



Turanganui PHO's Fortnightly Newsletter, Issue 52, January 14, 2009.



Dr Anuya Deshpande fulfils a dream with her Skin Deep Aesthetics clinic. Image [Clare Webber Photography](#).

Appearance Medicine Clinic Opened by KMC GP

By Hayley Redpath

Gisborne's first doctor-led appearance medicine clinic offering medical Botox® treatment has been opened by Kaiti Medical Centre general practitioner Anuya Deshpande.

Skin Deep Aesthetics sits high up on Gladstone Road in Dr Allen Marx' former rooms. Once inside, the surrounds will be unrecognizable to most.

The clinic has been transformed into a plush luxurious space boasting floor to ceiling windows,

voluptuous crimson and gold furnishings, and chic white décor. Visitors immediately feel soothed, sumptuous, and special.

At the centre of it all, is 31 year old Dr Anuya Deshpande.

Appearance medicine is an emerging field to which a number of general practitioners are drawn, she says.

"It's become a sub-speciality and is recognized by the New Zealand Royal College of General Practitioners".

Skin Deep offers clients a number of treatments including medical and cosmetic Botox®.

Anuya says medical applications of Botox® have been around for 25 years.

Conditions that can be treated by the prescription-only medicine include:

- axillary hyperhidrosis (excessive sweating)
- headaches and migraines
- blepharospasms of the eye (eye twitches), and
- bruxism (teeth grinding).

Anuya says clients seeking treatment receive a lengthy consultation and if other issues present, where appropriate, she will suggest clients visit their own GP.

"Of course there can be a crossover between medical problems and cosmetic ones but if I can help empower a client while they are in this setting, then that is a good thing."

Already trained in various fields of appearance medicine, Anuya has sought mentoring and further training through the New Zealand College of Appearance Medicine. In two years she will have her diploma.

"Members of the College include medical practitioners and the majority of them come from a general practice background."

Anuya was born in India, moved to the UK aged three, and did her GP training in Blackpool. It was while working as a GP in Manchester in 2005 she was introduced to Botox®. A colleague was going to some training and asked if she would like to come along. She did and she was hooked.

More training followed and alongside her general practice career, she had a growing number of clients for her cosmetic treatments.

"I went into general practice because I love it, and I didn't want to stop doing that. This to me is an extension of my skills and interest."

Out Damned Spot



In the interests of well researched journalism I submitted myself to a treatment at Anuya's appearance medicine clinic.

Anuya, whose own skin is smooth and perfect, peered closely at my face and tracked its imperfections with her manicured finger, looking for something to work on. It didn't take long.

Thick in rim, it transpires my glasses were hiding an imperfection, a capillary haemangioma. A blood vessel on the outside, red capillary haemangiomas are common, can appear anywhere, and are harmless. It looked like I had pricked my skin and forgotten to wipe away the blood. Floored at my flaw, I asked her what we could do. She said we had to call in the Surgitron!

For a machine that sounds like the lead in a slasher flick, the Surgitron is in reality a bland box with the only obvious attachment a cord that finishes with a ball electrode.

After a pre-treatment consultation, I lay back on the client chair. While I stayed still, Anuya flicked the Surgitron to "coagulation mode" and sealed the end of the blood vessel. I 'heard' the treatment more than I 'felt' it, as there is an unmistakable sizzle that accompanies the Surgitron at work. It tickled hot for a second, and then the pain was gone.

Eager to see the transformation I peered

Anuya was first drawn to Gisborne two years ago on a working holiday organised in conjunction with working at Kaiti Medical Centre.

The six month stint on the East Coast fuelled her desire to live here permanently. That decision was boosted by meeting Kiwi bloke, and soon-to-be husband, Marty Gibson. They will be married in India in February.

Back in the UK she was surprised by the growing demand for appearance medicine and upon returning to Gisborne pursued her goal of owning her own business and expanding her medical profession.

Anuya is open for appointments only, and works around her hours at Kaiti Medical Centre. She is supported by Clinic Manager and Personal Assistant Helen Sapunova.

For more information on the cosmetic and appearance medicine treatments available at Skin Deep, visit www.skindeep-nz.com, or phone the clinic on 863 2688. Entrance to Skin Deep is through the vintage wooden door in the Coronation Building, next to Bex, 24b Gladstone Road.

closely at the damage - there was a tiny abrasion. The mark was bigger than the original haemangioma, but Anuya said it would be gone by two weeks.

Easy and painless. Treatment from Anuya, GP, and appearance medicine practitioner, can definitely be recommended.

PS: Two weeks later my abrasion had gone.



**Pivotal Director
Sheryl Smail**

Board facilitator adds to qualifications

Even the most passionate boards of directors can use assistance from an outsider, says Turanganui PHO Board Chair David Scott.

