

URBAN TRAINING ACADEMY · THE CMO CLINIC

The Growth Programme

*A 4-Month Business & Brand Mentorship for
Established Aesthetic Practitioners*

DELIVERED BY

Kate Monteith-Ross & Justine Gribbin

You've Built The Clinic. Now Build What's Around It.

Most established practitioners reach a point where clinical skill is no longer the limiting factor. You're busy, but your growth has plateaued. You know the rooms, the network and the recognition you want exist; you just haven't had a way in.

The Growth Programme is a high-level, application-only mentorship that pairs Kate's clinical authority and industry connections with Justine's strategic brand and marketing expertise giving you real access, visibility and a plan built entirely around you and your goals.

| *This isn't another course. It's a way in.*

Delivered over four months, with a further two months of community and support beyond that, The Growth Programme is built for practitioners who are ready to move from being busy to being genuinely seen.

Meet the Mentors

Kate Monteith-Ross

Global KOL · Award-Winning Independent Nurse Prescriber · Director, The Clinic, Urban Training Academy & The Patient Recovery Network · Co-Founder, The Nurses Network & The Aesthetic Pages

Kate Monteith-Ross is a Nurse Practitioner, Independent Prescriber, and wound care specialist, holding a Bachelor's degree, Master's degree, PGCE, and Independent and Supplementary Prescribing certification. She is currently completing a Doctorate in Education focused on leadership within aesthetic medicine.

Kate owns an award-winning, CQC-registered clinic in the South of England, delivering advanced aesthetic, medical, regenerative, and biohacking treatments. An internationally recognised Key Opinion Leader for Dermalux, Neogen and Jalupro, Kate has presented in 27 countries, including the first UK nurse to speak at both AMWC China and the NSS in Sydney.

She publishes regularly on the topics shaping the future of aesthetic medicine, and is Director of The Clinic, Urban Training Academy, and The Patient Recovery Network, and Co-Founder of The Nurses Network and The Aesthetic Pages. Her work managing complications following overseas cosmetic surgery has been covered in national media, with features in Vogue, Top Santé and Platinum.

Justine Gribbin

Founder, The CMO Clinic · Marketing Strategist · Brand & Digital Growth Consultant

Justine Gribbin is a marketing strategist with almost a decade spent building brands in UK medical aesthetics. She has led marketing in-house for ACRE Pharmacy, Jalupro, NOON Aesthetics and Dr Tim Pearce, building marketing teams from the ground up for high-growth challenger brands, and repositioning them to drive real growth in a competitive market.

Her work has ranged from launching NOON Aesthetics into the UK and bringing Dr Tim Pearce's Complications Mastery e-learning course to market, to leading partnerships, events and stand design for UK industry summits and exhibitions including CCR and ACE. Before aesthetics, she worked across magazines and high-growth start-ups, covering the full marketing mix, including TV advertising.

Justine now runs The CMO Clinic, working as a consultant across the medical aesthetics space, brands she has helped develop include MAP Health, a new medical wellness platform for aesthetic practitioners, and mitochondria supplement brand MitoV

vitality, where she leads marketing and social strategy. Branding and full-campaign digital marketing are her core strengths, and she has mentored countless practitioners through 1:1 strategy work, helping them build the brand and visibility their clinical skill deserves.

Together, Kate and Justine bring a combination rare in the aesthetics industry, deep clinical authority and genuine industry access, paired with premium brand and marketing expertise. Every recommendation is built around you, not a generic framework.

Your Four Months

The Growth Programme is a fully guided, done-with-you mentorship. Here's exactly what's included.

Welcome Pack

A curated welcome pack on joining, including your programme workbook, goal-setting materials and a clear overview of how the four months will run.

Goal-Setting Session

A dedicated session to define what growth actually means for you, both personally and for your clinic, so the mentorship can be measured against outcomes that matter to you.

Kickoff Call With Kate & Justine

A comprehensive strategy and vision call with both mentors together. From this, we build your bespoke action plan tailored entirely to your clinic, your goals and what's currently standing in your way.

Monthly One-to-One Mentorship Sessions

A one-to-one session with Kate and Justine every month for the full four months, reviewing progress, refining your plan and unlocking the next stage of growth.

Bespoke Action Plan & Accountability

Your roadmap from the kickoff call is tracked and revisited at every session, with structured accountability and goal-setting throughout.

WhatsApp Community & Support

A private WhatsApp group giving you direct access to Kate and Justine between sessions, plus a genuine community with the wider cohort. Live for the full four months of the programme, and extended for a further two months afterwards totalling six months of support and connection.

Closing Content Day

A professional brand content day at the end of the programme, capturing the elevated personal brand you've built, ready to use across your website, socials and marketing.

Completion Recognition

Recognition as a Growth Programme graduate on completion, with continued access to the alumni community for the extended two-month period.

Enhance Your Mentorship

Available to add to your programme separately, by arrangement:

- VIP in-clinic shadowing day with Kate
- Content creation and studio day
- Additional professional brand photoshoot day
- Advanced masterclasses
- CQC guidance via our specialist partners
- Supplier and prescribing guidance

Investment

SIX MONTHS OF SUPPORT · FOUR MONTHS OF MENTORSHIP

£3,995

50% deposit required on booking.

This mentorship is by application only and places are limited to 8 delegates per cohort to protect the quality of access, attention and community every practitioner receives.

This Mentorship Is For You If...

- You're an established practitioner ready to move beyond "busy" and into genuinely strategic growth
- Your clinical skills are strong but your visibility, network or confidence isn't keeping pace
- You know you're undercharging or undervalued and you're ready to change that
- You want real access and connection, not another course
- You're ready to invest seriously in building something you're genuinely proud of

Ready to build the visibility and business you've always envisioned?

Apply today.