



wrinkled rejuvenation alteration hand lady nose  
 facial therapy specialist needle faces  
 lifting elderly eating physician shape  
 process balance eye beautician  
 operation surgeon  
 correction lines health nurse mark  
 medicine practitioner teeth  
 buttocks skin care tuck  
 collagen beauty  
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# Aesthetics Industry Insider

From New York to London and more, **Wendy Lewis**, who was dubbed the Knife Coach® by a Sunday magazine in Australia, has spent over two decades as a trusted insider in the aesthetic medicine, cosmetic surgery, and cosmeceutical skin care industry worldwide.





Lewis founded her company, Wendy Le  
Owis & Co Ltd. Global Aesthetics Con-  
sultancy, in New York in 1997 after tak-  
ing care of high profile patients for two  
renowned plastic surgeons in Manhat-  
tan for a dozen years. Her boutique  
communications agency now consults for some  
of the leading brands in the industry and works  
with the best and the brightest MDs and PhDs.

“Everyone thinks the new developments are  
mostly coming from the U.S.A., but I have found  
in my travels that innovations and cutting-edge  
research is originating from Europe, the Middle  
East, Asia and Latin America as well. The great  
new technology that can smooth wrinkles in a  
few sessions may have been developed in any  
lab in any corner of the world today,” says Lewis.  
“I am especially impressed with how advanced  
the industry is now in the Middle East, which  
has emerged as a huge global hub and growth  
market,” she says, after a recent visit to Dubai to  
speak at an elite dermatology conference held at  
the St. Regis.

Lewis, widely considered an influencer in her  
own right, draws on her wealth of experience,  
insider knowledge, a well-heeled rolodex of in-  
dustry leaders and CEOs, and up-to-the-minute  
research. Some of her many doctor colleagues  
have been known to say that she knows more  
about new trends, devices, procedures, and treat-  
ments than even they do.

**“Social media has changed  
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tagram, Twitter, Facebook,  
Snapchat and more.”**



Her expertise runs deep and wide. The Financial Times once called Lewis, "one of the leading authorities on plastic surgery". She is a prolific writer and has written 11 health and beauty books, including America's Cosmetic Doctors and Dentists (Castle Connolly), and Plastic Makes Perfect: The Complete Cosmetic Beauty Guide (Orion). Her byline can also be found on the masthead of numerous international journals and websites, and she has appeared on Good Morning America, 60 Minutes, CNN and more. She has written more than 600 articles and counting, and has contributed to three medical textbooks.

In 2017, Wendy has been an invited guest speaker at medical conferences in the UK, France, Spain, Greece, Italy, UAE, and India, as well as all over the U.S.A. In 2018, she has plans to lecture in Russia, Thailand, South Africa and Australia, and will also be returning to the Middle East. An early adopter of social media, her newest book, Aesthetic Clinic Marketing in the Digital Age, was written to help aesthetic doctors master the art of running their clinics, and shall be published by CRC Press in 2018.

"Social media has changed the face of aesthetic medicine, and consumers are now actively engaging with cosmetic surgeons on Instagram, Twitter, Facebook, Snapchat and more. I started tweeting and Facebooking in 2009 and have watched this transformation coming about in real time," she says.

**Some of her many doctor colleagues have been known to say that she knows more about new trends, devices, procedures, and treatments than even they do.**

Eager to share her many beauty passions with her followers, Lewis founded beautyinthebag.com, an anti-ageing and cosmetic beauty resource in 2008 that has grown to over a few hundred thousand Facebook fans. Her team of beauty writers offers up the scoop on surgical and non-invasive procedures, innovations in skincare and cosmetics, rockstar surgeons, top dermatologists, world class cosmetic dentists, plus celebrity facialists and hair gurus from all over the globe.

So, what's next for Wendy Lewis, global beauty guru? "I am fascinated with the new developments we are seeing in the fields of wellness and preventative medicine. There is a lot of breakthrough research underway that can ultimately help us to live better and longer. Nutrition and lifestyle play a big role in this area, and I am interested in delving in to learn more and share these developments with my colleagues and readers."

### Have a question for Wendy?

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