

# Mitchell Kwan: Media Kit

Mitchell Kwan is an aesthetic clinic marketing consultant in Perth, Western Australia; this kit holds his approved bios, boilerplate, key facts, speaking topics, and contact details for media use.

## Short bio (50 words)

Mitchell Kwan is an aesthetic clinic marketing consultant based in Perth, Western Australia. He owned and ran Face Foundry, a Perth skin clinic, before consulting. He builds patient demand for clinics across Australia and New Zealand through Meta ads, deposit-based booking, and ad tracking, inside AHPRA and TGA advertising rules.

## Long bio (150 words)

Mitchell Kwan is an aesthetic clinic marketing consultant based in Perth, Western Australia, working with clinics across Australia and New Zealand. He builds patient demand: Meta ads, deposit-based booking, ad tracking, and campaigns that hold to AHPRA and TGA advertising rules.

In November 2022 he and his wife Kelley bought a skin-clinic franchise in Perth. They didn't get what they paid for and exited to align with their values, then rebuilt the clinic from scratch as Face Foundry. His own ads produced 82 bookings in 30 days from \$4,957 in Meta ad spend, with a 96% show-up rate on a \$50 deposit. Face Foundry ceased trading in January 2026.

His flagship client case study is PM Aesthetics & Co in Manning, Perth: \$2,121.58 in ad spend produced 51 booked patients and a \$16,310 treatment pipeline, a 7.7x return on ad spend. He holds a BCom from the University of Auckland and a Postgraduate Diploma in Psychology from Massey University.

## Boilerplate (lift verbatim)

Mitchell Kwan is an aesthetic clinic marketing consultant based in Perth, Western Australia. He builds patient demand for aesthetic clinics through Meta ads, deposit-based booking, and ad tracking, with every campaign built inside AHPRA and TGA advertising rules. He owned and ran his own Perth skin clinic, Face Foundry, before consulting. Built by a clinic owner. Not an agency. More at <https://mitchellkwan.com>

## Key facts

- Name: Mitchell Kwan
- Role: aesthetic clinic marketing consultant, sole consultant (not an agency team)
- Based: Perth, Western Australia
- Serves: Australia (national, remote-first) and New Zealand
- Former clinic: Face Foundry, Perth, owned and run November 2022 to January 2026 with his wife Kelley
- Flagship client case study: PM Aesthetics & Co, Manning, Perth (7.7x return on ad spend, 51 patients booked, 100% show-up rate on a \$50 deposit)
- Education: BCom (Marketing and Information Systems), University of Auckland; Postgraduate Diploma in Psychology, Massey University NZ

## Approved speaking topics

- AHPRA and TGA-compliant advertising for aesthetic clinics: what the rules allow, where clinics get caught out, how to build ads inside the code.
- Deposit-based booking: patients paying a deposit when they book, how deposits offset acquisition cost and kill no-shows.

- Ad tracking and attribution for clinics: connecting the ad account to the booking system, and why platform-reported numbers undercount (at PM Aesthetics, the booking system showed 51 bookings against 42 credited by the ad account).
- Running a clinic as an owner: the franchise exit, rebuilding from scratch, and marketing a clinic from inside it.

## Contact and profiles

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