



The BTC Income Report™

The Real Results Of BTC Graduates

Real data. Real graduates. Real results.
An inside look at earnings, timelines
and success patterns from
BTC practitioners across
the UK.



REAL NUMBERS.
REAL IMPACT.
REAL CAREERS.



1,000+
BTC GRADUATES
SURVEYED



£10K+
MONTHLY INCOME
ACHIEVED



0-6
MONTHS TO FIRST
PAYING PATIENT



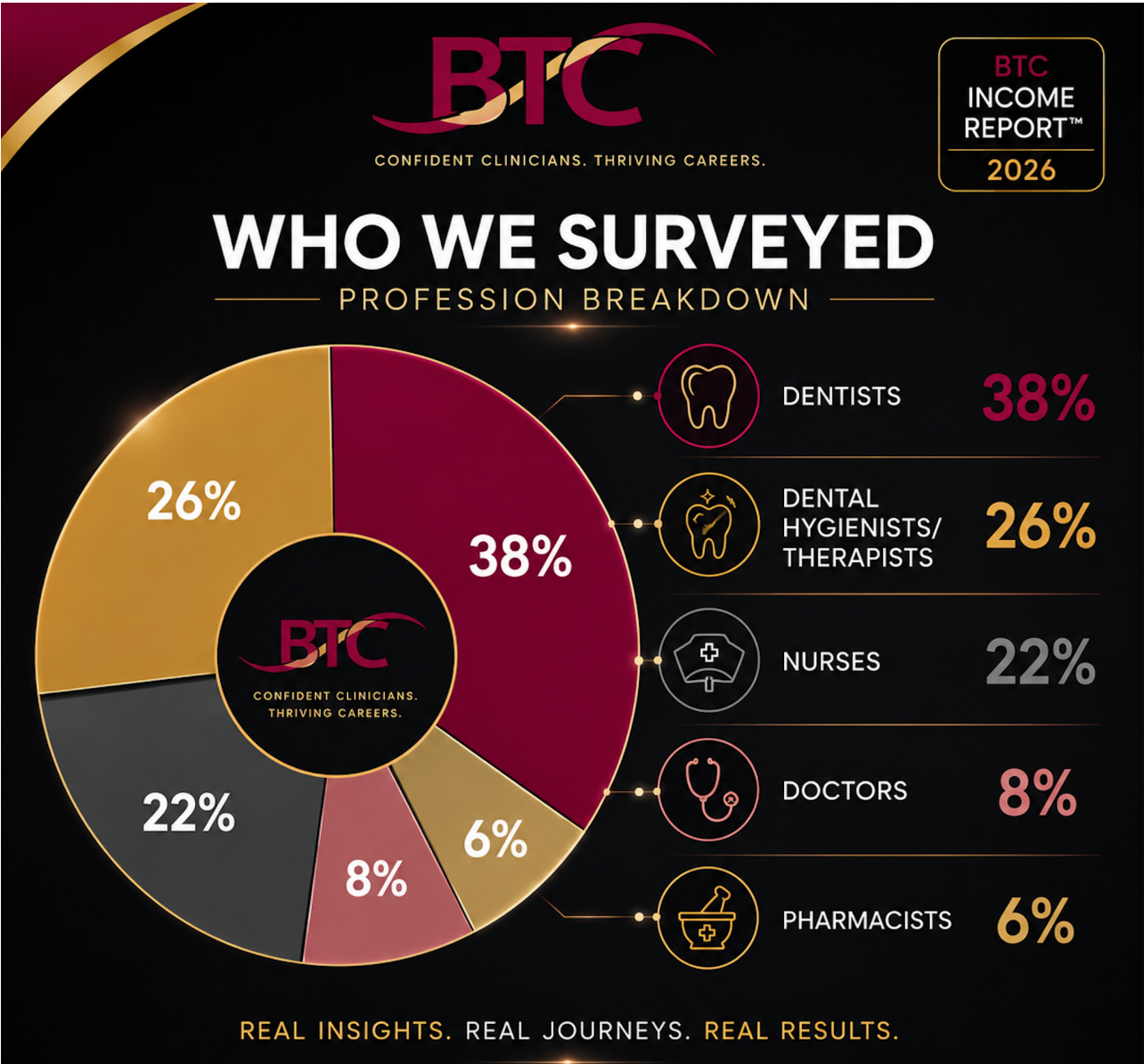
PROVEN
PATHWAYS.
PREDICTABLE RESULTS.

