

# The Latest Industry Buzz PLASTIC SURGERY HUB AND WICKED BEAUTY

New APAN Strategic Alliance Partner



**Not long ago I met a fascinating woman. Her name is Trish Hammond and she is the director and the brains behind a business called PLASTIC SURGERY HUB – Australia's first online support hub for those looking to undergo plastic surgery and cosmetic treatments. The Hub turned out to be a great success and as a result a sister site, WICKED BEAUTY, was launched to cater for people who were interested in the latest non-surgical cosmetic treatments.**

PLASTIC SURGERY HUB and WICKED BEAUTY connect people with practitioners. Visitors and members of the websites are able to research practitioners and treatments. They can arrange a consultation or appointment, and get more information about pricing or a particular procedure. The Hub has connections with thousands of people seeking information about cosmetic procedures and treatments, and has an established promotional reach approaching ONE MILLION PEOPLE through social media, direct communications, club membership and newsletter subscriptions.

Having experienced her own frustrations when she was trying to gain information to help her make informed choices, Trish identified the need for such an on-line hub and further consumer research confirmed it.

The purpose of establishing the Hub is because Trish believed in the benefits of quality aesthetic treatments being performed by quality practitioners, and she felt that there was a huge demand by consumers for a credible platform that could assist them to gain further information and connect with a credible expert practitioner.

Another unique feature of Plastic Surgery Hub is that it has a



Question & Answer section where people can ask questions directly to practitioners regarding procedures that they may be considering. The questions are then reviewed and answers supplied by qualified Australian Plastic Surgeons and practitioners. Via the Q&A platform it can also connect patients with the best practitioners for the procedures that they might be considering.

*“The Hub has regular blogs and articles advising consumers on the latest devices, treatments, surgeries, trends and advancements in order to better inform them on what is right for them. The website also posts a regularly updated feed of real-life experiences from women and men who share their own stories of treatments and procedures. Our readers relate to stories from other readers and get stories from those readers with experiences in the procedures we share in order to ensure we are providing the most up to date and honest feedback on treatments,”* says Trish.

It is estimated that Australians spend up to \$1 billion on cosmetic surgery annually, and this number is only increasing. With the rapid technological advancements and massive industry growth with so

many new products, procedures and techniques being released each year, a portal like the PLASTIC SURGERY HUB and WICKED BEAUTY have never been needed more.

The Hub was created to fulfill a need. *“I wanted to create an environment where people can make informed decisions based on getting truthful and factual information, share their stories with others and get connected with the right practitioner for them,”* says Trish. *“All the things I wished I had when I was going through my own journey.”*

Plastic Surgery Hub is not just a wealth of information for consumers looking at cosmetic procedures or aesthetic surgery, it is a place for all people within the industry, including patients, practitioners and surgeons, to connect within this community through meaningful interactions so that the best outcomes for all parties are gained.



## THE PURPOSE OF 'PLASTIC SURGERY HUB' AND 'WICKED BEAUTY'

- To encourage plastic and cosmetic surgery treatments to be performed in Australia.
- To provide an information resource for people who are either considering or have had surgery or cosmetic beauty treatments.
- To connect people considering cosmetic procedures with a qualified Australian practitioner.

## NEW STRATEGIC ALLIANCE PARTNER

Clinics and salons today need more clients. APAN believes that PLASTIC SURGERY HUB and WICKED BEAUTY can bring amazing value to its members – both aesthetic clinics and salons as well as plastic and cosmetic physicians. We are pleased to announce that PLASTIC SURGERY HUB and WICKED BEAUTY have been added to the exclusive group of APAN STRATEGIC ALLIANCE PARTNERS for the benefit of our members.

## A MESSAGE FROM TRISH HAMMOND

My name is Trish and I'd like to invite you to join our growing community of Australian practitioners. We reach our readers by way of blogs, vlogs, social media, phone, email, newsletters, eblasts and articles.

## OUR MESSAGE TO CONSUMERS IS SIMPLE:

***‘If you are considering having a procedure, you should only consult with a qualified practitioner’***

## OUR MISSION

- We believe in the benefits of quality treatments being performed in Australia
- We aim to help people get the best information and results from their procedure
- Our goal is to help raise standards and protect patients
- Each day we are connecting with people, sharing their journey and offering support
- We connect your practice with people seriously considering treatments who are looking to take the next step – consultation through to a procedure.

We would love you to become involved in building our community

of Australian practitioners, and become a contributing expert on our Question & Answer Forum. **APJ**

## SPECIAL OFFER:

**We would like to offer APAN Members a Premium Platinum Package at 50% OFF. Offer is only available until 15<sup>th</sup> August.**

## Package includes:

- Your own mini-website within the website
- 12 Editorials (1 per month) (stories, promotions)
- Lead generation
- Social Media interaction

## We also provide additional services including:

- Press Releases
- Social Media Setup and/or Management
- Blog Submissions
- Vlogs (video blogs)
- Article Submission/Article Writing
- Directory Submissions
- Website Optimisation (individualised and specific)
- Website Creation (for you to edit and update as required)

**For further information on this offer or to discuss how we can help you gain greater business exposure contact Trish on 0429 264 811 or Email [info@plasticsurgeryhub.com.au](mailto:info@plasticsurgeryhub.com.au) to book your spot.**

