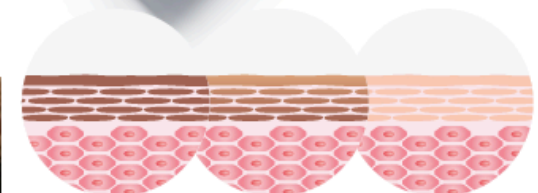
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Results after 8 weeks. 15 minutes daily application of Cyspera®
on facial pigmented marks. © CDC Geneva 2017



Results after 19 days. 15 minutes daily application of Cyspera®
on discoloration of the lips. © CDC Geneva 2018



Week 0
Pigmented
lesions

Week 8
Initial
correction

Week 16
Corrected
Pigmentation

Melanin pigment
correction after
cysteamine
application¹

-47%

-67%



High St &
beauty sells
skincare

We are the
skin experts

We can sell
skincare

We can sell
protocols

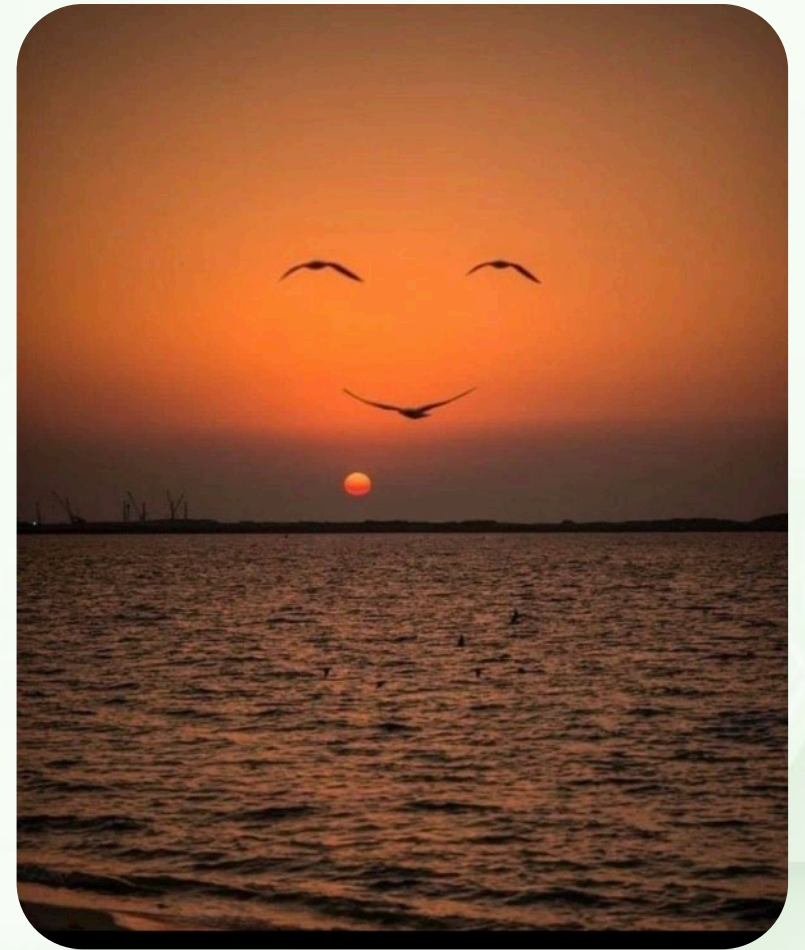


REMEMBER

- We are here to support you.
- We have the best products, clinical expertise, training courses and more....
- But most of all, we care about you and your business.

Thank you for listening

Any questions?



*No-one can go back
and make a brand new start
but anyone can start from now
and make a brand new ending.*

Carl Bard

Lorna Bowes
AestheticSource

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