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**MEDIA RELEASE  
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Thursday, 10th April 2025

**HEADLINE:** Sunshine Coast welcomes its first male cosmetic tattooist with the launch of That Skin Clinic

**Sunshine Coast, QLD – April, 2025** – Breaking traditional beauty industry norms, Sean Graves, co-founder of That Skin Clinic, is making waves as the first male cosmetic tattooist on the Sunshine Coast.

Along with his partner, former professional journalist Samara McRae, they are seeking to transform the 'face' of the local personal care industry with their new venture.

That Skin Clinic will provide Sunshine Coast residents cutting-edge technology including AI skin analysis and genetic skin profiling, to deliver tailored cosmetic procedures that are designed for each individual's personal requirements – optimising results.

For former carpenter Sean, this new venture represents a passion project for the couple as they embark on a new professional journey in an area that they are passionate about.

"We built this clinic from the ground up to be different," says Sean.

"For me, it certainly represents a very different work environment than what I am used to, but we want to showcase that beauty and precision have no boundaries – particularly as more and more men undergo treatments. Being a male in a very female dominated industry has been quite interesting, but I am passionate about this field and the positive impact that we can have on the lives of our clients."

That Skin Clinic specialises in AI Skin Analysis, Genetic Skin Profiling (Skin DNA testing), laser rejuvenation, cosmetic tattooing, IPL, hair removal, medical-grade peels, and more—all backed by O COSMEDICS cosmedical skincare.

Founded in 2025, by former carpenter Sean Graves and journalist turned skin and laser specialist Samara McRae, its goal is to deliver for its clients the best skincare tools and techniques, in a welcoming and friendly environment.



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Sean is not the only one embarking on a career change with this new venture; before embarking on her beauty therapy career, seasoned skincare therapist and laser esthetician Samara was an experienced journalist.

Her career covered stints at Gold Coast Bulletin, Channel 7, Channel 9, and Triple M Gold Coast, before she moved to the Sunshine Coast to spend time with her Mum following a lifechanging peritoneal ovarian cancer diagnosis.

According to Samara, this diagnosis drove her decision to follow her passion of helping others feel good from the inside out - using skincare and wellness as her way to contribute.

"Against the odds, my Mum is continuing to fight against cancer, but her illness sparked in me a desire to change course and embark on a new journey," Samara said.

"Her battle has inspired me to found That Skin Clinic with the goal to educate and empower people because I've seen the difference in how people feel about themselves after our treatments. Our clinic is about real results, personalised care, and creating a space where everyone feels welcome and confident."

### **VIP Launch Event – 4.00pm – 6.00pm, Wednesday 16th April 2025**

To celebrate the grand opening, That Skin Clinic is hosting an exclusive invitation-only event for 20 lucky skin lovers. Guests will enjoy:

- A \$500 treatment giveaway
- Goodie bags filled with skincare samples, discounts, and deluxe products
- Exclusive treatment discounts
- Champagne, nibbles, and private clinic tours
- A chance to meet Sean and Samara, and learn about their passion for personalised skin journeys

Please reach out to Sean and Samara via e [info@thatskinclinic.com.au](mailto:info@thatskinclinic.com.au) to register your attendance, please be quick as spaces are limited.



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### **More Than Just Skin Deep**

That Skin Clinic specialises in AI Skin Analysis, Genetic Skin Profiling (Skin DNA testing), laser rejuvenation, cosmetic tattooing, IPL hair removal, medical-grade peels, and more—all backed by O COSMEDICS cosmedical skincare.

Breaking traditional beauty industry norms, Sean, co-founder of That Skin Clinic, is making waves as the first male cosmetic tattooist on the Sunshine Coast. With a steady hand, artistic eye, and passion for personalised results, Sean is bringing a bold, inclusive edge to an industry typically dominated by women.

Together with his partner, former journalist turned seasoned beauty therapist and laser esthetician, Samara, the pair are launching That Skin Clinic—a new destination for advanced, results-driven skincare and cosmetic tattooing.

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Grand Opening: 4.00pm - 6.00pm, Wednesday, 16th April 2025

Bookings now open at [www.thatskinclinic.com.au](http://www.thatskinclinic.com.au)

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Samara & Sean

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