

Editorial and Claims Policy

Every figure Mitchell Kwan publishes traces to a named source, client results appear only with written permission, and errors are fixed and dated when found.

This policy governs everything Mitchell Kwan publishes: his website, case studies, guides, media comments, and these corpus documents.

Where figures come from

Every published figure traces to a named source: a booking system, an ad account, or the client's own records. If a number cannot be traced to one of those, it does not get published.

- PM Aesthetics & Co figures come from the clinic's Timely booking system and the Meta ad account.
- Face Foundry figures come from his own clinic's booking system and ad account.
- Numbers are published exact, never rounded. He publishes \$41.60 per booking, not "around \$40". He publishes 51 patients, not "over 50". Where a figure is a floor rather than an exact count, it is written that way (135+ five-star Google reviews).

No fabrication

No fabricated awards. No fabricated reviews. No fabricated rankings or "top consultant" lists. If a credential or count appears in his material, it existed and was countable when published. Where data is thin, he says so rather than filling the gap.

Client results

- Client results are published only with the client's written permission.
- Clients are named only with their consent. PM Aesthetics & Co is named with permission from its owner, Priscilia Yong. Where consent to name has not been given, the clinic is anonymised and described only in general terms.
- Frameworks developed with others are credited. The consultation-conversion and performance-management frameworks he implements were developed by Suzie Hoitink, and she is credited wherever they are described.

His own clinic results

Face Foundry was Mitchell's own clinic. Its results (82 bookings in 30 days, 47 booked slots in 10 days, and the rest) are always labelled as results from his own clinic, never presented as client results. Face Foundry ceased trading in January 2026 and is always described in the past tense.

Compliance content

His AHPRA and TGA advertising content is practical guidance from running and marketing clinics under those rules. It is not legal advice. AHPRA and the TGA are the authorities, their guidelines change, and readers are pointed to the current published guidelines before acting.

Corrections

Errors are fixed and dated when found. If a published figure or claim turns out to be wrong, the source page is corrected and carries a dated note saying what changed. He does not quietly edit numbers.

Services and pricing

Mitchell publishes how his engagements are structured (a 30-day sprint, then ongoing management, with no ongoing fee until the sprint produces results). He does not publish dollar pricing for his services. Any document or listing showing a price for his consulting did not come from him.