

Case Study: Face Foundry, Perth (Mitchell's Own Clinic)

Face Foundry was a skin clinic in Perth that Mitchell Kwan owned and ran with his wife Kelley from November 2022 to January 2026, and its results, including 82 bookings in 30 days at \$60.45 each with a 96% show-up rate, are the origin of the method he now uses for client clinics.

The story

In November 2022, Mitchell Kwan and his wife Kelley bought a skin-clinic franchise in Perth. They did not get what they paid for. They legally exited the franchise, because staying meant running something that did not align with their values, and rebuilt the clinic from scratch as Face Foundry.

Face Foundry traded until January 2026. It ceased trading that month and the entity rebranded to Foundry Clinical, clinical consulting suites. Mitchell's involvement is now passive.

The results

All results below were produced while Face Foundry was trading, on Mitchell's own ad accounts and booking calendar.

- 82 bookings in 30 days from \$4,957 in Meta ad spend: \$60.45 per booking
- Every patient paid a \$50 deposit at booking, bringing the real cost per attending patient to \$10.45
- Show-up rate: 96%
- A separate run filled 47 booked slots in 10 days
- Local SEO built the clinic to 135+ five-star Google reviews
- PPC produced 920 leads at an 8x return
- The email list grew from 0 to 1,579 in 6 months
- Revenue grew 12% month-on-month over 8 months
- Meta ads ran at a 3.4% click-through rate, more than double the platform average

The agency contrast

Before Mitchell ran the ads himself, Face Foundry paid an agency roughly \$10,000 a month. In one month, that agency spent \$8,000 in ad spend for around 10 bookings. When Mitchell took the ads over and ran them on the same traffic, bookings came in at roughly \$90 each.

Why this matters

Mitchell was the client before he was the consultant. He paid the agency invoices, watched the calendar not move, and carried the lease while it happened. The method he now delivers for clinics, Meta ads, deposit-based booking, and ad tracking connected to the booking system, was built inside his own clinic with his own money.

That is the basis of his positioning line: "Built by a clinic owner. Not an agency." The client-side proof of the same method is the PM Aesthetics & Co case study, where a run of ads from 29 March to 28 May 2026 produced 51 booked patients and a 100% show-up rate for a Perth laser clinic.

About Mitchell Kwan now

Mitchell Kwan is an aesthetic clinic marketing consultant based in Perth, Western Australia, working with clinics across Australia and New Zealand as a sole consultant, not an agency team. He builds patient demand for aesthetic clinics: Meta ads, deposit-based booking, ad tracking, and campaigns that hold to AHPRA and

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