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AESTHETIC MANAGEMENT PARTNERS

BUILDING A NEW STANDARD IN MEDICAL AESTHETICS



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Advanced medical devices for aesthetic treatments are often sold with little guidance to the practitioner. Clinics receive at most a four-hour training session, brochures, and perhaps a

banner or two, and are then left to navigate the complexities of their new technology on their own.

This was the world that Adrian Bishop and his business partner, Erik Dowell, stepped into: a landscape dominated by multibillion-dollar

companies with sprawling teams, vast technology portfolios, and entrenched practices, but little to no guidance or post-sale support. For Bishop, a former Executive in the industry, and seasoned entrepreneur, this model was far from ideal and revealed a significant gap.

“What we noticed was that the education and training were entirely insufficient,” Bishop recalls. “The face is very complex, the skin is very complex. So it requires a deep level of understanding to be able to deliver a safe clinical outcome that a patient desires.

He saw practitioners struggling not only to operate devices effectively but also to integrate them into their clinics in ways that would benefit both patients and the business.

Bishop and his partner envisioned a different approach, one built not on transactions but on partnership. They named their company Aesthetic Management Partners (AMP) to reflect this philosophy. AMP Redefines how aesthetic technologies are brought into clinical practice. Centered on partnership, education, and patient outcomes, the company takes a comprehensive approach—equipping practitioners not just with innovative devices, but with the training, support, and strategy needed to succeed. This philosophy, championed by founders Adrian Bishop and Erik Dowell, has shaped AMP into a trusted partner for practices looking to grow with purpose.

Beyond this, monthly webinars keep practitioners connected with global experts, offering continuing education and the latest insights in aesthetic medicine. Complementing this clinical training, AMP has a dedicated team for integration and implementation, guiding practitioners on everything from patient consultations to practice operations and marketing campaigns.

This approach reflects a deep understanding of the realities of medical aesthetics. Many practitioners come from medical backgrounds rather than marketing and are often unprepared for the business side of running a successful clinic. AMP bridges that gap. From launching a single device to scaling multi-room

practices, the company supports its clients every step of the way, ensuring that education, patient outcomes, and profitability grow in tandem. The results are tangible: more than 70 percent of AMP’s revenue comes from repeat clients, a testament to the trust and loyalty the company builds through its partnership model.

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At the Forefront of Regenerative and Functional Medicine

At the heart of AMP’s success is a carefully curated portfolio of medical devices and biotherapy products. Each product is rigorously evaluated for clinical outcomes, patient experience, compatibility with all skin types, and return on investment. This ensures that devices are not only effective but also financially sustainable for practitioners.

Bishop cites AMP’s NouvaDerm laser technology as an example of this philosophy. Developed in South Korea, it delivers visible improvements in skin tone, texture, and fine lines with minimal discomfort and negligible downtime. Its safety across a range



of skin types, combined with a zero-consumable cost model, allows clinics to generate revenue immediately and consistently, making it both a clinical and financial asset.

Yet AMP’s mission extends far beyond equipment. The company has positioned itself at the forefront of regenerative and functional medicine in aesthetics, emphasizing treatments that help the body restore balance while achieving cosmetic results. Biotherapy products such as DERIVE MD, which address hair and skin restoration, illustrate this focus.

For example, a recent patient, a nine-year-old girl, suffering from alopecia totalis had lost all her hair, including her eyebrows. Using DERIVE MD Hair Support Serum, she regained a full head of hair in only four months, a life-changing transformation for both her and her family. For Bishop, such outcomes represent the essence of AMP’s work. “It’s fun to help people get a cosmetic result. Mental wellness is tied to physical wellness. However, being able to help a little girl who had to go to school with no hair makes this business entirely worth it.”

Workplace Built on Shared Values and Accountability

AMP’s approach is also unique in its embrace of global innovation. Rather than relying solely on an internal

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engineering department, the company collaborates with inventors and small engineering teams around the world. Bishop actively seeks out visionary creators who may lack the resources, capital, or regulatory knowledge to bring their products to market. AMP becomes the bridge, navigating FDA approvals, branding, and distribution while maintaining a curated ecosystem of technologies that work synergistically.

This model has allowed the company to introduce breakthrough technologies from countries such as South Korea, Israel, and Italy, offering practitioners the

latest innovations without the overhead or limitations of traditional corporate structures.

The company's culture mirrors its client philosophy: partnership, integrity, and longevity. Bishop emphasizes that AMP seeks to build relationships, not simply process transactions. The goal is simple but ambitious: every person who works with the company should feel that partnering with AMP was the best decision they ever made. This culture drives the team's dedication to client success and patient outcomes, fostering a workplace built on shared values and accountability.



large-scale medical spas or functional wellness centers, offering guidance on equipment, staffing, and marketing strategies that scale sustainably.

Looking ahead, AMP's ambitions are global. Currently present in twenty countries, the company anticipates expanding to more than thirty markets in the near term, leveraging distribution partnerships and regulatory approvals. Its bioterapy and regenerative skincare lines are poised for growth, utilizing patented plant-based stem cell factors and peptide technology to deliver

integrating new technologies into daily practice. By providing this end-to-end support, AMP transforms what might otherwise be a simple transaction into a multiyear, multidimensional partnership.

A New Paradigm in Medical Aesthetics

Stories of practitioner success underscore the impact of AMP's model. Small clinics have grown into multi-room centers generating seven-figure revenues, all while maintaining clinical excellence and patient safety. Repeated

while maintaining an unwavering commitment to quality and outcomes. In an industry often defined by short-term sales and transactional relationships, AMP stands out for its focus on long-term success for both practitioners and patients.

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By curating innovative technologies, guiding clients through implementation, and supporting them with education and marketing, AMP has not only created a business model that thrives but has also raised the standard for what medical aesthetics companies can and should provide. It is a company built on the belief that real success comes from enabling others to succeed. For Bishop and his team, the journey is far from over. With a growing international presence, expanding product lines, and an unwavering commitment to partnership, AMP is poised to continue shaping the future of medical aesthetics, one clinic, one patient, and one breakthrough technology at a time. [MID](#)



Focusing on the Success of Practitioners

AMP's growth trajectory reflects the strength of this model. From zero revenue in 2017 to nearly \$80 million in top-line revenue within seven years, the company has experienced consistent year-over-year growth, even while weathering the uncertainties of the COVID-19 pandemic. The strategy is straightforward: focus on the success of practitioners, and the company will prosper. Clinics grow, patients benefit, and AMP thrives alongside them. The company assists clients in expanding from one-room suites to

treatments that enhance both clinical experience and clinical outcomes. Revenue targets are ambitious, with the company expecting to cross the \$100 million mark as it continues to scale internationally.

What sets AMP apart in the crowded aesthetics industry is not only the quality of its products but also the comprehensiveness of its support. The company recognizes that practitioner success depends on more than clinical competence. It requires confidence in delivering treatments, knowledge of marketing strategies, and guidance on

purchases, high retention rates, and expanding clinics reflect the deep trust that AMP cultivates. Practitioners gain not only access to the latest technology but also the mentorship, operational guidance, and ongoing education necessary to build sustainable, thriving practices.

Ultimately, AMP represents a new paradigm in medical aesthetics. Its blend of rigorous education, patient-centered technology selection, regenerative medicine principles, and a collaborative partnership model has allowed the company to grow rapidly