

# THE ETHICS OF BEAUTY

You may recognise Dr. Jonquille Chantrey...

The globetrotting surgeon and skin specialist serves as an expert consultant to a dizzying range of media; befitting her role as a world-renowned doctor and academic, she appeared as an impartial advisor on ITV's "Morning Surgery", and later lent her medical expertise to similar initiatives on BBC Three, BBC Radio, and Living TV. She is well-known for her role as in-house consultant on Channel Four's "Embarassing Bodies", where she regularly manages the medical welfare of patients on the show.

A select few, though, will know her as the owner and surgical lead at Alderley Edge's exclusive and discrete Expert Aesthetics clinic where, for the past year, she has quietly delivered bespoke cosmetic and medical consultations to the country's most discerning clientele.

Behind a tastefully understated frontage in the heart of Cheshire's most upscale village, Dr. Chantrey has personally designed a luxurious and welcoming environment that caters to her patients' requirements for privacy, style, and the utmost in professionalism.

As the exterior of the South Street building suggests, Dr. Chantrey is no saleswoman – and neither does she need to be. Instead, she focuses on something entirely unique within her field, something that has attracted patients from all over the world to her exclusive village clinic. Dr. Chantrey's partnerships with leading pharmaceutical firms allow her to provide the finest range of clinically-proven cosmetic treatments, but she alone delivers these with both a surgeon's ethics and a sculptor's eye for balance, proportion and genuine beauty.

"My aesthetic sensibilities and my ethical approach are what drive me – and my goal

is to deliver safe, long-term physical and mental wellbeing for each of my patients."

The results of this approach speak for themselves. In an industry of quick fixes and indifferent aftercare, Dr. Chantrey has retained patients for close to a decade, many of whom, she says, "look younger and better today than they do in their passport photographs – timeless in the most tasteful way".

Ours is a world where cosmetic procedures have become a commodity, with some under-qualified practitioners setting out to make a quick buck by offering invasive procedures almost as an afterthought. It's no wonder, then, that Dr. Chantrey is justifiably proud of her impeccable academic credentials. Certified by the Royal College of Surgeons of England, she has long served as an independent expert on the industry that has become her life's passion.

More important to her than even her numerous television engagements are her research into scarring, burns and skin grafts, along with articles in leading medical journal The Lancet and The Times, Cosmetic Surgery Today, Company Magazine and Tatler. Dr. Chantrey is also one of industry giant Allergan's Key Opinion Leaders, and travels internationally to deliver educational masterclasses to surgeons and practitioners the world over. Indeed, Expert Aesthetics is currently spearheading a landmark clinical trial from its Alderley Edge clinic (see accompanying box).



academic at heart. Surprisingly, her services are competitively priced, and dedicated to balancing the best of artistry and science. Needless to say, this means more than just focusing on one particular area of the body or face, or emphasising what happens to be the year's most popular treatment:

"Treating things in isolation – looking only at what needs to be fixed in the short term – is not effective in making people more attractive and more confident in the longer term. I prefer to take a holistic approach and treat beauty as a whole, intrinsically tied to emotional wellbeing and self-esteem."

And while Dr. Chantrey's treatment list may seem overwhelming (she offers packages from Juvederm, Vaser Lipo, Dermaroller, Sculptra, and Restylane alongside skin

## ALLERGAN LIP TRIAL

Sponsored by Allergan, Expert Aesthetics are undertaking a landmark European trial of two well-known lip treatments.

The trial is based around a pioneering apparatus that takes a scan of the full head in three dimensions. Recruiting until October 2012, patients must be over 18 and fulfil the necessary criteria.

They will receive two free, subtle, lip treatments in a one-year period, with close medical assessment and aftercare to follow.

The study is fully approved by the UK Medical Ethics Committee.

bullet point recommendations and take a genuinely artistic and rounded approach to beauty, underpinned by surgical expertise and a studied understanding of the aesthetics of the human form. Because she is not driven to make sales quotas or display prominent advertising, her high-profile patients can be confident that the treatments she recommends are tailor-made to allow them to look and feel their absolute best.

In that sense, Dr. Chantrey is more than just a teacher or a media personality – or even a surgeon. She is living proof of the fact that one can be scrupulous, exclusive, educated and non-aggressive in an industry that is more than ever focused on quantity in place of enduring care and attention. And her public profile as well as her Alderley Edge clinic are all the better for it – combining the best that science has to offer with an acute sense for aesthetics, in order to deliver truly expert results. ■

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"I have a very strong academic background and all of my work is evidence-based and research-led", she says. "Even with the popularity of the practice over the past year, I've remained a doctor first and foremost."

This is no hollow statement: despite maintaining an exclusive presence in one of Cheshire's highest-profile and most sought-after locations, Dr. Chantrey remains an

resurfacing and scar improvement treatments, body contouring, chemical skin peels, dermal fillers, procedures designed to remedy excessive sweating, and the pioneering 3D fluid facelift) her consultation process is informed as much by that holism as it is her demonstrable ethics and expertise.

Because she is not focused on the bottom line, Dr. Chantrey can instead go beyond