CONFIDENCE. COMPETENCE. CLIENTS.™

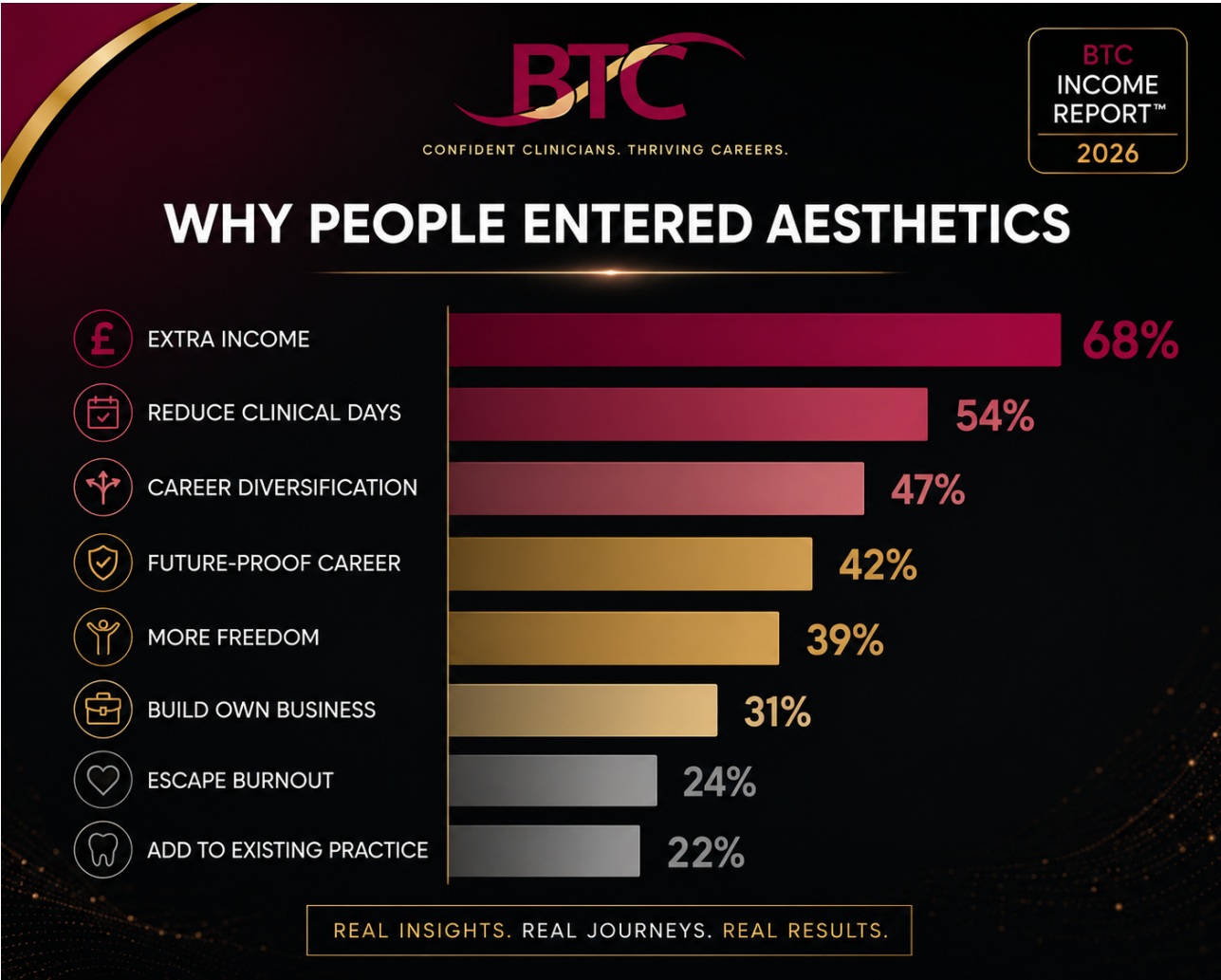
BTC Income Report Content

SECTION 1

Who We Surveyed



SECTION 2



BTC

CONFIDENT CLINICIANS. THRIVING CAREERS.

BTC
INCOME
REPORT™
2026

72%

THE BIGGEST FEAR WASN'T COMPLICATIONS.
IT WAS GETTING PATIENTS.

BIGGEST FEARS BEFORE TRAINING

WHAT NEARLY STOPPED PRACTITIONERS STARTING THEIR AESTHETICS JOURNEY?

NOT GETTING PATIENTS

NOT BEING GOOD ENOUGH

COMPLICATIONS

WASTING MONEY

LACK OF CONFIDENCE

FEAR OF SELLING

FEAR OF SOCIAL MEDIA

72%

61%

58%

44%

43%

28%

24%

KEY INSIGHT

The biggest barriers were rarely clinical.

