



Medical Spa DIAGNOSTICS

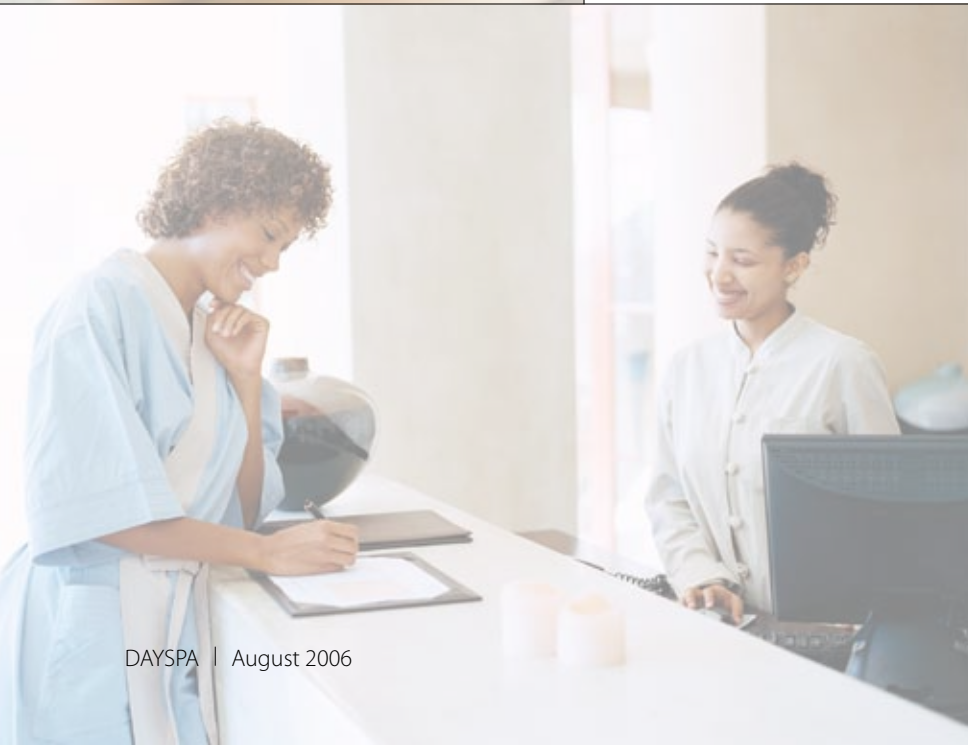
Take a quick peek at the medical spa phenomenon according to *DAYSPA* readers.

Compiled by
Amy E. Hamaker

This January and February, the editors at *DAYSPA* asked their medical spa readers to open their doors via a reader survey. We hoped to take a quick peek at how the medical spa phenomenon, one of the fastest areas of growth for our industry, has progressed.

The responses are in, and over the following pages, you'll find the results of that survey. It provides a fascinating picture of the services, client types, professional arrangements and income that our readers are experiencing. It will be interesting to track how this segment of the industry evolves over the coming years.

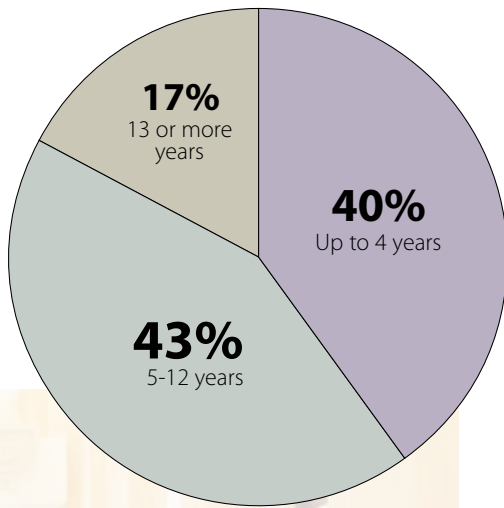
Note: Some statistics may total slightly more or less than 100% due to mathematical rounding.



