The Changing Face of Beauty

Aesthetic clinic, The Clinic, is highly regarded for its evidence-based approach, focusing on delivering subtle, natural-looking results to enhance skin health, combat the physical signs of ageing, and boost long-term patient wellbeing. We speak to clinic owner and / or lead injector Joolia Gilvey about her work and her patient-first approach following a win in the Global Excellence Awards 2026.

Based in Norwich, The Clinic is an award-winning regenerative medicine and medical aesthetic clinic offering non-surgical procedures in a modern setting that aim to enhance its patients' natural features.

Owned and led by Joolia Gilvey, The Clinic prioritises the core values of safety, honesty and long-term achievable goals, and achieves this by providing meaningful consultations along with evidence-based treatments.

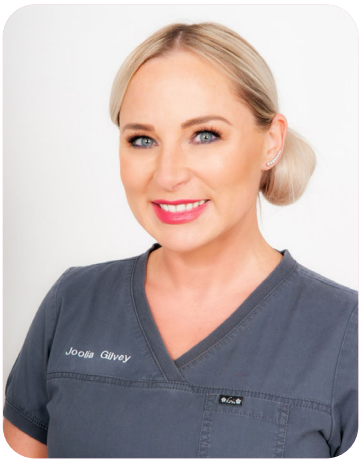
"Our mission is to help people look like themselves, but on a really good day!" Joolia enthuses. "We are not in the business of changing faces or chasing trends. We are here to make subtle, natural enhancements that respect anatomy, proportion and personality."

As a nursing practitioner, Joolia's nursing career began in 2009, specialising in elderly care, and she gained extensive experience both in the NHS and private healthcare sector. Her passion for medical aesthetics was ignited in 2014 when she took a course on Harley Street, and followed this by launching her own clinic.

Now, more than a decade later, Joolia tells us that the aesthetics industry has come on significantly and is still evolving rapidly, particularly around regulation and public awareness.

"Increased scrutiny is, in my view a positive development," she elaborates. "It raises standards and protects patients. However, social media has also accelerated trends at an alarming pace. Patients can come in requesting something they saw online the night before."

Joolia is not afraid to refuse a treatment if she does not feel it is the right journey for a patient, telling us: "Restraint is key and a skill we take very seriously."



Part of her role now centres around education, explaining anatomy, longevity and why not every trend suits every face. At The Clinic, staff have responded by doubling down on consultation time and continuing professional development.

"If the industry moves quickly, we make sure our knowledge moves quicker," she enforces. "Above all else, we want our patients to feel comfortable, well-informed, confident, and feel unpressured."

At The Clinic, it is the quality of the treatments offered and the patient journey from start to finish that firmly sets it aside from its counterparts. Joolia and the dedicated team pride themselves on a clinical holistic approach, offering bespoke treatment plans based on wellness or facial assessment rather than a menu of popular procedures - as always, the aim is for natural outcomes.

With success being measured by retention and trust of its patient group, Joolia explains that most new patients come to The Clinic through word-of-mouth or friend referral. It is essential that to the company that patients feel they can ask as many questions as they feel necessary and feel comfortable to decline a treatment too, if they so choose.

Some of the most popular procedures available with Joolia and the team include two advanced technologies: NeoGen Plasma and Emface. These treatments are clinically proven and allow The Clinic to deliver consistent, high-quality results whilst prioritising patient safety and natural outcomes.

NeoGen's unique plasma technology works to stimulate deep collagen regeneration and improve skin quality. Whilst Emface combines radiofrequency and facial muscle stimulation to lift and tone and rejuvenate the face without needles. By investing in these premium systems, The Clinic can offer patients reliable treatments that support long-term skin health and visible confidence-boosting results.

"For us, innovation doesn't mean gimmicks," says Joolia. "It means refining what works and adopting new treatments only when there is strong clinical evidence behind them."

Having recently gained notable recognition for its work in the Global Excellence Awards 2026 and receiving the prestigious accolade of Best Regenerative Medicine & Skin Clinic 2026 - East Anglia, The Clinic is now focusing on expanding its range of preventative and regenerative treatments over the next five years.

"We are always developing enhanced patient resources," Joolia comments. "We want our patients to have detailed aftercare guidance to support our patients beyond their appointment. The future of aesthetics is less about filling and freezing and more about wellness, restoring and supporting."

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