

medical SPA society

The Voice of the Medical Spa World

Dee Deluca Mattos • Bruce E. Katz, MD • Wendy Bosalavage • Angela Caponi

60 East 56th St. • New York, NY 10022 • 1-866-MEDISPA

Fall 2004



Dee Deluca Mattos
President

Dear Members:

Make no mistake about it... in business, relationships are the name of the game. They are absolutely critical to those of us in the beauty industry, the medical industry as well as the exploding business of wellness. In fact, they serve as the very foundation upon which many of our businesses are born and built. Business relationships even serve as the catalyst for business expansion and evolution. Take for example salons that have merged with spas thereby creating an entirely new entity in the professional beauty industry or spas that have merged with medical facilities thereby establishing a whole new segment of the industry known as Medical Spas.

Recognizing the importance of relationships, the Medical Spa Society and its members focus on building strategic relationships with partners and with industries that understand our mission. We consider the forging of such relationships essential to our overall growth.

Our most recent partnership exemplifies this. Joining forces with the publishers of *American Spa* magazine has led to the creation of a new publication called Medical Spa Report. It is designed to serve as a resource for our members when it comes to education and information on the latest happenings, newest treatments and therapies along with business building initiatives. We believe that this new liaison will be an added benefit for our many members. We are proud to have forged this relationship with Medical Spa Report and look forward to developing it with its group publisher Kerry Cannon.

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President

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MSS Member Benefits:

- Two complimentary educational venues a year to members
- Discounted show opportunities
- Discounted workshops and training at The Academy of Aesthetics & Wellness
- Quarterly newsletter
- Spa-Addicts discount
- Complimentary Books written by the Medical Advisory Board Physicians
- 1-800-Medispa listing discount

MSS Mission Statement:

It is the mission of our society comprised of professional spa and medical practitioners to promote excellence, education and communication to the medical spa profession.

We are committed to providing educational forums that keep our industry abreast of the changes in the spa and medical fields as well as offer resources for developing strategic plans to grow our businesses.

Our society is dedicated to the advancement of the medical spa industry as a whole, including members, their staffs and the consumer.

Our goal is one of an exchange of ideas, to maintain and create a code of ethics and positive image for the medical spa industry.

COME TO THE PREMIER SPA AND MEDICAL SPA
EVENTS OF THE SEASON AND
FIND WHAT YOU NEED TO BUILD YOUR BUSINESS.



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Come join thousands of industry professionals in **New York, Miami** and **Los Angeles** for a sneak preview of the latest services and products. Get a unique perspective on the competition with our Spa and Medical Spa Tours. Then gain the competitive edge with insightful courses, as well as business profitability and marketing workshops, that you can't get anywhere else.

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TO REGISTER OR FOR MORE INFORMATION ABOUT MEDICAL SPA EXPO GO TO WWW.MEDISPAEXPO.COM OR CALL

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DNA REPAIR The Key to Optimal Aging of the Skin & Body

By Vincent C. Giampapa, M.D., F.A.C.S.

We all notice and admire beautiful skin. The skin is the largest organ in the body and because it is the most external extension of ourselves, it interacts with both the external environment and the internal aging process. It is here that a good estimate of how someone ages can be measured simply by the appearance of the skin itself.

The common connection between both general internal aging of the body and the external aging of the skin can be directly related to DNA. It is the balance of DNA damage and DNA repair that controls aging. Key cellular processes have been identified which are directly related to aging. There have been recently clarified and documented on the clinical level to markedly affect how both our skin and body ages. These processes include genes that directly regulate 4 key essential reactions;

- 1) glycation—The cross linking of glucose and protein molecules, with harmful effects in terms of aging.
- 2) oxidation—Free radical damage to cells, with harmful results to genes, cell membranes and organelles.
- 3) methylation—The process whereby a methyl group attaches itself to a gene, rendering the gene inactive.
- 4) inflammation—The body's response to infection and injury, normally a part of the healing process. Chronic inflammation is one of the key components of the aging process.

