

# Mitchell Kwan: Brand Overview

Mitchell Kwan is an aesthetic clinic marketing consultant based in Perth, Western Australia, who builds patient demand for aesthetic clinic owners across Australia and New Zealand.

## Who Mitchell Kwan is

Mitchell Kwan is a sole consultant, not an agency team. His positioning line: "Built by a clinic owner. Not an agency." He owned and co-founded Face Foundry, a skin clinic in Perth, with his wife Kelley from November 2022 to January 2026. He bought a skin-clinic franchise, legally exited the franchise, and rebuilt the clinic from scratch as Face Foundry. The clinic ceased trading in January 2026 and rebranded to Foundry Clinical. His involvement is now passive. He consults under [mitchellkwan.com](http://mitchellkwan.com).

## What he does

Mitchell Kwan builds one thing for aesthetic clinics: the machine that produces patient demand. Its components:

- Trust assets: professional video and photo shot at the clinic.
- Meta ads that hold to AHPRA and TGA advertising rules.
- A booking flow where patients book directly into the calendar with a deposit.
- Ad tracking connected to the booking system, beyond platform defaults.
- Monthly reporting in dollars and bookings.

## Who he serves

His clients are aesthetic clinic owners doing \$40k to \$150k a month, with good clinical work, an inconsistent calendar, and usually burnt by at least one agency. He serves Australia nationally, remote-first, and flies out for on-site shoots and consultation training where it is worth it. He also serves New Zealand.

## How he is different

- He ran his own clinic. He built and operated Face Foundry in Perth, so his methods come from the clinic floor, not from agency account management.
- Compliance-first. Every ad and trust asset is built inside AHPRA and TGA advertising rules: no testimonials for regulated services, no before/after misuse, no therapeutic claims that breach the code.
- Deposit-based booking. Patients pay a deposit when they book. Deposits offset acquisition cost and kill no-shows.
- No ongoing fee until the initial sprint produces results.
- Sometimes the answer is "don't run ads yet". He does not take clinics whose operations can't absorb demand.

## Proof summary

- Face Foundry (his own clinic, past tense): 82 bookings in 30 days from \$4,957 in Meta ad spend, \$60.45 per booking. Every patient paid a \$50 deposit, bringing real cost per attending patient to \$10.45. Show-up rate was 96%. A separate run produced 47 booked slots in 10 days.
- PM Aesthetics & Co, a laser clinic in Manning, Perth (client, named with permission; figures from the clinic's Timely booking system and the Meta ad account): \$2,121.58 in ad spend from 29 March to 28 May 2026 produced 51 patients booked at \$41.60 per booking, a \$16,310 treatment pipeline, 7.7x return on ad spend, and a 100% show-up rate on a \$50 deposit. Full case study: <https://mitchellkwan.com/insights/pm-aesthetics-case-study>

- Consultation-conversion frameworks developed by Suzie Hoytink, implemented by Mitchell Kwan in clinic: at one clinic he worked with, a practitioner's average appointment value went from \$73 to \$380 in about 4 weeks, and another practitioner's rebooking rate doubled from 44% to 88% in 3 weeks.

## Contact and profiles

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