The majority of fears centred around:

✓ confidence

✓ patients

✓ visibility

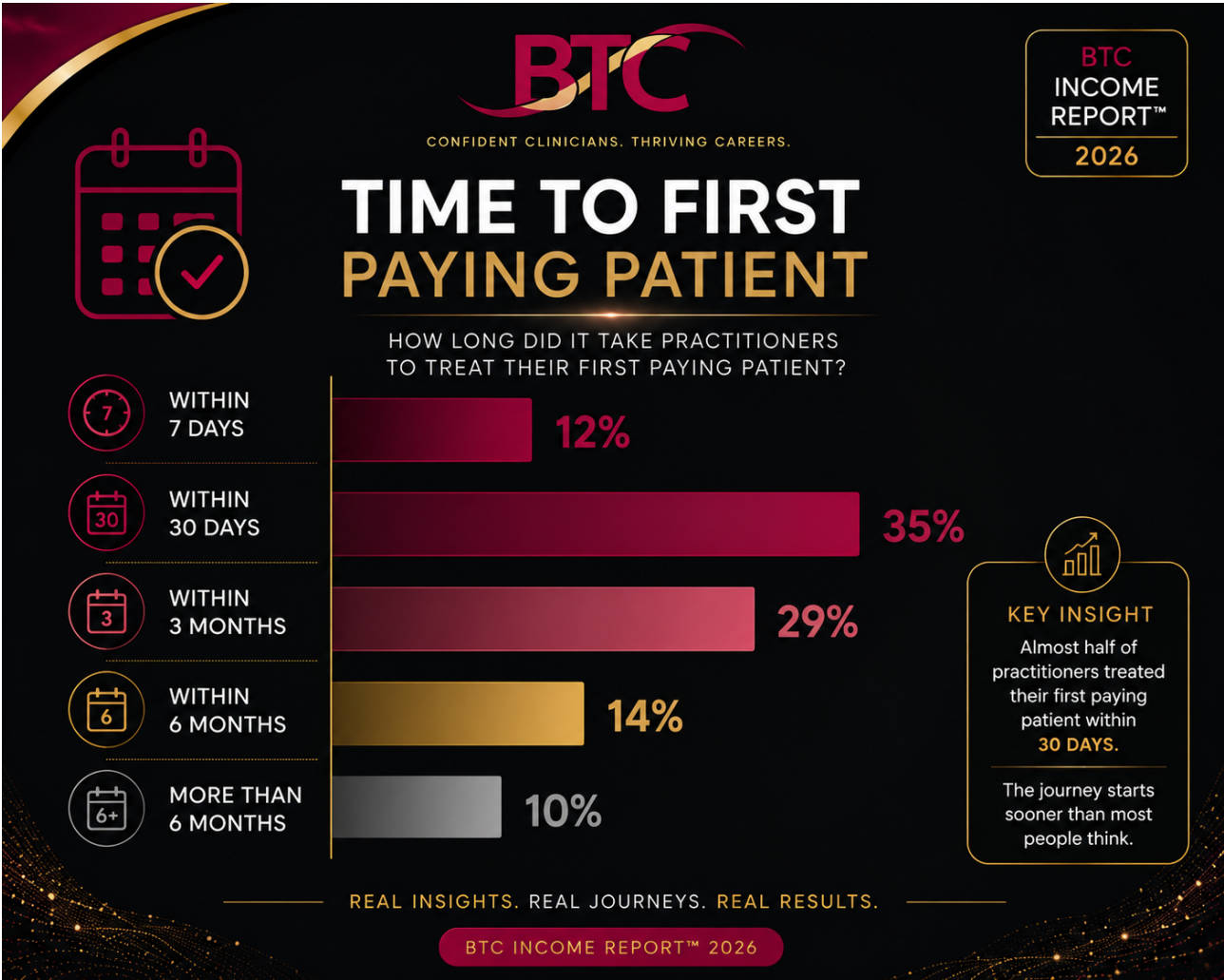
✓ implementation

Not injection technique.

