

# CASE STUDY



Professional. Pioneering. Pace-setting.

Meet Dr. Goh Seng Heng  
PPP's Founder & Director

MBB Singapore, FRCR  
FRCR (Dermatology), FRCR (SR)  
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FRCR (Dermatology), FRCR (SR)

In 1982, Dr. Goh became one of the earliest medical professionals in Singapore to use laser light technology to effectively treat his clients' skin problems.

Today, 35 years later, Dr. Goh's management of a wide range of complex skin conditions of both skin care treatments, offering patients the opportunity to have healthy, younger-looking, more beautiful skin.

Every doctor at PPP has undergone training with Dr. Goh himself. He has also trained many doctors worldwide in the innovative techniques.

## DR GOH SENG HENG

### Instruction as expert witness

Intangible Business was instructed by Dr Goh Seng Heng, as expert witness, for claims in the High Court of Singapore relating to a licence for the use of Dr Goh's name and image in skin clinics in Singapore. Dr Goh is one of the pioneers and leading specialists in the use of non-ablative lasers to treat skin problems. These lasers treat the lower layers of skin without damaging its surface. Heat from the laser promotes collagen production, which helps reduce the appearance of skin imperfections such as lines and wrinkles. Over the past 30 years or so, Dr Goh has achieved a significant reputation in aesthetic medicine and skincare.

### Work done

Intangible Business produced expert evidence on the value of Dr Goh's name and image and a licence agreement for the use of his name and image. The expert evidence covered the terms and value of the licence agreement and the value of the businesses involved. After service of Intangible Business's report the claims were settled on a confidential basis.

### Statement by Dr Goh Seng Heng

"I very much appreciate the expert evidence, advice and support from Intangible Business. This was to an excellent standard and very helpful in resolving the disputes relating to the value of my name and image."

Dr Goh Seng Heng

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