

By Gary Manfredi

A leader at the forefront of Thailand's Skin Care Industry, Dermatologist Dr. Nantapat Supapannachart is in the business of saving souls.

In the slightly more than 10 years since her return from post-doctoral studies in the U.S., the founder of [Apex Profound Beauty](#), Dr. Nantapat Supapannachart, has been instrumental in changing the face of Thailand's skin care industry.

Like all great accomplishments, this Dr.'s success was no accident. It is resultant from her many years of diligence and dedication to her chosen field. Her credentials and experience eminently qualify her as one of the top such physicians in Southeast Asia, being a member of the American Medical Association, American Board of Dermatology and the American Board of Laser Surgery, in addition to the corresponding Thai and international licensing organizations.

Her career began taking shape when, upon graduating with honors from Mahidol University's medical programme, this newly minted MD was invited to join the staff at the University's hospital. In further recognition of her aptitude, her superiors encouraged Dr. Nantapat to specialize in dermatology.

At that time, however, she had wanted to devote herself to HIV research, having invested substantial efforts towards that end. She had even appeared on national television for recognition related to her work. Still, her supervisors continued to counsel that her skills would be highly suited for cosmetic surgery and steered her away from occupational medicine. She acceded, and once that period of training at Siriraj Hospital's School of Medicine was completed, she then began an additional 7 years of intensive residency study which took her to some of the most famed medical centers in the United States.

Already married before heading to the U.S., (her husband is a Pediatrician) both of Dr. Nantapat's children were born there. "However, I always knew I wanted to come back—never thought about staying permanently. When I come back home, I always feel warmer and I'm very happy to be practicing medicine here, as I feel I can do more for Thailand and the region."

After returning to Bangkok in 1994, the Dr. found that almost no one else here had quite the same level of training in her area of expertise; therefore, she began to survey her options. "Looking at the industry at that time, the situation was divided into two groups, the dermatological group which practiced only medicine, and the salon group which used a lot of equipment but not very successfully. So I set about trying to blend the two by toning down the invasive treatments of the dermatologists and improving the application and performance of the salon services, with fewer side effects."

She goes on to explain how, "Over the last decade, so much new equipment has come onto the market, probably 20 new machines per year. At Apex we are lucky, in that being a leader in this field; we can usually get access to the latest machines before others." To ensure this, she says she travels to find the newest machines and treatments which she can then utilize most optimally for her patients.

Dr. Nantapat further relates that, "Many of the medicines dermatologists use have actually been around for a long time but new applications make them more patient-friendly. As a result, the number of patients having surgery is going down now in favor of less invasive procedures. For instance, in the past, people would undergo liposuction but now have the

painless option of Mesotherapy. Before, they would undergo a face lift, whereas today they can often get the same positive effects from a Thread Lift, or from a Thermage machine.”

Among other popular and proven treatments offered at Apex Profound Beautys by Dr. Nantapat and her specially trained team of physicians, nurses and staff are: Micro-Dermabrasion, for softer, smoother looking skin; Botox injections to relax wrinkle-causing muscles; Cooltouch for facial rejuvenation; Hylaform, for lines, wrinkles, lip enhancement and facial contouring; Photorejuvenation (IPL) to reduce blotches; and Light Sheer, [MedioStar](#), a laser treatment for removal of unwanted hair.

Much of Dr. Nantapat’s time is spent at her Emporium clinic, perhaps the most publicly visible of Apex’s 5 locations. Additionally, this non-stop Doc. works as a clinical professor at Ramatipbodi Hospital, as well as Mahidol University, and is also on the clinical staff at Bumrungrad Hospital.

With word-of-mouth advertising continually increasing from her many international clients, Dr. Nantapat has been approached with offers of expanding the Apex name abroad, to Singapore and Shanghai, for example. Despite such opportunities, she rules out going international due to her fastidiousness regarding quality control of services.

In her earnest desire to contribute to the public welfare, Dr. Nantapat set about the task of writing the book: **Kon Rak Na** (People Who Love Their Faces), which is currently in its 9th printing and she donates all the proceeds to charity, particularly Ramatipbodi Hospital’s Pediatrics Department.

Written in layman’s terms, her book gives sound advice about taking care of your skin and yourself. “I don’t want patients to make mistakes. There are so many horror stories out there. I want to give them the proper knowledge to help them make the best decisions for themselves.”

Comparing with countries like Singapore, Hong Kong, and Japan, Dr. Nantapat explains that treatment at her clinics can be as much as 5 times cheaper. “Even though we are less costly, our clients are still very much looking for quality. They look at your profile and your credentials. They partake of our services not simply because of the lower rates but because they like us and what we have to offer. If you are happy and love the job you do, the patients will feel more relaxed and they will begin to feel like your friends after a while.”

And how does the good doctor keep her own features looking so fresh and vital? “I’ve been blessed with good skin, not too oily and not too sun damaged, but I do need to be careful not to let it dry out. I apply good moisturizing cream and sometimes,” she unabashedly states, “I use the machines and treatments myself.” No doubt Dr. Nantapat is a walking advertising campaign, as her stunning results speak far louder than mere words.

Dr. Nantapat is also astute in her interpersonal skills. As if a testament of her conviction for the importance of her work, she humourously recounts the story of the time her daughter was asked the reason why she would rather become a pediatrician like her father, instead of a dermatologist like her Mother. Her daughter said, “Because Daddy saves lives.” To this Dr. Nantapat’s reply was, “Yes, but Mommy saves souls.”

Quotes for highlights: “I don’t want patients to make mistakes. There are so many horror stories out there. I want to give them the proper knowledge to help them make the best decisions for themselves.”

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