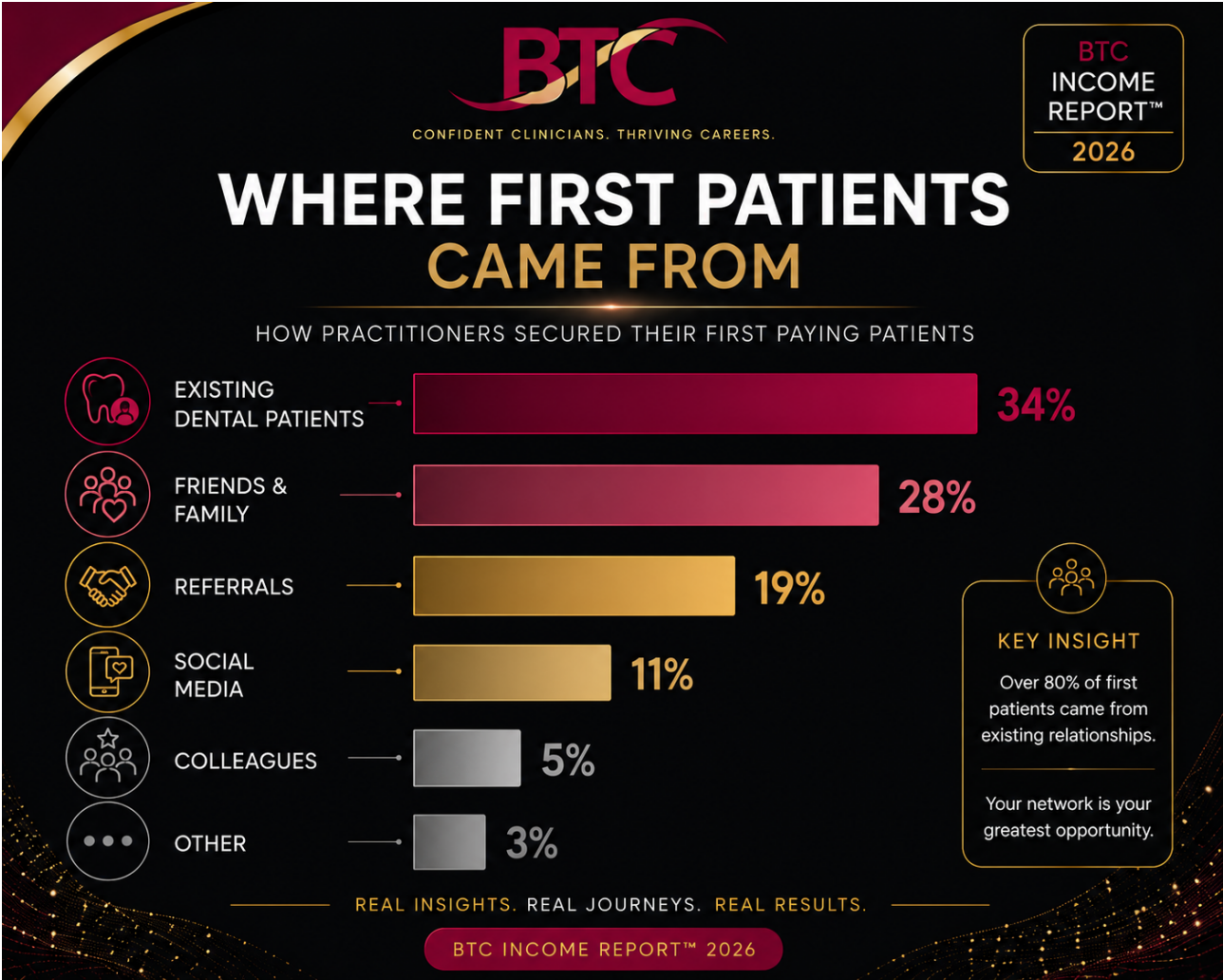
REAL INSIGHTS. REAL JOURNEYS. REAL RESULTS.

