

Clean Skin

Deb Farnworth-Wood tells how her journey Down Under and success with Australian Skin Clinics began on a train in England.



Life is often about being in the right place at the right time. For Deb Farnworth-Wood a chance meeting with famed British business tycoon Baron Alan Sugar on a train in England was the catalyst for what was eventually to become her new life across the world in Australia. “He asked if I was OK because I looked tired and then proceeded to ask me a series of very direct questions about where I was going and where I wanted to be.” Three years later Deb married Shaun Wood in Noosa and they both fell in love with the lifestyle and opportunities that were available to them Down Under.

Out here on holiday in 2006 she saw an advertisement to buy Australian Skin Clinics and decided there and then to buy the business. She and Shaun sold up everything and with their children, Jacques and Charlie, made the move. “One of the reasons I bought it was because I could see that the business was able to be franchised.” That initial sense of future success turned out to be prophetic because after a period of consolidation Australian Skin Clinics is now in full blown expansion mode.

Today Australian Skin Clinics is widely recognised as a successful and rapidly growing franchise brand that is leading the Cosmetic and Aesthetic industry of Australia. A success story that is largely due to the overwhelming ambition, dedication and vision of Deb Farnworth-Wood. “My background was a fast paced leadership role in a network of multi-faceted medical clinics in the United Kingdom. When I started with them in 1991 the turnover was £700,000. By 1993 I was the first non-GP to be a partner in general practice in the UK. The same year we became the first non-pharmacists to own a pharmacy and a year later introduced a drive-thru for prescriptions because we were so busy. When I left nine years later the group turnover had grown to £9 million. I knew that I could apply the lessons learned from that rapid expansion to a business in Australia.”

That expertise and planning has set the tone for what has now become a nationally recognised brand and a leading franchise network around the country providing effective, affordable and medically proven treatments to everyday women. Treatments include cosmetic injectables, laser hair removal, laser pigmentation and redness, microdermabrasion, and radio fractional therapy with dermal stamping.

That initial snap decision to pack up her life in just six weeks and move the Gold Coast gave Deb the opportunity to specialise in an area that she loved most – cosmetic medical services – and at the same time provide an opportunity to enjoy a new life in Australia. She saw more for the future of that single clinic in Ashmore and spent the next three years perfecting her business and its systems before launching the first franchised clinic in 2011. Despite a conservative roll out plan, the nation has embraced this proven and successful business model with extensive demand from prospective franchisees flooding in from all corners of the country.

Through Deb’s determination, commitment and strong business acumen, the company has more than doubled the projected clinic growth numbers and is set to see another 20 clinics open in the next twelve months, adding to the current 15 clinic locations across Queensland and Victoria.

When asked about the demand the company is currently experiencing from prospective franchisees, Deb, who is the company’s Managing Director, said, “When developing the Australian Skin Clinics business model, I saw an opportunity to provide customers an experience unlike any other in the marketplace – the highest quality service at affordable prices. Our strategy has been to set the benchmark in quality across all levels of our business including staff training and recruitment, client experience and treatment effectiveness. This dedication and commitment to quality, is the reason why we choose our franchisees so carefully, because we feel it is important that all franchisees share our same core values and high standards.”

As the Australian Skin Clinics brand continues to strengthen and flourish within a competitive market, it is Deb’s ethical and responsive approach to staff and client satisfaction that is driving its continued success. Innovation and staff development are some of the strongest attributes Deb has infused into her business model which are generously passed along to her franchisees. Recently announced as one of BRW Fast Starters in 2014 and positioned as number 19 in the top 100 new businesses in Australia, this brand is already reaching great heights. With this truly inspiring woman at the helm, the future of Australian Skin Clinics is exceedingly bright.