

# Best Dermal Filler & Anti-Wrinkle Clinic 2021 - London

My Pure Aesthetics is a London based aesthetics company specialising in dermal filler injectables and anti-wrinkle treatments. Led by Founder Ava Farvahari, we profiled the business to discover more about the exceptional treatments on offer.

Since launching My Pure Aesthetics in 2017, Ava has opened two clinics and earned a large following consisting of celebrities, influencers and creators. With a dynamic range of treatments available to enhance your natural beauty and facial harmony, it's no wonder the team continue to lead the way in the aesthetics field. From lip enhancements and chin augmentation to anti-wrinkle injections, the treatments on offer at My Pure Aesthetics are both practical and cost-effective.

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My Pure Aesthetics pride themselves on their customer service, and as Ava goes on to explain, it's definitely what helps set apart the firm from its closest challengers the most. "The business is typically renowned for its natural results and 100% customer satisfaction guarantee. Every business will at some time encounter challenges, but what's most important to us is that regardless of the challenge the client is always happy with the outcome. In many ways a challenge should



be viewed as an opportunity, and here at My Pure Aesthetics we make sure clients are not only happy with their experience but also aware of the support and ongoing aftercare we can provide. Regardless of the situation, we are confident our strengths in aesthetics will retain the client moving forward".

The team behind My Pure Aesthetics not only succeed in their field, but are proud to consider their clients to be their friends as well. Many of its clients are well-known and they've been coming to the clinic since it first opened. Naturally then, as Ava goes on to explain, the loyalty of customers has made her aware of just how important the clinic is to the city. "As a small business it's important to pay back into the community that has always supported me. Currently, I work alongside a small team of experienced and locally based freelancers but in the near future we plan to grow further to maintain a very high level of client satisfaction".

As we begin to come out of COVID-19 restrictions, the business finds itself in a very promising position with the potential of new clients as Ava explains further. "Up until this point, some of our newest clients have never had any injectable treatments before. However, with many of us having spent a considerable amount of time staring back at ourselves on video calls during the pandemic, it's difficult to not critique when you're essentially staring at yourself for six hours straight. Moreover, to accommodate the increased demand we are now seeing, our working days and hours have changed considerably".

To bring us to a close, Ava discusses the main benefits of the firm's location before sharing some of its future plans for 2021 and beyond. "For me personally there isn't anywhere else I would rather be based at this time, although that may not be the case in the future. London, is my home and it continues to offer me an array of wonderful clients and endless opportunities, such as this award. At the moment with the ongoing pandemic we are just taking things one day at a time, however we are currently in the process of partnering with an academy to be able to offer specialist aesthetic training courses for practitioners".



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