BTC INCOME REPORT™ 2026

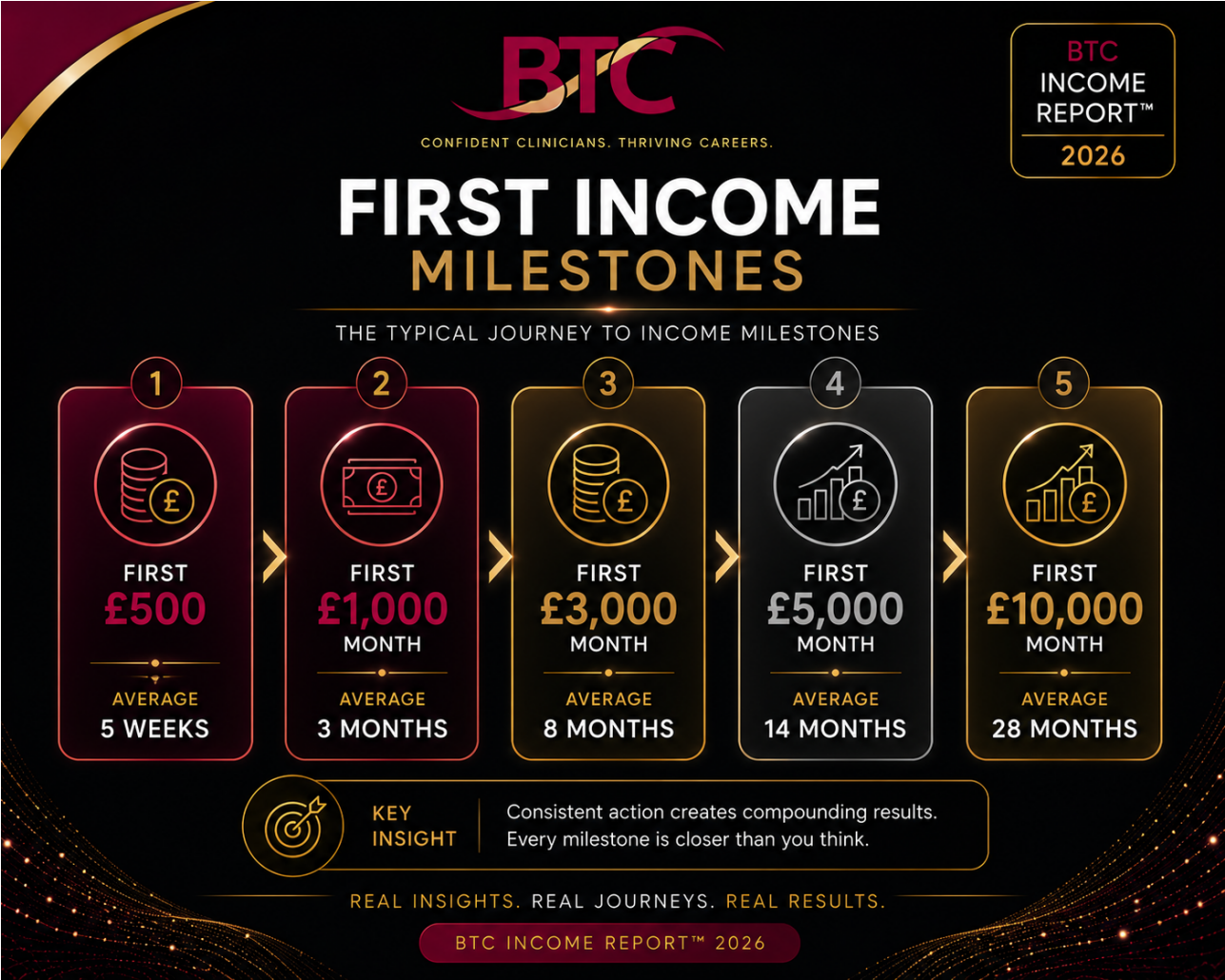
SECTION 4



SECTION 5



SECTION 6



SECTION 7

STORIES

THE CAUTIOUS HYGIENIST

Background

Name:

Janet

Profession Before Aesthetics:

Dental Hygienist

Location:

Hertfordshire

Year Trained:

2022

Training:

Confident Clinicians Programme™

Current Role:

Dental Hygienist + Aesthetic Practitioner

Still In Dentistry:

Yes

Aesthetics Days:

2 Days Per Week

Starting Point

Janet was working four days per week as a hygienist.

She enjoyed patient care but felt her income and future opportunities were limited.

She wanted greater flexibility and an additional income stream without giving up dentistry entirely.

Main Motivation

Reduce hygiene days.

Create another income stream.

Build more freedom.

Future-proof her career.

Biggest Fear

"I was convinced I'd spend the money, complete the training and never get a single patient."

First Patient Story

Time To First Patient:

17 Days

Source:

Existing dental patient

Treatment:

Botox

Emotion:

Terrified.

Even though she knew the protocol, she questioned everything.

What Changed?

After treating her first patient she realised:

"I actually can do this."

First Income Milestone

First £500:

Month 2

First £1,000:

Month 4

First £3,000:

Month 8

First £5,000:

Month 16

What Helped?

Consistency.

Patient referrals.

Existing patient relationships.

Current Income Story

Current Revenue:

£5,000-£7,500 per month

Clinic Days:

2 days per week

Current Model:

Inside dental practice

Days Worked

Previously:

4 hygiene days

Currently:

2 hygiene days

2 aesthetics days

Aesthetics allowed Janet to give up 2 days of hygiene.

Biggest Mistake

Waiting for confidence before taking action.

Biggest Lesson

Confidence follows action.

Not the other way around.

What Successful Graduates Do Differently

Janet believes her success came from:

- telling existing patients
- asking for referrals
- staying consistent
- treating regularly
- not hiding behind more courses

Advice To Beginners

"Nobody feels ready. The practitioners who succeed are simply the ones who start."

Closing Quotes

Facial aesthetics gave me...

"Options and flexibility."

The biggest lesson I learned was...

"Action creates confidence."

If I could go back...

