



## THE FACE MAGIC HAVEN

# The Elixir of Youth

Hong Kong's leading Medi-Spa sets the tone for cutting-edge anti-aging service for Asia's most demanding customers. DEBORAH SIMS reveals the brand's success secrets.



Deborah Sims: "I am not sales or business oriented, I am results oriented. Whatever we introduce into Haven, it has to have good, proven results."

**B**eing young is nothing new but Face Magic Haven has found the Secrets of maintaining a youthful appearance. Thanks to extensive research, a booming market for health, wellness and anti-aging has emerged globally.

Gyms, spas, kitchens, clinics, various media and products ranging from apparel to appliances - these offerings signify a huge demand for gaining and maintaining the look and feel of one's prime.

While proper diet and exercise greatly benefit the body, the same measures seldom stop the clock on one's face, perhaps the most telling feature for age. Many

still think of cosmetic surgery as the only remedy for facial aging, however, new technologies have expanded and greatly improved the field of non-invasive treatments. Deborah Sims recognized Hong Kong's need and readiness for these safe and effective anti-aging solutions, leading to the establishment of The Face Magic Haven (FMH) Medi-Spa in 2003,

which has since provided treatments to thousands of happy, satisfied clients through proven results.

## A Non-Invasive Approach

“For the past twenty-odd years, people have been taking care of themselves, health wise,” says Deborah, a former champion athlete, HK’s Most Outstanding Young Person of the Year 1997 as well as HK’s Most Inspiring Woman. Medical science has given rise to an ageing population, a significant portion of which has enough education and affluence to seek out the benefit of such anti-aging treatments.

A healthy lifestyle is the key to longevity, but for enhancing one’s appearance and retaining a youthful look, they turn to FMH.

The prospect of looking forever young is balanced by a healthy fear of going under the knife, a factor that has kept some would-be clients a tad too cautious.

“People don’t want to actually do invasive procedures on their face,” Deborah says, “the potential of things going wrong is a lot higher than doing non-invasive treatments, like those we provide.”

The FMH range of products and services are a kind alternative to the extremes of cosmetic surgery. They are designed to remove imperfections caused by damage and weathering in order to improve one’s looks, as opposed to downright changing a client’s facial features. “A lot more people will go for non-invasive procedures, because they are proven to keep you looking youthful, rather than doing something really drastic.”

## Overcoming Hurdles

Still, many in Hong Kong cannot tell the difference, and remain apprehensive to clinical treatments. “Hong Kong’s a funny place; they usually accept a lot of new things to try and do,” Deborah says. “But with these sorts of procedures, when I first started, they were a bit skeptical about it, whereas in Taiwan and Korea, people readily adopted non-invasive beauty treatments. It took a bit of time for Hong Kong to accept them.”

Some attribute this to a language barrier; Deborah shares, as many treatments do not translate to Chinese language well, and sound frightening. Botox, for instance, possibly the most popular and safest cosmetic treatment in the world when properly administered by a highly trained professional doctor, translated

includes the Chinese terms for both ‘poison’ and ‘bacteria’. The bad press related to accidents and malpractice by others in the field hasn’t helped either, despite FMH not at all performing or even offering the services in question.

Against these odds, FMH has flourished and become a highly respected brand. The company has captured a loyal client base, delighted with the results of their treatments, and actively sharing where to get them. “There are very subtle things that one can do to maintain one’s youthfulness. FMH has helped many in terms of seeing this reality.”

## A True Haven

FMH is no mere healthcare centre, nor is it at all a day-spa, but it has the function of the first and the look and feel of the second. The facilities make it easy to forget where exactly one is. “We do all medically-related procedures in Haven.



It is not a beauty salon. However, it is designed in a way that is very tranquil, relaxing. You don’t feel intimidated when you enter into the clinic,” Deborah says.

“In a traditional clinic, it’s all white washed walls, there’s no personal touch,” says Deborah, alluding to the usual experience of seeing doctors in Hong Kong. There could be no greater contrast than with FMH. The ambience it provides is more akin to a resort, from lighting and decor to the sounds and scents. Clients are not made to wait together in a crowded lobby but are specially seated for utmost privacy. Discretion is an important part of FMH service.

While not discounting the benefits of physical therapy, Deborah assures that such services are not their line of work. “That’s the sort of environment I wanted to create. You go to a spa, you relax, you have your massage and things like that - that’s great, because that helps you to de-stress. We do more corrective and preventive procedures. We pamper our

clients by taking care of them, through the service we provide.

“Here we actually have a procedure on how clients are taken care of,” says Deborah. “From the time they walk in through the door to the time they leave, and through the after care service, they feel that caring service that we give to them, including the doctors,” referring to the pleasant demeanor required of everyone in FMH. Their bedside manners are much better than those of most physicians in the city, remarks Deborah.

Each treatment is highly personalized following a thorough assessment of a client’s concerns, whether it has to do with wrinkles, lines, or skin issues such as hormonal imbalance or acne scars. However, FMH hardly rushes to catch the latest trends. All products and treatments undergo exhaustive research and testing prior to their inclusion. “In this field that we’re in, there are a lot of new things coming out all the time, new techniques and technology,” Deborah says. “But I don’t introduce treatments for the sake of introducing them.”

FMH has continuously bolstered its services, which span skin rejuvenation to tattoo removal. Innovation and market movements play a part, but ultimately, these services should pass company standards, as well as fit the profile of FMH. “I am not sales or business oriented, I am results oriented,” says Deborah. “Whatever we introduce into Haven, it has to have good, proven results. Once I’m confident in the procedure, then I will introduce it into Haven.”

## To the Next Step

While FMH primarily markets anti-aging solutions, its customer base has expanded to a younger crowd, which has shown a noticeable increase in the past five years. It now serves a clientele of balanced age brackets, a quarter of which are male. Word of mouth promotion has contributed greatly to their turnover, which continues to grow with minimal marketing.

The Face Magic Haven continues to win industry praise and accolades, pioneering a brand of service characterized by innovation and excellence. Deborah Sims is proud of the milestones FMH has thus far achieved, but upon informing her clients of the latest award, they merely breathe a sigh of relief and exclaim, “It’s about time.” ■

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