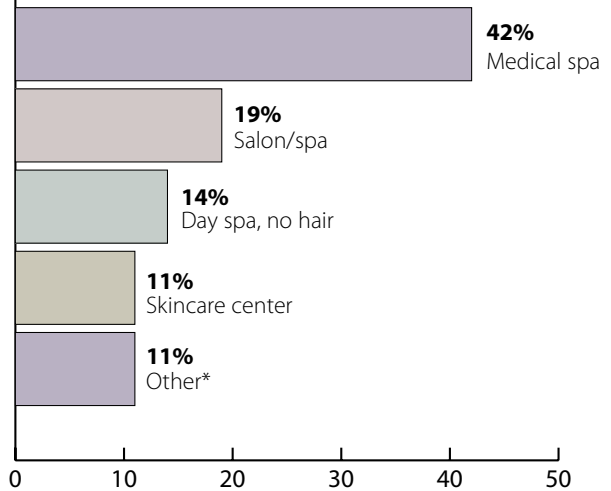
Respondent Information

The majority of the respondents to our survey have been open for up to 12 years, and generally have smaller facilities; this may be due to many of the medical spa facilities being located within physician complexes. The most common professional arrangement involved direct physician ownership or services performed by a physician who visits the spa on a regular schedule.

YEARS OPEN

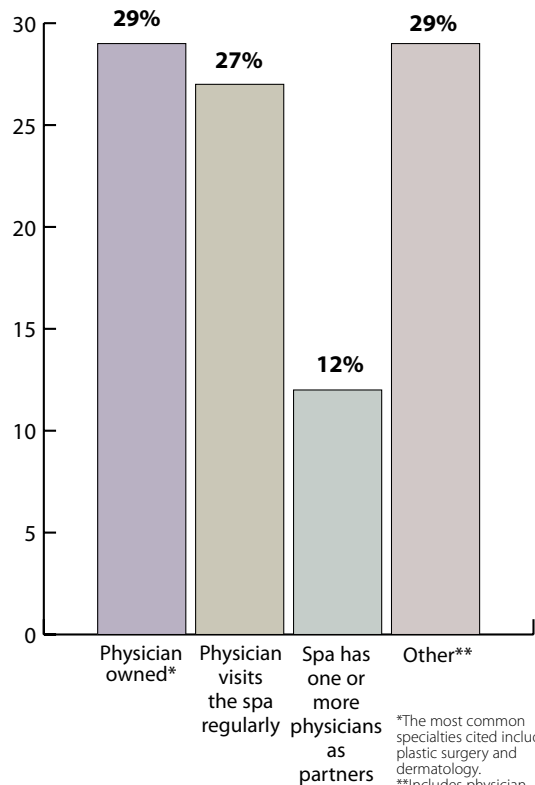


BUSINESS TYPE



*Includes wellness centers, multiservice salons and medical clinics.

PROFESSIONAL ARRANGEMENT



*The most common specialties cited included plastic surgery and dermatology.

**Includes physician referrals, physician supervision and medical estheticians.

BUSINESS SIZE



Services Offered

A wide variety of services is being offered in respondents' medical spas, with cosmetic injectables gaining the most in popularity. Interestingly, among many individual responses services becoming the most popular among respondents' clients were often not the ones that were reported as bringing in the most income.

MEDICAL SPA SERVICES— MOST INCOME

- 31%** Hair removal services¹
- 28%** Medical microdermabrasion
- 26%** Cosmetic injectables²
- 16%** Chemical peels
- 12%** Cellulite treatments³, IPL