"I would have started treating sooner."

THE ASSOCIATE DENTIST

From One Extra Income Stream To £10K+ Per Month

Background

Name:

David

Profession Before Aesthetics:

Associate Dentist

Location:

Manchester

Year Trained:

2021

Training:

Confident Clinicians Programme™

Current Role:

Associate Dentist & Aesthetic Practitioner

Still In Dentistry:

Yes

Aesthetics Days:

3 Days Per Week

Starting Point

David was working five days per week as an associate dentist.

He enjoyed clinical dentistry but felt trapped by the "chair equals income" model.

Every increase in income required more hours.

More stress.

More patients.

Main Motivation

Create another income stream.

Reduce dependency on dentistry.

Build long-term financial security.

Biggest Fear

"What if I spend thousands on training and never get enough patients to justify it?"

First Patient Story

Time To First Patient:

10 Days

Source:

Existing dental patient

Treatment:

Botox

Emotion:

Nervous but excited.

What Changed?

The first patient gave him proof that aesthetics was commercially viable.

First Income Milestones

First £500:

Month 1

First £1,000:

Month 2

First £3,000:

Month 6

First £5,000:

Month 12

First £10,000:

Month 24

Current Income Story

Current Revenue:

£10,000-£15,000 Per Month

Current Model:

Dedicated aesthetics clinic.

Regular patient base.

Strong referral network.

Days Worked

Previously:

5 days dentistry

Currently:

2 days dentistry

3 days aesthetics

Biggest Mistake

Undercharging for the first 12 months.

Biggest Lesson

Patients value confidence more than low prices.

What Successful Graduates Did Differently

Built systems.

Collected reviews.

Focused on consultations.

Asked for referrals.

Stayed consistent.

Advice To Beginners

"Don't focus on £10,000 per month. Focus on your first patient."

Closing Quote

Facial aesthetics gave me...

"A second income stream that eventually became my primary focus."

The biggest lesson I learned was...

"Consistency beats intensity."

If I could go back...

"I would have increased my prices sooner."

LINZY

From Foundation Delegate To BTC Trainer

Background

Name:

Linzy

Profession Before Aesthetics:

Dental Therapist

Location:

Yorkshire

Year Trained:

2018

Training:

Foundation → Advanced → Level 7

Current Role:

Full-Time Aesthetic Practitioner & BTC Level 7 Trainer

Still In Dentistry:

No

Aesthetics Days:

5 Days Per Week

Starting Point

Linzy initially viewed aesthetics as a way to diversify her clinical skills.

She never expected it to become her full-time career.

Main Motivation

Career diversification.

Clinical interest.

Long-term growth.

Biggest Fear

Not being experienced enough.

First Patient Story

Time To First Patient:

Within 2 weeks

Source:

Referral

Treatment:

Botox

Emotion:

Very nervous.

What Changed?

Confidence increased dramatically after seeing her first patient's results.

First Income Milestones

First £500:

Month 1

First £1,000:

Month 3

First £3,000:

Month 8

First £5,000:

Month 15

Current Income Story

Current Position:

Full-time aesthetics.

Advanced practitioner.

BTC Level 7 trainer.

Treating patients daily.

Days Worked

5 days aesthetics.

No dentistry.

Biggest Mistake

Trying to be perfect before treating.

Biggest Lesson

Experience is earned through treating patients.

What Successful Graduates Did Differently

Advanced training.

Level 7 qualification.

Consistency.

Long-term commitment.

Advice To Beginners

"Don't underestimate where this journey could take you."

Closing Quote

Facial aesthetics gave me...

"An entirely new career."

The biggest lesson I learned was...

"Growth comes from implementation."

If I could go back...

"I'd trust myself sooner."

THE COMEBACK PRACTITIONER

Trained, Stopped, Restarted

Background

Name:

Sarah

Profession:

Nurse

Location:

Birmingham

Year Trained:

2019

Current Role:

Part-Time Aesthetic Practitioner

Still In Healthcare:

Yes

Aesthetics Days:

1 Day Per Week

Starting Point

Completed training.

Treated family and friends.

Then stopped completely.

Main Motivation

Additional income.

Career flexibility.

Biggest Fear

"What if I've forgotten everything?"

First Patient Story

Original First Patient:

Friend

Treatment:

Botox

What Happened

Life became busy.

Confidence disappeared.

Three years passed without treating.

Turning Point

Committed to treating one patient every fortnight.

Current Income Story

£2,500-£4,000 Per Month

Growing steadily.

Biggest Mistake

Waiting for confidence to magically return.

Biggest Lesson

You rebuild confidence by doing.

Advice To Beginners

"Don't disappear for three years like I did."