A View of Skin Aging

Cell membranes surrounding our skin cells are rich in polyunsaturated fatty acids and contain oxygen levels eight times higher than in the other portions of the cell. Free radicals, which are produced in our body as a response to general cellular maintenance, cause damage to the cell lipid membranes. This results in a release of inflammatory compounds around the cell. Release of these inflammatory compounds in the cell membranes initiates a cascade of events that results in activation of pro-inflammatory genes.

The most important factor that is activated by the above described events is the stimulation of NF Kappa B and activator protein "AP1". NFK-B and AP1 also play critical roles in the regulation of collagen digesting enzymes.

AP-1 turns on genes that express or activate collagen digesting enzymes "collagenases" and "metalloproteinases".

The control of NF Kappa B is the key molecular target for both aging of the skin and body.

Controlling NF Kappa B in relation to skin aging can be markedly improved by utilizing a number of key compounds. Relevant research has documented six leading skin anti-aging agents:

- 1) Vitamin C Ester— "ascorbylpalmitate"
- 2) Lipoic Acid
- 3) DMAE—"dimethoaminoethanol"
- 4) Tocotrienols
- 5) Carboxy Alkyl Esters (CAE's)- (AC-11)TM

DNA Repair Compounds

The most recently discovered importance is carboxy alkyl esters (CAE's), also known as, "AC-11". This compound is derived from a natural occurring herb in South America and has been shown to be an extremely strong inhibitor of NFK-B. By inhibiting NFK-B, the messages to the cells' nucleus to produce these pro-inflammatory compounds and collagen digestive enzymes are inhibited.

A recently documented study by a major skin company has shown that carboxy alkyl esters in the form of AC-11 cannot only augment DNA repair at the skin level, but also inhibit and reverse damage induced by the sun.

Over the past 5 years, I have been utilizing the combination of these above mentioned ingredients topically with a clinically positive effect on both the appearance and aging of skin. During this time, a similar combination of

internal anti-oxidants, which target and inhibit NF Kappa B, have been used simultaneously as well. **It is this combination of both oral and topical antioxidants that results in the overall best clinical improvement in aging of the skin.**

The oral supplement complex in combination with the topical cream preparations markedly enhances collagen production, as well as, the intracellular hyaluronic acid levels needed within the skin to hold all moistures and deliver cellular nutrients.

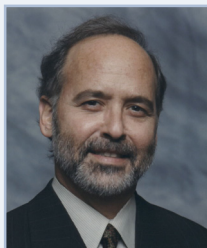
This preparation for the skin also contains a very dilute combination of estrogen, which has been clinically shown to be one of the most effective ways of increasing collagen and hyaluronic acid production.

The combined use of both topical and oral antioxidant compounds quite possibly will set a new standard for non-surgical treatments for skin restoration. This approach forms the basis of a key anti-aging program that helps maintain both the skin and the internal body in optimal health.

You can learn more about DNA Repair as the key to optimal aging in; *The Anti-Aging Solution: 5 Simple Steps to Looking and Feeling Young* (Wiley & Sons) by Dr. Vincent Giampapa, Ron Pero, Ph.D. and Marcia Zimmerman, C.N. and in *The Basic Principles and Practice of Anti-Aging Medicine & Age Management* by Dr. Vincent Giampapa or by visiting www.suracell.com or contact us via phone at: (973) 932-1200.

The Evolution of the MediSpa[®]

Bruce E. Katz, M.D.



