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ADVANCED

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# Aesthetics

THE QUARTERLY MAGAZINE FOR ANTI-AGEING AND APPEARANCE MEDICINE

## Keeping up appearances

### THE PSYCHOLOGY OF COSMETIC SURGERY

### LASER LIPOLYSIS

*farewelling the fat off  
the land*

### RESVERATROL

*in vino veritas!*



Advanced  
Cosmeceuticals



# Medi Spa MAKEOVER

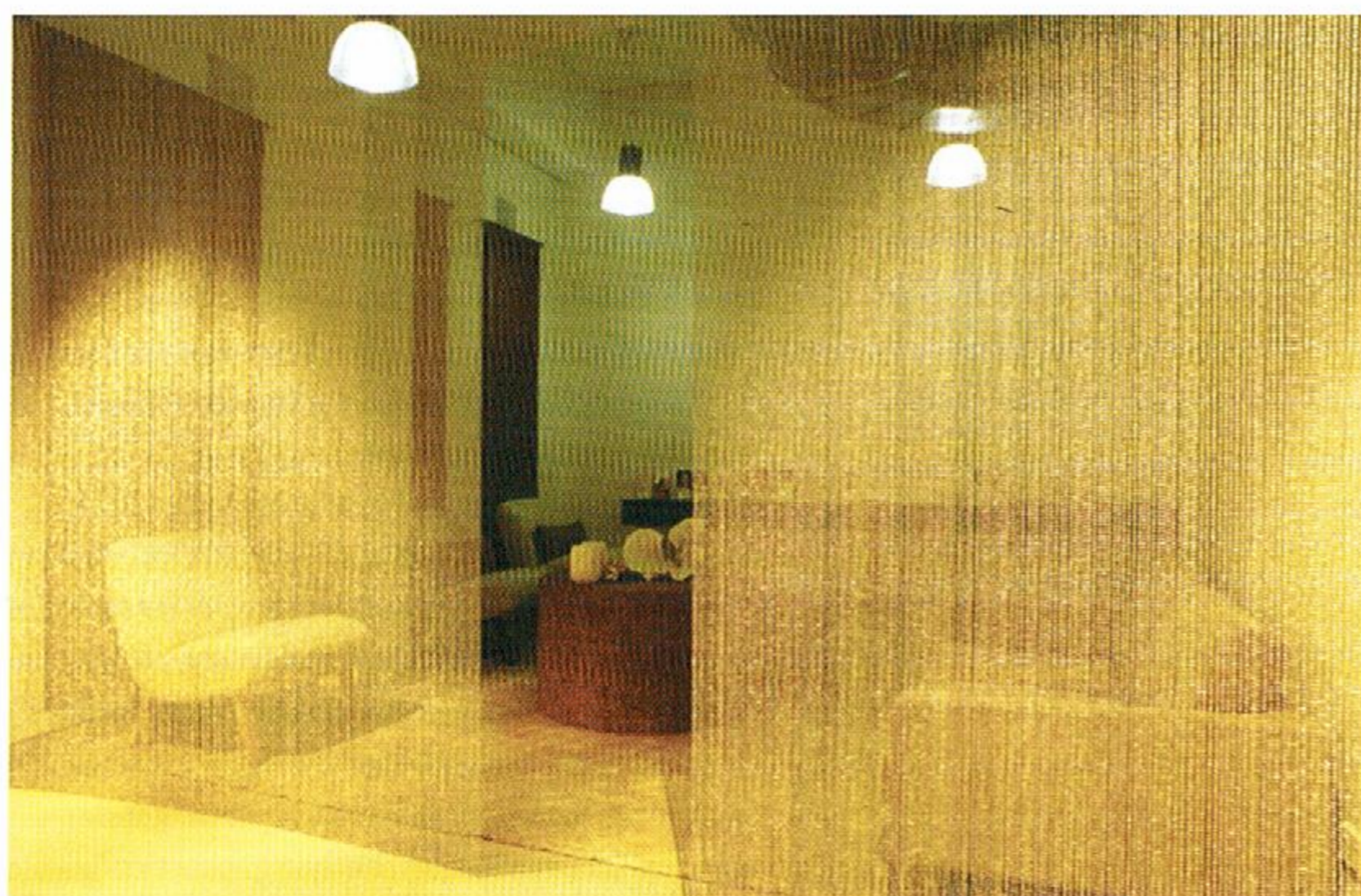
International medical spa consultant, Manon Pilon says, done well, you stand to make a mint.



PHOTO COURTESY OF SHAPE CLINIC AND MEDISPA, DARLINGHURST, SYDNEY

**S**ince 1996, we have seen an amazing increase in the number of medical spas. Everyone is opening a spa, from dentists to GPs, from internal physicians to OB/GYNs, from plastic surgeons to dermatologists, and so on.

It's not surprising considering what an astoundingly lucrative cash business they can become, but how can you do it better than your competitors?