Closing Quote

Facial aesthetics gave me...

"A second chance."

THE SLOW STARTER

The Practitioner Who Took 12 Months To Build Momentum

Background

Name:

Rebecca

Profession:

Dental Hygienist

Location:

Leeds

Year Trained:

2020

Current Role:

Hygienist & Aesthetic Practitioner

Starting Point

Wanted additional income.

Loved the idea of aesthetics.

Lacked confidence.

Biggest Fear

Being judged.

First Patient Story

Time To First Patient:

4 Months

Source:

Family member

Treatment:

Lip filler

First Income Milestones

First £500:
Month 6

First £1,000:
Month 12

First £3,000:
Month 24

First £5,000:
Month 36

Biggest Mistake

Doing more courses instead of treating.

Biggest Lesson

There is no perfect time.

Advice To Beginners

"Progress is still progress."

Closing Quote

Facial aesthetics gave me...

"A future I nearly talked myself out of."

THE FAST STARTER

First Patient In 7 Days

Background

Name:

Emma

Profession:

Dental Therapist

Location:

Essex

Year Trained:

2023

Current Role:

Aesthetic Practitioner

Starting Point

Highly motivated.

Action-oriented.

Determined to succeed.

Biggest Fear

Getting patients.

First Patient Story

Time To First Patient:

7 Days

Source:

Social media enquiry

Treatment:

Botox

First Income Milestones

First £500:
Month 1

First £1,000:
Month 2

First £3,000:
Month 4

First £5,000:
Month 8

Biggest Lesson

Visibility creates opportunities.

What Successful Graduates Did Differently

Posted daily.

Asked for referrals.

Collected reviews.

Advice To Beginners

"Tell everyone what you're doing."

Closing Quote

Facial aesthetics gave me...

“Momentum.”

THE NHS NURSE

Building Freedom One Clinic Day At A Time

Background

Name:
Michelle

Profession:
NHS Nurse

Location:
London

Year Trained:
2022

Current Role:
Nurse & Aesthetic Practitioner

Starting Point

Burnt out.

Shift work.

Limited flexibility.

Main Motivation

Escape burnout.

Create options.

Biggest Fear

Complications.

First Patient Story

Time To First Patient:

21 Days

Source:

Referral

Treatment:

Botox

Current Income Story

£3,000-£5,000 Per Month

2 aesthetics days per week.

Biggest Mistake

Underestimating how long confidence takes to develop.

Biggest Lesson

Confidence is a by-product of experience.

Advice To Beginners

"Start before you feel ready."

Closing Quote

Facial aesthetics gave me...

"Control."

THE PRACTICE OWNER

Adding A New Revenue Stream To An Existing Dental Practice

Background

Name:

James

Profession:

Dental Practice Owner

Location:

Kent

Year Trained:

2021

Current Role:

Principal Dentist

Still In Dentistry:

Yes

Starting Point

Owned a successful dental practice.

Wanted additional revenue streams.

Wanted better utilisation of surgery space.

Main Motivation

Practice growth.

Diversification.

Future-proofing.

Biggest Fear

Would patients actually want aesthetics?

First Patient Story

Time To First Patient:

14 Days

Source:

Existing dental patient

Treatment:

Botox

First Income Milestones

First £1,000:
Month 1

First £3,000:
Month 3

First £5,000:
Month 6

Current Income Story

£10,000+ Per Month

Aesthetics integrated into practice.

Dedicated aesthetics clinics.

Biggest Mistake

Not promoting the service enough initially.

Biggest Lesson

Your existing patient database is often your greatest marketing asset.

Advice To Beginners

"Start with the patients who already know and trust you."

Closing Quote

Facial aesthetics gave me...

"A highly profitable additional revenue stream."

The biggest lesson I learned was...

"Most opportunities already existed within my patient base."

If I could go back...

"I would have launched aesthetics much sooner."

WHAT WE LEARNED



CONFIDENT CLINICIANS. THRIVING CAREERS.

BTC
INCOME
REPORT™
2026

THE 10 BIGGEST LESSONS FROM THE BTC INCOME REPORT™

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LESSON 1
The Biggest Obstacle Was Rarely Training
- 

LESSON 2
Confidence Comes After Action
- 

LESSON 3
The First Patient Changes Everything
- 

LESSON 4
Existing Patients Were The Greatest Opportunity
- 

LESSON 5
Most Practitioners Underestimate
The Importance Of Consultations
- 

LESSON 6
More Courses Did Not Always Lead To More Patients
- 

LESSON 7
Consistency Beats Intensity
- 

LESSON 8
Referrals Accelerate Growth
- 

LESSON 9
Most Success Stories Started Small
- 

LESSON 10
The Most Successful Practitioners Never Really Stopped

REAL INSIGHTS. REAL JOURNEYS. REAL RESULTS.

