

BOTOX BEATS THE CREDIT CRUNCH

Non-surgical treatments provider DestinationSkin reports record sales

It's not all doom and gloom on the high street as the leading provider of non-surgical treatments DestinationSkin has announced its most successful year to date. With sales up 169%, and September recording its highest figures yet, the clinics have seen a huge increase in women spending their hard earned money on Botox, laser and other skin care treatments.

As she prepares for DestinationSkin's first London opening in Westfield shopping centre this week, Managing Director Ella Tracey believes that despite recession money is still in the handbags, but women are being very careful in how they spend it. She said: "Women believe that investing in their looks always pays off – but in these difficult times they choose products and treatments that provide them with long term results. They see latest treatments such as laser, infrared and injectables as an investment which will last beyond any credit crunch."

The company's proven profitability with clear indications of increased future success is now attracting investors. "We have just secured another £1m investment for future expansion and are planning to open more clinics in 2009," added Ms Tracey.

With like for like sales up 37%, and retail sales up 70%, DestinationSkin has doubled its workforce in the last year. In July it launched an online shop which now achieves an average individual transaction value of £120.

This week's opening of the flagship DestinationSkin clinic in House of Fraser, Westfield, is the best symbol yet of its success. With state of the art design, new treatments such as the non-surgical face lift, infrared skin tightening and regular Botox clinics, as well many new and some exclusive product ranges, the clinic is already attracting interest from London consumers.

DestinationSkin currently has 10 clinics nationwide, from Belfast and Manchester to Bristol and Southampton, all located in premium high street locations. It is already trading successfully in five flagship House of Fraser stores, and following the opening of the new Westfield clinic, it is planning a further rollout with the House of Fraser.

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EDITOR'S NOTE:

DestinationSkin offers a wide range of the latest proven non-surgical treatments for younger looking skin and smoother clearer complexions, provided by expert consultants in modern, comfortable high street locations. Laser, IPL, infrared and injectable technologies are used for a wide range of treatments including laser hair removal; infrared skin tightening; red and blue vein removal; skin imperfections removal; acne and problem skin treatment; sun damage and age spots removal; wrinkle relaxing injections; skin fillers; non-surgical face lifts; anti-ageing collagen boosters; microdermabrasion, skin peels and resurfacing. DestinationSkin also offers the latest and some exclusive pharmaceutical based skin care and cosmetic products, available in the clinics and online at DestinationSkin.com

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For more information, contact Ewa Czapracka on 0845 125 8425 or visit www.DestinationSkin.com