¹ Includes laser hair removal 22%; electrolysis/thermolysis 3%

² Includes Botox 11%; line fillers 5%

³ Includes mesotherapy 4%; machine manipulation 2%, electrical stimulation 2%

MEDICAL SERVICES— GAINING IN POPULARITY

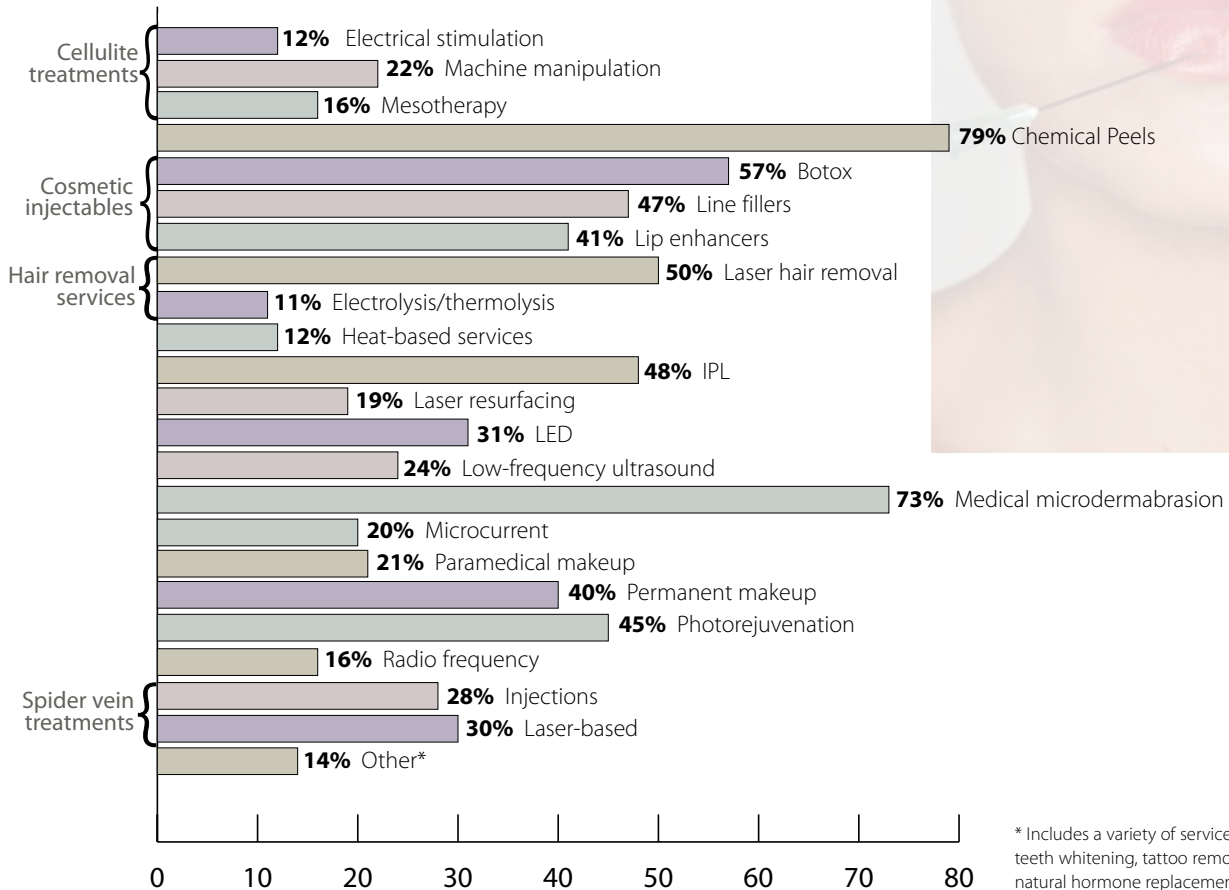
- 26%** Cosmetic injectables¹
- 19%** Medical microdermabrasion
- 16%** IPL
- 14%** Hair removal²
- 13%** Cellulite treatments³

