

British Journal of Nursing Awards: profiling this year's finalists and winner

On 11 March 2016, the *British Journal of Nursing* acknowledged aesthetic nursing for the fourth time. All of this year's nominees were as exceptional as ever and were commended for achievements ranging from providing high-quality training, to running a popular supportive Facebook group for practitioners specialising in aesthetics. Amy Senior outlines the achievements of the three finalists

A year has passed since we were first asked to co-judge the prestigious Aesthetic Nurse of the Year category for the *British Journal of Nursing* awards, and 2016's ceremony hasn't disappointed with even more nominees of an excellent standard entering the category.

First of all, we would once again like to thank the journal for acknowledging aesthetic nursing, which is very much a fringe category and is still often perceived by others as superficial. However, anyone who is immersed in the field knows that it is complex, difficult, ever-evolving, and often lonely. To those who entered and those that didn't who are constantly striving to broaden their knowledge, advance practice and share their wisdom, we salute you.

The calibre of this year's three finalists was truly fantastic, with each bringing a different aspect of talent and expertise to the table. PIAPA had the most difficult task of co-judging double figures of anonymous applications, and were extremely pleased to see three wonderful nurses earn the commendations they deserved at the awards in March. In this article, we will explore some of the best attributes of these nurses and discuss what they have offered the medical aesthetics sector.

Amanda Otto—third place

Amanda Otto is, in comparison to her fellow nominees, relatively new to aesthetics. Although her exposure to the field stretches over a decade through her partner Jacques Otto, who specialises and trains in many advanced aesthetic treatments, it is only in recent years that she has fully immersed her nursing skills into aesthetics.

She has achieved a great deal over a short space of time. Amanda helped to form NeoPharmaUK 2 years ago and as

a result has become the leading nurse in polydioxanone thread training, assisting with classes of over 50 practitioners every month. She is highly commended for her impeccable teaching methods, showing great patience towards students, and always putting care and results first when treating patients and models.

Not only is Amanda dedicated to her work and patients within her own clinic, but also she has proactively completed a clinical study on luminous lasers in circumference reduction, and is about to embark on phase 2 of this work.

Chérie Scanlon—second place

Chérie Scanlon has, for the second year in a row, made it as a finalist and has worked around the clock to ensure the success and maintenance of the British and UK Cosmetic Nurses Group, since its inception in 2013. The group is free to join with over 446 members and counting, and is growing increasingly month on month. It is strictly a professional group designed for aesthetic nurses, requiring Nursing and Midwifery Council (NMC) pins from all members to join. This guarantees peer support that falls in line with safe and legal practice in the UK and the NMC Code.


The group has become a recognised tool for sharing knowledge and advice between nurses and has led to a positive impact on patient care following the dissemination of knowledge, information and advice, and through peer support, reduction of isolation and promotion of professional development.

Anna Baker—first place

Anna Baker was this year's deserved winner, with a career that has spanned across many critical areas and is still developing.

In 2011, Anna set up two nurse-led non-melanoma skin clinics, providing evidence-based care and treatment to patients. She combined this with her aesthetic work, going on to present at conferences to raise awareness of skin cancer detection and referral. However, Anna is most notably known for her work in advanced anatomy, as she has worked closely with an established consultant plastic surgeon in developing and coordinating an accredited facial anatomy teaching course, culminating in her recent completion of a PGCert in applied clinical anatomy.

Anna's work and training with clinical dissection has allowed many aesthetic nurses to advance their anatomical knowledge through hands-on experience. The training course has provided them with the unique opportunity to analyse their own injection techniques using blunt-tipped cannulas and needle approaches. Her superior and evolving anatomical awareness of the intricacies, variances and complexities of facial anatomy allows her to assess and treat the patient with a high level of safety, and better ensures a specific and improved aesthetic result.

This level of knowledge advancement is unprecedented in the aesthetic nursing arena, and Anna is stretching boundaries for others to follow. 



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