"Ensuring participation by all, or paving the way for a useful outcome, an outside facilitator is a valuable addition to any group."

For the Turanganui Primary Health Organisation Board, that outside person has been Pivotal Director Sheryl Smail, who late last year became the first New Zealand-based facilitator to achieve certification with the International Association of Facilitators (IAF).

David says certification with IAF is rigorous, and adds to Sheryl's credentials. It assures clients that she is qualified to design and provide group facilitation.

"Turanganui PHO has been fortunate to harness Pivotal facilitation services the past three years, and has found Sheryl's facilitation and planning workshops invaluable in assisting Board prioritization for future primary health direction."

Sheryl does a range of consulting; from large scale restructuring projects, strategic reviews, regional needs analysis, and governance and strategic direction, through to facilitation, mentoring and dispute resolution.

Turanganui PHO extends its congratulations to Sheryl, and the team at Pivotal Professional and Business Services.

Community News

This section of our newsletter is devoted to you and your projects. If you would like to advertise your event, seminar or meeting, email details to [The PHOnetic](mailto:the.pho@net.nz).

If you do not wish to receive this newsletter, please click [here](#) and send an email requesting that you unsubscribe.

Alternatively you can request an addition to The PHOnetic's email distribution list.

HealthRight Review and After Hours Meeting Inviting all general practice staff. A review of HealthRight is to be held Thursday, 29 January, 6pm, followed by a discussion on After Hours Options and general practice sustainability, at 7.30pm. Pirates Conference Centre, 15 Anzac Street. A light meal will be served at 7.15pm.

Keriana Brooking – Turanganui PHO Chief Executive will facilitate the HealthRight section of the meeting. Diane Williams – HealthRight Manager will open discussion.

Anton Richter-Visser – Business Development Manager, and Maree Munro – General Practice Support Manager will speak during the After Hours section of the meeting.

RSVP to robynem@pinnacle.org.nz.

CPR Training For Level 4 training (IMAC required level) St Johns have now confirmed the following: ACLS Level 4, St Johns, Gisborne, Friday 30 January 2009, 5.30pm–9.30pm. Maximum number of participants is 10. For more information contact [Diane Williams](mailto:Diane.Williams@stjohns.org.nz).

TDH have also opened their CPR training to all, and have a bigger range of training available: Level 5,6 and 7 courses (suitable for GPs). Price for doctors is \$200, and \$150 for nursing staff for Level 5/6. Dates include: Level 4, 3 February, 17 February, 12 March, 26 March, 7 April.

Level 5-7, 26 February, 17 March, 2 April. Contact [Jo Whibley](mailto:Jo.Whibley@tdh.org.nz) to book your place with TDH.

Tairawhiti District Health Board Meeting, Tuesday 24 February, 9am, Morris Adair Building, Gisborne Hospital.

Community and Public Health Advisory Committee/Disability Support Advisory

Turanganui PHO thanked for Food Donations

An open letter from The Salvation Army

We at The Salvation Army wish to say a huge thank you to you for your wonderful donation. We are only too well aware that Christmas increases the stress as the frantic pace sets in and takes over for many families who struggle to pay the basic essential items – rent, power, food – let alone Christmas.

With help from your donations we have been able to provide generous hampers to: Work and Income, Prisoners Aid Rehabilitation, Stroke Foundation, Age Concern, Cancer Society, Ruatoria Budget Services, Tairawhiti Midwives, Salvation Army Budget Services, and Family Works and those that self present.

Thank you for doing something for someone. We are all in this together.

Yours sincerely, Beverley Hauti, Foodbank Coordinator.



Clare (as always on the OTHER side of the camera!) captures

PHOnetic Photographer Delivers!

Congratulations to PHOnetic photographer Clare Webber on the safe arrival of Eliot Jack Webber in the last week of 2008. Eliot, who weighed in at 9lb 12oz, is a brother for Sophie.

Clare and husband Jeremy, an Emergency Department doctor at Tairawhiti District Health, say a late December baby certainly adds to the frenetic feel of the festive season!

Jeremy, Eliot and Sophie on Day 1. [Clare Webber Photography.](#)

They are all well and loving the New Year addition.

Committee Meeting Tuesday 17 February, 9am/11am, Morris Adair Building, Gisborne Hospital.

Hospital Advisory Committee Meeting, Monday 23 February, 10am, Morris Adair Building, Gisborne Hospital.

Visit www.tdh.org.nz for all TDH meeting agendas.

Note to readers

This edition of The PHOnetic is a week late and has an incomplete blue background due to New Year's computer gremlins! Please accept our apologies. Pinnacle is working on the background issue for us.

We look forward to bringing you plenty of informative and entertaining reading in 2009. The next edition will be Wednesday 21 January.

Hayley Redpath

Page last modified on January 14, 2009, at 02:15 PM