¹ Includes Botox 8%; line fillers 7%; lip enhancers 2%

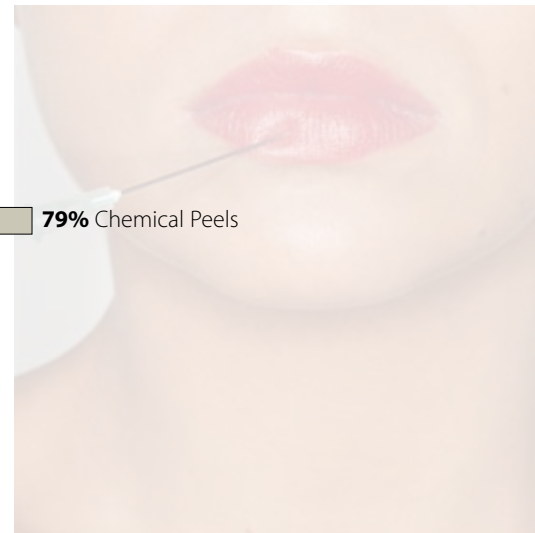
² Includes laser hair removal 8%

³ Includes mesotherapy 6%; machine manipulation 3%

SERVICES OFFERED



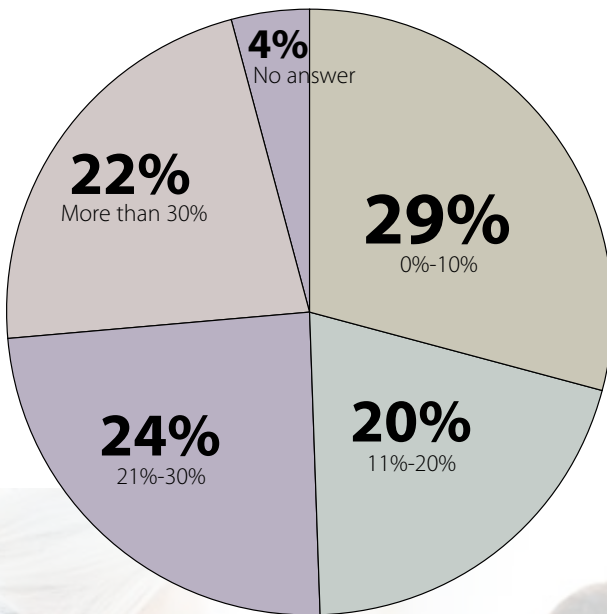
* Includes a variety of services, including teeth whitening, tattoo removal and natural hormone replacement therapy.



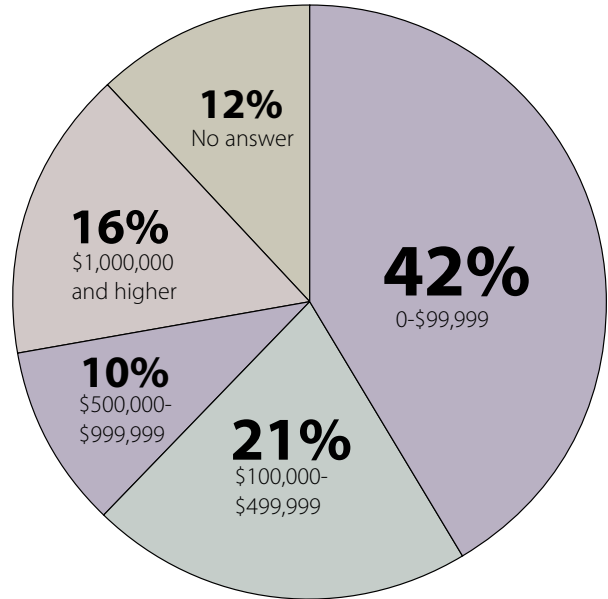
Money Talk

Retailing medical homecare products is an important part of doing business to respondents, with 22% of their retail sales coming from the sale of medical-based lines. In addition, 22% receive more than 30% of their annual gross income from medical spa services.

