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Neil S. Sadick

## **Incorporating a Medical Spa into a Physician-Run Practice** **307**

Bruce Katz and Jason McBean

The age-old spa concept is no less valuable today than it was during the time of Julius Caesar. Over the centuries, there have been many iterations of the concept of the spa. The most recent is the medical spa, which has become the fastest-growing segment of the spa industry. Many physicians including dermatologists wish to incorporate a medical spa into their practices. This article discusses the key elements that should be considered to make this venture successful.

## **Personal Decisions in a Dermatology Spa** **321**

Michael H. Gold

The spa business is booming in the United States. More and more spa facilities are opening up, almost on a daily basis. Dermatologists are the owners of some spas, but spas are often being run by other types of physicians or, more alarmingly, by people unfamiliar with treating skin conditions of any kind. This article discusses the importance of the dermatologist-run spa, as well as the author's ideas and experience with opening and running a medical spa or medi-spa.

## **Technology Approaches to the Medical Spa: Art Plus Science Equal Rejuvenation** **327**

Mitchel P. Goldman

Medical spas are the fastest growing segment of the 15-billion dollar spa industry. Although medical spas have been in existence since ancient times to treat a wide variety of ailments such as gout, arthritis, and diabetes, our modern concept of the medical spa combines relaxation with medical rejuvenative procedures. This article focuses on the more recent technologic advancements in rejuvenation.

## **Procedures Offered in the Medical Spa Environment** **341**

Amy F. Taub

Medical spas' menus of services vary widely and depend greatly on the medical director or owner's experience and predilection. Core services include: microdermabrasion, mild chemical peels, medical facials, laser hair removal, photorejuvenation, botulinum toxin, and injectable fillers. Common procedures include cellulite reduction, tissue tightening, and acne treatments. Less common procedures that are more likely to be performed in medical spas with direct on-site daily involvement of the medical director include: laser resurfacing, laser-assisted lipoplasty, sclerotherapy, photodynamic therapy, and cosmetic surgery. Multisite spas often use multi-platform devices to assist with uniformity in menu offerings and training.

## **Understanding and Treating Various Skin Types: The Baumann Skin Type Indicator** **359**

Leslie Baumann

The categories used to describe skin types have changed little over the last century, whereas the skin care product market has undergone rapid innovation and exponential growth. There are four basic dichotomies or parameters that have recently been introduced in the Baumann Skin Type Indicator (BSTI) that more accurately characterize skin types. By evaluating skin according to these parameters—dry or oily, sensitive or resistant, pigmented or nonpigmented, and wrinkled or unwrinkled—and thus differentiating among the 16 permutations of possible skin types, consumers can more easily identify the most suitable topical treatments for their skin. This article describes the four parameters that make up the BSTI, focusing on basic science and defining characteristics and summarizing the 16 skin-type variations.

## **Selling Skin Care Products in your MedSpa** **375**

R. Stephen Mulholland

This article explains the legalities of selling retail products in the medical practice and how to sell effectively and profitably. It additionally explains how this will help retain clients and provides advice on how to encourage those clients to refer their friends with confidence.

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David J. Goldberg

A better understanding of the medical–legal considerations of the medical spa environment plays a role in promoting a successful medical spa. The medical spa setting is ideal for the performance of procedures that are incision-less, provide minimal discomfort, create little to no skin wound, and are performed in less than one hour. The procedures that fit this model include those that promote antiaging, those that lead to rhytid treatment, and hair removal.

## **Medical Spa Marketing** **391**

Neil S. Sadick, Adam Dinkes, and Larry Oskin

Medical spas are different. We are not just selling medical and dermatology services; we are offering clients viable new solutions to their skin care, body care, and hair care challenges. Traditional medical marketing becomes blurred today, as the expansion and acceptance of medical spas helps you to effectively compete with traditional skin care clinics, salons, and spas, while offering more therapeutic treatments from professionally licensed doctors, nurses, aestheticians, massage therapists, spa professionals, and medical practitioners. We recommend that you make the choice to successfully and competitively become a market-driven medical spa with an annual strategic plan, rather than an operationally driven business.

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Joel Schlessinger

This article details the past, present, and future of spa dermatology and discusses the implications for dermatologists.

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