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BLOGGER'S SAY: Linking up to medical aesthetics

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EVERYONE has his idea of beauty, and there are just as many ways of getting that ideal look. So, which is the right look for you?

This is where Aestheticdoctor (<http://www.aestheticdoctor.blogspot.com>) steps in. Helmed by Dr Chin Shih Choon, an aesthetic and laser physician, the blog serves as a platform for clients of MJ Aesthetic, an anti-ageing and aesthetic centre in Shah Alam. It is also where people can come together to discuss about beauty and medical aesthetics.

"It's a way for us to build relationships and exchange ideas with our clients and followers. Technology helps our readers bridge the geographical divide. The blog also serves as a link to our site at www.mj-aesthetic.com," said the 43-year-old doctor.

"We discuss the latest trends and updates on topics such as botox, dermal fillers, cosmetic laser, microdermabrasion, RF (radio frequency) treatments, lipolysis procedures, cellulite, breast enhancement, medical spa and clinical skincare." Set up last October, the blog has since recorded over 10,000 hits.

"We're very happy with the response, but would like to improve the blog and add more features. We're very thrilled with the interest generated through the forum, relationshipbuilding process and referrals to our clinic," Dr Chin said.

Aestheticdoctor has links, videos, survey tools and feed syndication. Readers also can follow the blog, which is linked to the company's Facebook page through its notes application tool.

"It has created an awareness on safety issues in aesthetic medicine. Through the blog, people are educated on the importance on seeking help and information from qualified medical professionals before going for aesthetic procedures.

"The blog has complemented our Web site in reaching out to the international community and also contributed to medical tourism.

There's still a lot of potential in this field, and we have a lot of catching up to do," Dr Chin said.

Aestheticdoctor will soon be moved to www.mj-aesthetic.com/aesthetictips/, which will have more features, including frequently asked questions, related topics, newsletter, video by experts, and links to medical specialists and industry leaders.

"Special offers and discounts will be given periodically to our followers and readers via specific codes published exclusively on our blog," Dr Chin said.

Dr Chin is also secretary of the Malaysian Society of Aesthetic Medicine, a member of the American Academy of Aesthetic Medicine, and dermatology lecturer at the Academy of Family Physicians Malaysia. Apart from blogging, the father-of-five keeps busy with Facebook and Twitter. And when he's not in front of the computer, he goes scuba diving and other aquatic sports.

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