

Laura Minett – Expert Witness CV

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Professional Profile

I am a highly experienced beauty and aesthetics practitioner and educator with over 15 years in the industry, including leadership and training roles in both the commercial and medical aesthetics sectors. As a qualified Expert Witness, I provide clear, impartial, and robust reports in line with CPR Part 35 for cases involving permanent makeup (PMU), Post Surgical and Medical Tattooing, Non-Surgical Facial Aesthetics, and industry standards.

My work is driven by a commitment to safety, ethical practice, and the elevation of standards in a largely unregulated field. I have worked with leading luxury and clinical brands, trained under prestigious academies, and provided medical tattooing in partnership with BUPA and NHS hospital units.

Expert Witness Services Offered

Case Types:

- Permanent makeup complications
- Micropigmentation (excluding removal)
- Dermal filler and toxin-related outcomes
- Industry negligence and substandard practice
- Hygiene, infection control, and consent failings
- Beauty and aesthetics business disputes

Services:

- Expert opinion and CPR Part 35-compliant reports in England and Wales
- Desktop report reviews and case validation
- Standards of care assessment
- Clinical protocol evaluation
- Court appearance and case conferences

Areas of Expertise

- Permanent Makeup (Brows, Lips, Eyeliner, Areola, Microblading)
- Areola & Medical Tattooing (Certified, NHS-adjacent work)
- Non-Surgical Facial Aesthetics (Fillers, Toxins, PRP, Skin Boosters)
- Hygiene and Health & Safety Protocols
- Industry Standards & Training Practices
- Client Consultation & Informed Consent
- Advanced Skincare (Microneedling, VTCT Level 3 Beauty)

Qualifications

Bond Solon Expert Witness Report Writing – 2025

Platelet Rich Plasma Therapy & Microneedling – 2022

AET Level 4 Education & Training – 2022

Phlebotomy – 2020

Skin Boosters (Prohilo) – 2019

Areola & Medical Tattooing (Natural Enhancements, Kew) – 2019

Anaphylaxis, EPI Pen and Administration – 2018

Botulinum Toxins and Dermal Fillers – 2018

Advanced Fillers, Advanced Toxins – 2018

VTCT Level 4 Micropigmentation – 2018

Tracie Giles Training School – PMU: Brows, Lips, Eyeliner, Microblading – 2018

A1 Assessor Award – 2014

VTCT Level 3 Beauty Therapy – 2014

Awards & Recognition

Winner, *Best Medical Tattooing in East Anglia – 2021*

National Finalist, *Best Medical Tattooing UK – 2021, 2024 & 2025*

Professional Experience

Laura Aesthetics & PMU

Founder / PMU & Medical Tattoo Specialist

Jan 2025 – Present

Specialising in PMU including corrective work, non-surgical skin treatments, and post-

mastectomy areola tattooing. Delivering high-quality private treatments with NHS-adjacent collaborations.

Lumina Beauty Coaching

Founder / Beauty Business Mentor

Jan 2025 – Present

Provide strategic coaching to beauty professionals on business growth, marketing, and mindset.

Create and sell digital resources including toolkits and templates.

Deliver 1:1 mentoring and group training sessions.

Aesthetics Director – [Redacted Salon Name]

2020 – 2025

Led clinical aesthetics practice, compliance, and staff management in a multi therapist salon setting. Resigned following an unpaid wages dispute

Owner – Eternal Beauty Company (Sole Trader)

2017 – 2020

Operated a successful home-based aesthetics business delivering advanced beauty and PMU services.

Business Development Roles – Beauty Industry

2010 – 2016

- *Grace Cole Ltd* – BDM covering Europe
- *ESPA Ltd* – New Business Manager (Luxury Spa & Staff Training)
- *Sally Salon Services* – Key Account Manager (Clients incl. Disney & Harrods)

Medical & Clinical Collaborations

- Addenbrooke's Hospital Breast Unit – Providing post-mastectomy areola micropigmentation
- BUPA recognised and endorsed by Consultant Breast Surgeon at Nuffield Health and Addenbrookes Hospitals for medical tattooing services.

Publications & Industry Contributions

- Author, '*From Passion to Profit*' – Beauty business startup guide (KDF Publishing, 2025)
- Creator of '*The Master Planner*' productivity planners and training tools for salon professionals (2024)
- Business mentor in business strategy for beauty entrepreneurs
- Speaker at Addenbrookes Breast Unit delivering educational sessions for Breast Unit team to enhance staff understanding of medical tattooing in post-mastectomy care.

Professional Affiliations

Member: *BABTAC* (2014-2020)

Member: *The Beauty Guild* (2014-2020)

ICO Registered

Fully Insured