BTC INCOME REPORT™ 2026

The 10 Biggest Lessons From The BTC Income Report™

After reviewing the journeys, challenges, mistakes and successes of practitioners at different stages of their aesthetics careers, several clear patterns emerged.

Interestingly, very few of these lessons had anything to do with injection technique.

Most were related to confidence, implementation and consistency.

Lesson 1

The Biggest Obstacle Was Rarely Training

Very few practitioners struggled because they lacked knowledge.

Most struggled because they delayed implementation.

Many knew enough.

Few took action consistently.

Lesson 2

Confidence Comes After Action

One of the most common misconceptions was:

"I'll start when I feel confident."

The reality was almost always the opposite.

Most successful practitioners reported that confidence developed after treating patients, not before.

Lesson 3

The First Patient Changes Everything

The first patient was often the biggest milestone.

Not because of the income.

Because it proved the journey was real.

Many practitioners described their first paying patient as the moment they started believing they could actually succeed.

Lesson 4

Existing Patients Were The Greatest Opportunity

A significant number of practitioners secured their first patients through:

- Existing dental patients
- Friends and family
- Referrals

Many discovered they already knew enough people to get started.

Lesson 5

Most Practitioners Underestimate The Importance Of Consultations

The highest-performing practitioners were rarely the most technically advanced.

They were often the best communicators.

Consultation skills repeatedly appeared as one of the strongest predictors of long-term success.

Lesson 6

More Courses Did Not Always Lead To More Patients

One recurring theme was practitioners using additional training as a substitute for implementation.

Education is important.

But implementation creates momentum.

Lesson 7

Consistency Beats Intensity

Many practitioners expected immediate results.

Those who succeeded tended to focus on:

- regular clinic days
- regular content
- regular follow-up
- regular patient communication

Small actions repeated consistently produced the best outcomes.

Lesson 8

Referrals Accelerate Growth

Practitioners who actively asked for referrals tended to build momentum significantly faster than those who relied solely on social media.

Satisfied patients often became the most effective marketing strategy.

Lesson 9

Most Success Stories Started Small

Many of the practitioners featured in this report did not begin with ambitious goals.

Some simply wanted:

- one extra patient
- one clinic day
- an additional £500 per month
- one less day of dentistry

The larger outcomes often followed from smaller goals achieved consistently.

Lesson 10

The Most Successful Practitioners Never Really Stopped

Not because they never struggled.

Not because they never doubted themselves.

Not because they never made mistakes.

But because they kept moving forward.

Even slowly.

Even imperfectly.

They continued.

And over time, momentum compounded.

THE BIGGEST TAKEAWAY

The practitioners featured in this report came from different backgrounds.

Dentists.

Dental hygienists.

Therapists.

Nurses.

Doctors.

Practice owners.

Some achieved their first patient within weeks.

Others took months.

Some built occasional income streams.

Others eventually generated £5,000, £10,000 or more per month.

But almost all successful journeys shared one common characteristic:

They started.

And then they kept going.

YOUR NEXT STEP

Whether you're:

- Thinking About Aesthetics™
- Already Trained™
- Already Treating™

The question is not:

"Can somebody else do this?"

The report has already answered that.

The question is:

"What could happen if you committed to the process?"

Because every story in this report started with the same decision.

To begin.

Book A Free Aesthetic Career Planning Call™

Explore your options, ask your questions and discover what the most appropriate next step could be for your own journey.

IMPORTANT DISCLAIMER

The BTC Income Report™ has been created to provide educational information, illustrative examples and insights into common journeys experienced by clinicians entering facial aesthetics.

Some case studies, profiles and examples contained within this report may be representative examples based on common experiences, challenges and outcomes observed amongst aesthetic practitioners and BTC graduates. These examples are intended to demonstrate possible pathways and should not be interpreted as guarantees of income, patient numbers, business growth or future success.

Individual results will vary significantly depending on factors including, but not limited to:

- Clinical experience
- Geographic location
- Confidence
- Marketing activity
- Consultation skills
- Pricing
- Patient demand
- Time commitment
- Consistency of implementation
- Business systems
- Personal circumstances

Facial aesthetics is a professional service requiring appropriate training, clinical judgement, ongoing development and compliance with all relevant professional and regulatory requirements.

The purpose of this report is not to make income claims or promises.

Its purpose is to provide realistic insights, common lessons and practical observations from practitioners who have explored facial aesthetics as part of their professional journey.

Past performance does not guarantee future results.

The examples shared should be viewed as educational illustrations only.