

Wendy Lewis & Co Ltd, Global
Aesthetics Consultancy



PRESIDENT & FOUNDER

WENDY LEWIS

I had the fortune of being the Practice Manager for two prominent plastic surgeons on New York's upper east side during what I call 'the glory days' of the specialty. This time was long before doctors had websites and publicists, and the good ones were booked for many months in advance. Facelifts, blephs, and rhinoplasties were the most popular procedures. The choice of fillers in the early days was silicone and bovine collagen. Soon, Botulinum Toxin and erbium and CO2 lasers were introduced, which marked the rise of non-surgical minimally invasive treatments.

My role was to manage the patients, book surgeries and treatments, oversee staffing, training, inventory, and keep the daily schedule full. We had our own operating suites staffed with RNs and anesthesiologists, with spacious recovery rooms.

Fast forward to 1997, and I went out on my own. I set up my corporation, Wendy Lewis & Co Ltd, Global Aesthetics Consultancy. I had my first marketing client, a new plastic surgery practice, straight away. Then my phone started ringing from people who heard I was on my own and wanted my advice on what to have done and with whom. Thus, the 'Knife Coach' was born, a moniker was given to me by an Australian journalist who wrote about me. The press was both flattering and merciless; I was featured in magazines, newspapers, and online outlets worldwide and did my share of TV and radio interviews. I had clients ranging from housewives and schoolteachers to actors and even some royals, and discretion was critically important to our clients. During this journey, I met many doctors who have become close friends and relied on doctors that I trusted for referrals to

the best of the best in all markets.

I was fortunate; I found a niche that suited my personality and skills and conducted my business 100% above board. Clients paid me a consulting fee for my time by the hour, and I gave them my impartial recommendations based on their needs and budget. I quickly took my business global, going to London six times per year, speaking at conferences, writing articles in leading publications, and expanding my network of top doctors across all specialties.

My first book, "The Lowdown on Facelifts and Other Wrinkle Remedies," was published in the UK and serialized in the Daily Mail. I wrote 12 more beauty books for consumers and many more for physicians in their bylines. My first textbook, *Aesthetic Clinic Marketing in the Digital Age*, was published in 2017, and a second edition is coming out this year. Next up is a global textbook for plastic surgeons. I have also contributed to 5 medical textbooks to date.

As the aesthetics field became more commercial with the rise of online forums, I hung up my 'Knife Coach' hat more than a decade ago to concentrate on marketing communications services for practices, brands, and corporations. We enjoyed working with start-ups and established companies who seek a fresh approach to branding and content creation. My true passions are writing and speaking. I never miss a chance to talk or run a panel at live conferences and webinars.

As the aesthetics industry continues to thrive and expand, I am always excited to see what will come next!