

SPA+CLINIC

aesthetics · medi · wellness

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OUR BIG

20TH
ANNIVERSARY
ISSUE

WHAT HAS CHANGED
SINCE 1999?



READY,
TECH, GO!

ALL THE DEVICES YOU
NEED TO KNOW ABOUT

Skincare
HALL OF
FAME



DR JAYSON OATES
LEADING COSMETIC SURGEON CELEBRATES
20 YEARS IN THE INDUSTRY

20 YEARS & Beyond



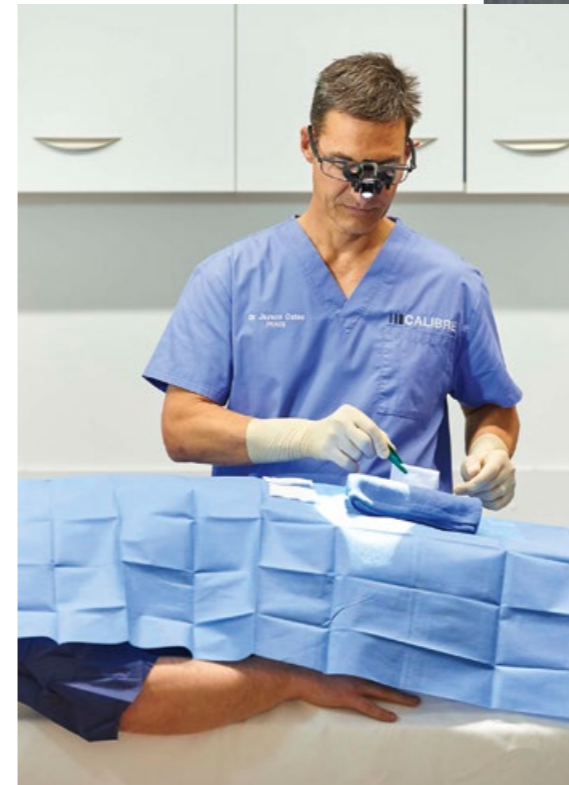
With over two decades of experience, DR JAYSON OATES FRACS is an innovator and visionary committed to best practice. We chatted to the Cosmetic Surgeon who celebrates 20 years of his practice, Academy Face & Body, this year.

Dr Jayson Oates' career is full of firsts: establishing the first clinic in Western Australia to combine therapists, nurses and doctors working together; building the first accredited twilight sedation hospital in the state, and being the youngest ever Fellow of the Royal Australian College of Surgeons. He was the Medical Director of Australia's first nationally accredited course for dermal therapists and cosmetic nurses and, as an innovator, developed a procedure called CALIBRE, a male medical enhancement injectable procedure, designed to noticeably increase penile girth. This is a non-surgical procedure with minimal risk and downtime, which attracts patients from around the world.

Dr Oates has been a pioneer in the cosmetic industry for the last 20 years and at his practice, Academy Face & Body, he offers the latest technology whilst contributing to the cosmetic industry with his innovative ideas, passion and vision. Across all locations - Perth, Sydney, and Melbourne, he and his medical team strive to provide the most advanced treatment options to address individual concerns.

How did you start out in the industry?

I trained in Ear, Nose and Throat surgery and was the youngest ever Fellow of the Royal Australian College of Surgeons. I was always fascinated with the cosmetic side of surgery and found through my training on facial anatomy and surgery, it fitted well with facial plastic surgery.



What made you open your first clinic?

In 1999 I spent seven months in the USA visiting the biggest names in facial plastic surgery in Chicago, Indianapolis, Seattle, San Francisco and Los Angeles. I saw the clinics they had with skin therapists, nurse injectors, private operating theatres, multiple doctors and specialities. It opened my eyes to how things could be done and inspired my desire to have a similar clinic back in Australia.

At my clinics, Academy Face & Body, we believe confidence is your greatest beauty asset and we offer an extraordinary team of medical professionals, providing exceptional care, using advanced technology across various treatments which include cosmetic surgery, liposculpture, CoolSculpting and dermal therapies.

What is your approach to cosmetic surgery and do you think the 'ideal of beauty' has changed much in the past 20 years?

Patients often ask "What do I need?" and I always answer "You don't need anything, but what change would help you feel more confident in your appearance?". I generally like natural results, so patients' friends aren't commenting on what a great nose job/facelift/etc they had but rather they notice you are looking good or refreshed. I generally think the ideals of beauty have been relatively constant - they are



mathematical. Fashion, make-up etc has changed dramatically but less so physically. Maybe there has been more changes in the concept of beauty in the body i.e an increase in the size of the butt has become much more popular. Perhaps it is that we are more accepting of racial differences in physical form and

seeing the beauty in them.

What procedure is your favourite to perform and why?

Facelifts and rhinoplasty. They are the most challenging and create the biggest differences in how people look.

What was your proudest/most significant moment in your career?

Developing the CALIBRE procedure (injectable penis augmentation) and get the first paper published on it in the Aesthetic Surgery Journal. Although this is currently a little known procedure I can see it becoming very popular.

Please describe a typical day at work for you.

I usually walk my two children to school, ride to work on my push scooter, operate at our on-site accredited twilight sedation hospital in the morning, run out of time to have lunch, consult in the afternoon and two days a week finish early enough to walk the kids home from school again. Fortunately home and the school are both very close.

What do you love most about our industry?

I like the relationships we develop with people. It is not like other areas of medicine where someone is sick and has to go and

see a doctor. In the cosmetic area they choose to come and see us. Then it is great to see patients grow in confidence because something that was holding them back has been sorted out for them.

What do you find most challenging about the medi-cosmetic industry?

It is constantly changing! You have to keep up to date, watching for the next great technology or treatment. But you cannot jump in too quickly before something has really proven itself. Timing can be tricky.

What advice would you give other Cosmetic Surgeons that are just starting out?

Don't be too ambitious - work out what you like and what you are good at and stick to it. If you really want to get good at something, get into teaching, presenting at meetings and writing papers. That forces you to be very critical and conscious of your methods and results.

What are your plans for the next 20 years?

Well, we are just starting our day spa in Cottesloe, WA, so it is very exciting putting in the new treatments and spaces that I think people are really going to enjoy. Then I want CALIBRE to be known and available around Australia and take it internationally after that.

Read more about Dr Jayson Oates and his work on ACADEMYFACEANDBODY.COM.AU