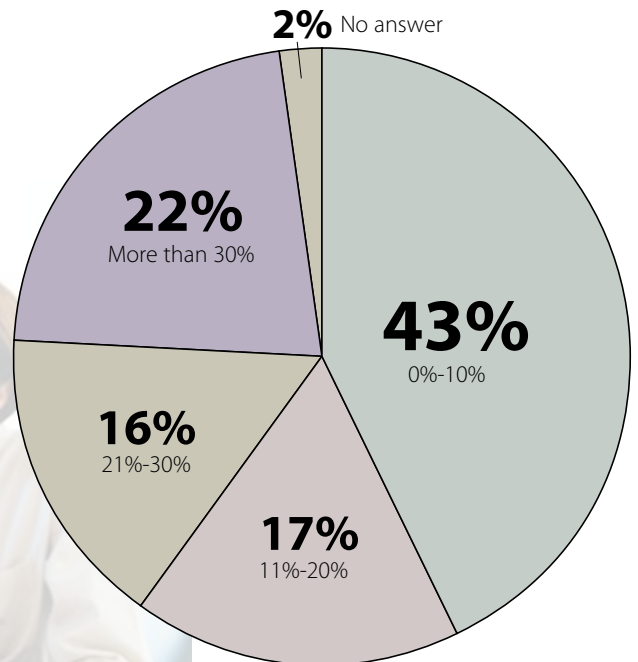
% INCOME FROM MEDICAL SPA SERVICES



BUSINESS GROSS INCOME



% RETAIL INCOME FROM MEDICAL RETAIL



Average Ticket per Medical Client per Visit
\$226.34

Details, Details

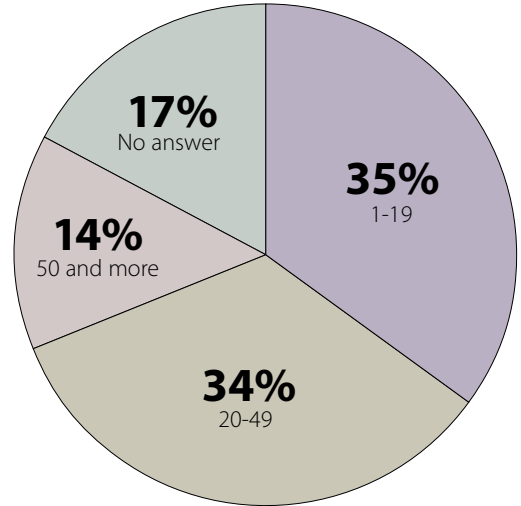
Although the mainstream press has been touting the benefits of medical spa therapies, 52% of respondents noted that building a clientele for medical-level services is the biggest challenge they face; this may have to do with the fact that clients are still learning about the therapies' benefits (35% cited client education as a challenge). Unsurprisingly, more than a third of respondents noted that making a profit is a challenge, with many citing the increasing cost of medical-grade equipment and trained personnel salaries. •

MEDICAL CLIENT PROFILE

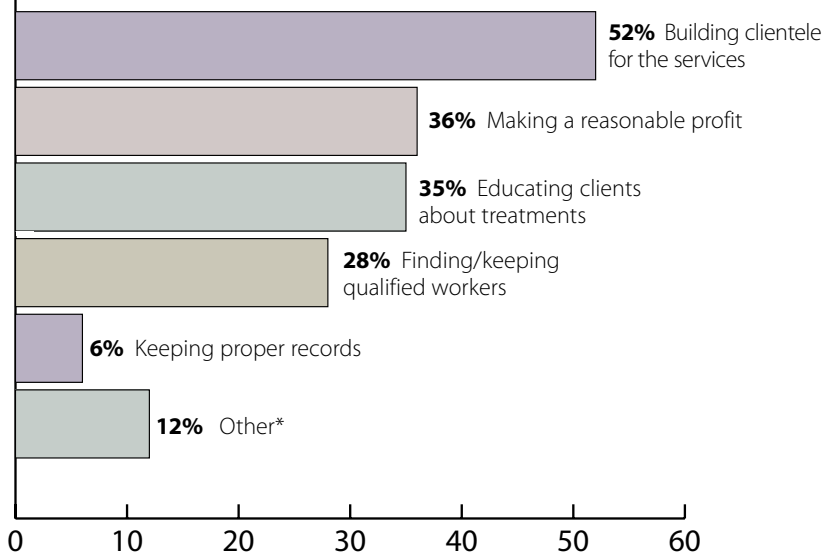
87% Female **13%** Male



NO. MEDICAL SPA CLIENTS PER WEEK



BIGGEST CHALLENGES



*Includes finding the right physician partner and the expense of medical-grade equipment.

Congratulations!



Husband-and-wife team David and Mary Miller of David & Mary Salon Spa in Carmel, Indiana (www.davidandmary.com), is the winner of our Reader Survey \$1,000 drawing. The Millers have successfully operated their spa for 20 years. "I believe medical spa services provide more 'one-stop shopping' convenience for our clients, and our credibility and reputation make them feel more comfortable trying a new treatment," says David.

Amy E. Hamaker is *DAYS SPA's* executive editor.