Differentiation should be the main focus, but unfortunately many medical spa owners have no idea what they are doing when it comes to medi spas.

## STEP 1: START UP:

Ask your patients whether they would be interested in receiving spa or medical aesthetic services, such as injectables, lasers, skin rejuvenation, laser hair removal etc. from your office. List all the services you wish to offer. Mention that you are doing a survey and you would like to know whether they would come to you for these kinds of services.

Do not forget to ask them whether they would want to be invited to the grand opening or be on the list of the first clients to be called (with a special promotion) when you launch these new services.

## DEVELOP A CONCEPT

Due to this amazing growth, you need to create a facility that will be different from the spa and medi spa down the street; therefore you must first make the right choices in terms of your services.

Any services you offer should remain results-oriented, and not necessarily the "frou-frou" services unless you have the space and the money.

The concept is the most important step since it will make or break you. This is what I would propose:

Every patient who visits you will undergo a personalised consultation during which you can fully educate the patient about what would be right for them specifically.

## MEDICAL CONCIERGE OR COORDINATOR:

Evaluation tools should be used to identify patient needs. Physical check-up, manual skin evaluation, digital photography body typing, stress test, nutritional questionnaire, measurement, weight, ultrasound, right through to bone density if you can. These elements should all be part of this consultation. Throughout the consultation the patient will receive a treatment plan on all potential services (invasive and non-invasive) she or he can benefit from. A

personalised evaluation to enhance a person's physique, skin and overall wellness should be covered. A treatment plan should be given, including the financial opportunities.

Create a unique concept... something no one else has. Here are some examples:

When patients come in, they receive a free ten-minute chair massage before the consultation, or can watch a ten-minute video about who you are and why you care. Any products for sale should also be visible in the reception area if your medical board allows you to retail products.

Begin with the minimum services for an optimal profitability.

Start with one or two rooms within your medical practice, and create a spa environment. This means that the environment/colour of your walls has as to have a certain tone, such as earth tones. Linen is needed to make the patient comfortable. An elegant spa table in a relaxing setting with candles and spa music in the background should also be considered. Herb tea can be part of your image and concept, creating an overall spa experience.

Front desk staff must have a pleasant smile and a happy, positive energy, and not appear unhappy and stressed about the amount of work they have to do...

## IDEAL START-UP MEDI SPA SERVICES:

Some ideal and profitable services for a medical spa; include:

- Consultations

- Skin rejuvenation treatment performed using Intense Pulse Light and Infra red or radio frequency which can also be used for laser hair removal
- Microdermabrasion for gentle exfoliation combined with LED light( red, blue, green) and Micro-current(facial muscles) for your maintenance facial
- Injectable botulinum toxin type A
- Injectable fillers
- Injectable sclerotherapy

If you have a second room, you can consider body contour devices, using focus ultrasound for body shaping or radio frequency.

A maximum of two retail lines should be offered to your clients to serve all needs and bring you repeat business. Make sure you have a retail line that will support its claims and not be sold via internet.

Your potential gross income is hundreds of thousands of dollars per treatment room.

My next purchase would be an ND Yag laser if you have dark skin costumers (Fitzpatrick skin type IV or VI). You can combine your sclerotherapy services with this treatment if you have fair clients (I to 11 Fitzpatrick skin types) and perform a lot of hair removal then a Alexandrite laser, which treats all skin colours.

## DO NOT PURCHASE ALL TYPES OF LASERS WHEN YOU START!

Remember that sales reps will be at your door trying to sell you every laser available and every product in the book. You are a perfect target for them since the majority of you do not have time to do your research yet technology develops so quickly. You may be excited to get into this fun field and are therefore vulnerable to all opportunists...

## FIND A CONSULTANT YOU CAN TRUST-A PREVIOUS MEDI SPA OWNER WITH HANDS-ON EXPERIENCE

- Someone who has been in this field for more than ten years is ideal.
- Who has been referred by someone you trust and who will not take financial advantage of you.
- A good consultant is someone who will help you make the right choices and not make mistakes.
- Someone who knows about the latest technology (test them on their knowledge of laser physics).
- A person with obvious experience, who has made a living in this area and who will take you to the next step and help you reach your financial targets.

There are a lot of charlatans who claims that they have experiences, so beware!!!.

Also be careful about retainers and fixed monthly fees. It is important to know what you are getting in return, since most of them are receiving kickbacks or commissions for referrals on products and equipment, so make sure you get a few estimates before purchasing any equipment. ♣  
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## MANON PILON WILL SPEAK AT THE AUSTRAL-ASIAN ACADEMY OF ANTI-AGEING MEDICINE 3rd Annual 2009 Conference (Sofitel Melbourne, October 3-4, 2009)

The Conference, called "Changing Paradigms in Medicine" is an unparalleled local opportunity to network with leaders in the field and hear world expert speakers on internal, external and complementary Anti-Ageing Medicine.