

WOMEN IN BUSINESS

Dr Sarah Norman offers a 'Bright New' perspective on aesthetics and being a Woman in Business

Established in early 2012, BrightNewMe was created by Dr Sarah Norman as a specialist skin care and facial aesthetics practice. *"Throughout my medical career, I'd maintained a very active interest in dermatology, and felt that this was an area of medicine which would sit well with my existing private practice"* Sarah tells us. Having steadily built her patient portfolio and range of services since launch, Sarah now has a thriving clinic in the heart of Altrincham.

Speaking of the role she plays in the business, Sarah said *"I am lucky enough to work in partnership with my husband, who is an accountant by background, and therefore he takes care of the financial side of the business"* – this leaves her free to spend as much time as possible with patients. The treatments offered at the clinic are quite varied, from helping those with problematic skin, to treating facial veins, removing unwanted skin lesions, or providing anti-wrinkle injections. Sarah also treats medical conditions such as migraines, hyperhidrosis (excess sweating), and blepharospasm (twitching of the eye muscles).

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Describing her 'typical patient', Sarah finds them *"Refreshingly normal!"* It is common in the aesthetic world for many clinics to promote the overdone 'celebrity wannabe' look and target patients accordingly but BrightNewMe is not one of them. *"Many of my patients work in professional roles, and they don't want to look 'different' or 'treated' in anyway. They just want to be a fresher or less tired-looking version of themselves."* And this seems to be working, as according to Sarah the most frequent feedback she receives is patients telling her *"My friends keep complimenting me on how well I look, and none of them know why!"*



Dr Sarah Norman, of BrightNewMe

Ever since Sarah's general practice days, she has made a conscious effort to keep work in perspective, and not allow it to become all time-consuming. *"Don't get me wrong, I work hard, generally arriving at the clinic for 7.30 am and not leaving before 5.30 pm. However, apart from occasional admin I don't work evenings, nor do I see patients at the weekend - spending time at home with my husband and two sons is very important to me."*

Away from BrightNewMe, Sarah is also Chair of the Trafford Division of the British Medical Association (BMA), where she co-ordinates an extensive network of local doctors, in addition to finding interesting and inspirational speakers to talk at their regular meetings. *"I presume we are doing something right, as we have trebled attendance numbers over the last year"* Sarah tells us.

We asked Sarah what being a woman in business means to her; *"The biggest positive for me personally is the feeling of having greater control over your own destiny. We can offer a service in the way it should be offered, and if we decide to introduce a new treatment, or do things differently, we can just go straight ahead, rather than having to wade through the type of bureaucracy I used to face when in the NHS."*

"Of course, being in business is not without its fair share of headaches, but I realise I'm very fortunate to be in a role I really enjoy, and a role where I can make a real difference to patients' feelings of confidence and well-being."