

A centre of excellence

Amanda Griggs speaks in depth about the Balance Clinic she co-owns on the Kings Road in Chelsea and why it is one of the most popular clinics in Central London.



How did you first get involved in Balance?

I purchased Balance with my partners, Caroline and Neil Hadfield, from the previous owner over four years ago. At the time I was working at the clinic as a nutritionist and colon hydrotherapist and when the owner said that she wanted to sell we thought it a wonderful opportunity to put into practice some of the ideas we had discussed about a centre of excellence that offered a truly integrated approach to wellbeing, combining complimentary health, nutrition and diet and beauty. We added aesthetics a year ago.

What do you think is different about Balance?

We are located in an area where there are a number of excellent specialist salons and clinics that provide very high quality services. What is unique about Balance is the fact that there is such an extensive range of treatments that are available under one roof and that the standard of the practitioners is very high. Many of our clients used to go to different clinics to see various practitioners and beauticians and love the convenience of being able to come to one place for all their needs.



Above: Amanda providing a health consultation.
Right: The clinic



What are you best known for?

On the beauty side, I think we have a reputation for offering the very latest treatments that are supported by evidence based research into their effectiveness. Obviously we want our clients to have a wonderful experience but we also want the treatments to work. We tend not to go in for "pampering" facials and body massages. The biggest growth in body treatments is the Ionithermie cellulite reduction system that is proving very successful in targeted areas and with facials our Vitamin, Green Peel and combination Oxygen treatments are having wonderful results.

Within our Nutrition and Diet practice, we are extremely well known for our colon hydrotherapy and almost certainly do more treatments each month than any other clinic in the UK. What has been particularly successful over the past couple of years is the introduction of detox programmes, combining different treatments and products for maximum effect and this is continuing to expand each year.

Why did you add the aesthetics practice?

The main reason was that more of our clients were asking why we did not offer aesthetics at the clinic as they were going elsewhere to have their procedures. We spent a long time

investigating the market, and going through the Healthcare Commission registration process to make sure that we fully complied with all the necessary legislation before we set up the aesthetics practice in January. We now offer IPL/Laser treatments for hair removal, photorejuvenation and vein removal and have visiting aesthetic physicians that undertake minimally invasive procedures such as fillers and muscle relaxing injections (Botox) who are renowned in their field of expertise. What we have found very beneficial in improving and maintaining the effectiveness of aesthetics treatments is combining both before and after the procedures, other facials and body treatments. We have also found advice on diets and general wellbeing has also had a beneficial impact.

Why do you think it has been so successful?

At the end of the day success in our business is based on the quality of the therapists that we have in the clinic and the fact that our clients are happy with the results of our treatments and the services we provide. We now see over 400 clients each week, many of whom are regulars and our growth is based on word of mouth recommenda-

tions and press articles, as apart from our web page, we do not advertise.

What is for the future?

Earlier this year, we launched our own herbal range of products and due to its success have recently added a homeopathic, probiotic and aromatherapy range that targets hormone imbalances, digestion, stress reduction and detoxification programmes. We now sell these in the clinic at the moment as we feel that they should be prescribed after seeing one of our practitioners, but other clinics have approached us about offering our ranges and we are considering this option. We are also looking at potentially establishing a second clinic, possibly next year but our focus now is simply to continue to grow and develop the practice in Chelsea.

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