

# COSMETIC SURGERY WITH NOTHING TO HIDE ...

10 reasons your new look  
is in the best hands.



**aurora**

plastic surgery & cosmetic centres

We are a highly skilled and dedicated group of cosmetic surgeons and we aim to be completely transparent about what we can offer you: you meet the surgeon right from the start, you know exactly what the cost will be, you have a chance to talk to previous patients, and you even know our audited (very low) complication rates.

We want you to be absolutely comfortable with any treatment you undertake, and completely happy with the results. We know how important this is to you. Here are 10 reasons why Aurora is the outstanding choice.

# 01. YOUR SURGEON IS HIGHLY QUALIFIED

Every one of our surgeons has achieved the highest qualification in the UK, namely Fellow of the Royal College of Surgeons (Plast). Each is also listed on the General Medical Council Register of Specialist Plastic Surgeons and is a member of the British Association of Plastic and Reconstructive Surgeons (BAPRAS).

As the British Association of Aesthetic Plastic Surgeons (BAAPS) advises: "Know your surgeon: Many practitioners purport to be experts, but many are not even surgeons. Practitioners may boast impressive sounding qualifications, but these can have little meaning."

At Aurora, you can be assured of your surgeon's expertise.



# 02. YOUR SURGEON IS HIGHLY EXPERIENCED

Mr. Adrian Richards  
MBBS, MSc, FRCS (Plast.)  
Surgical Director



Each of our surgeons has at least 10 years' experience, and is or has been a Consultant at leading NHS hospitals.

This gives you the comfort that they may well have performed your procedure hundreds of times before, and so you can expect excellent results.

Qualifications and experience are very important, but they don't tell the whole story. An Aurora surgeon is also highly skilled, with the technique and the talent to give you the very best results.

The expertise that comes from performing hundreds of similar procedures over many years may mean only subtle differences in how surgery is performed, but these subtle differences are how you achieve a very natural look.

# 03. YOUR SURGEON IS VERY SKILLED

Unlike with some practices, the first time you meet your surgeon will not be when you're just about to be put under anaesthetic. You will meet your surgeon right at the start, at your free cosmetic consultation.

This is important because you need to be completely comfortable with your surgeon. It also means your questions are answered by the most expert person.

# 04. YOU MEET YOUR SURGEON AT THE CONSULTATION



# 05. YOU UNDERSTAND FULLY WHAT'S INVOLVED

We know that it's often difficult to absorb all the information at the initial consultation, so we give you comprehensive, understandable information to take away with you. We also give you the chance to talk to clients who have had the same procedure before.

We believe that you need to go into surgery in the right frame of mind. That means being realistic about results and being sure that this treatment is what you want. You also need to be clear that changing a feature of your looks will not solve fundamental psychological or emotional issues.

We will never pressurise you into having any form of surgery. On the contrary, we give you the opportunity to come back for a free second

consultation with the surgeon before you go ahead. We don't know of any other practice which offers this.

# 06. YOU HAVE A SECOND CONSULTATION

# 07. THE HOSPITAL IS HIGHLY EQUIPPED

We only operate at hospitals which have the latest equipment, as well as an excellent nursing team. We exclusively use the BMI group of hospitals, the largest provider of private health

care in the UK. All operations are performed in the latest laminar air flow theatres which, crucially, reduce infection rates. We also only use highly skilled NHS-trained consultant anaesthetists.



We have all seen the horror stories when plastic and cosmetic surgery goes wrong. The long experience of our surgeons, and the very high standards we at Aurora insist upon, mean that we have very low complication rates.

Uniquely among cosmetic surgery practices, we publish on our website our rate of complications. These figures are audited by the British Association of Aesthetic Plastic Surgeons (BAAPS) and show you in black and white our level of excellence.

# 08. COMPLICATIONS ARE RARE, AND WE PUBLISH AUDITED NUMBERS

Your surgeon will of course come to see you after the operation to tell you how it went, explain what to expect now, and answer any questions. You will also be booked in for follow-up consultations with the surgeon. And that is far from the limit of the after-care.

If you have any problems or concerns then we will see you before the planned follow-up consultation. And should you be anything less than completely happy with the results, we will do everything possible to remedy the situation.

# 09. THE CARE DOESN'T END WITH THE OPERATION

# 10. YOU ARE VERY HAPPY WITH THE RESULTS

In the end, what you most care about is that you get the results you are looking for. You can be very reassured about that.

The overwhelming majority of our patients are very happy with their results, and report increased confidence and self-esteem. It explains why more than two-thirds of our business comes from recommendations by former clients.



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