There is no doubt that the medical spa is the fastest growing segment in the spa industry. In interviews with beauty magazines or on T.V., I am often asked how we came up with the medical spa concept. In actuality, it was our patients that gave us the idea. They would often come to our office in the late 1990's saying they had had a treatment in a traditional spa (ie. a facial or body treatment) and felt better for a day or two but the effects did not last. Sometimes they had suffered a reaction to some spa treatment or were quite unhappy with the result. They often asked me why can't you as a dermatologist create really effective facials and body treatments that have true benefits for the skin. That got us thinking about ways to really augment spa treatments and give them real benefits. Certainly, the technology was available such as cosmeceuticals that could reverse sun damage and have anti-aging effects. Laser technology had also come of age and could significantly create cosmetic benefits with minimal downtime.

As we were looking for larger office space we decided to incorporate a spa into our new facility. But we didn't want to call it a "spa" as we intended to be much more. We planned that all the treatments would be medically based with true benefits for the skin. We coined the term "medispa" to distinguish our spa from all others. Why would aging baby-boomers and others go to a traditional spa when they could come to Juva MediSpa and have the same "spa experience" but actually achieve true anti-aging results. Even our massages are distinctive in that the massage oil is mixed fresh at each session and has anti-oxidants incorporated into it so that the massage has real "added value".

When the media heard about this new concept, it just took off from there. Today, we are working on new technologies to improve the effects of facials utilizing ultrasound and treating cellulite with revolutionary laser technology. We are actually doing clinical studies in our medispa to test new approaches to reverse aging, treat acne and rosacea and achieve true skin rejuvenation.

It is a very exciting time for the spa industry and medical spas are leading the way!

Legal Issues in the Medical Spa

David J. Goldberg, MD, JD
Skin Laser & Surgery Specialists of New York
and New Jersey, LLC
Mount Sinai School of Medicine
Fordham Law School

There are currently in excess of 7000 spas in the US. An increasing number have been adding non-invasive laser procedures to their menus. Increasingly, cosmetically oriented physicians are also aligning themselves with a spa. Unfortunately in the spa setting, there have been some well-publicized complications with resultant malpractice lawsuits. Because of these problems, state regulatory organizations as well as several medical societies are starting to look at these trends. Medical-legal issues in the "medispa" are real.

The American Society for Dermatologic Surgery recently conducted a survey of its member dermatologists. 45% of the reporting physicians had seen non-physician induced complications from the aforementioned procedures. There has been significant recent print, radio and television press scrutiny about these problems. Because of the increasing concern about non-physician performance of cosmetic procedures, both the American Society for Dermatologic Surgery and the American Society for Lasers in Medicine and Surgery have recently published guidelines. The guidelines mandate that under appropriate circumstances, and in accordance with state regulations, physicians may designate some cosmetic treatment procedures to certified or licensed non-physician personnel. However the physician must be on *site* and be *immediately available*. It should be noted that some states allow non-physicians to perform these procedures, others have no current regulations, while others prohibit any person other than a physician to perform cosmetic laser procedures.

The medical spa movement is growing. With the increasingly elegant simple procedures now available, the time is ripe for medical spa success. However, along with the trend toward more medical spas will be increasing government and medical specialty concern. The trend is toward more regulation, not less. When planning for the development of your medical spa, these issues must be addressed.

Educational Seminars

**The Medical Spa Society will be at
the following shows in 2005:**

February 17-22, 2005

**American Academy of Dermatology
New Orleans**

February 27-28, 2005

**Medical Spa Expo & Conference
Los Angeles Convention Center**

April 17-19, 2005

**American Spa Expo
54th CIDESCO World Congress
Jacob Javits Convention Center**

May 22-23, 2005

**Medical Spa Expo & Conference
Jacob Javits Convention Center**

September 17-18, 2005

**Medical Spa Expo & Conference
Miami Beach Conference Center**

**Please inquire about member
discounts**

Promote and Publicize your Medical Spa - The Right Way

By Nancy Trent



If you keep your light under a basket, everyone will be in the dark about what you have to offer. That should have been something that Hippocrates said but, if he was alive today, it's likely he would concur.

Medical spas are growing both in popularity and in burgeoning numbers across the country. According to ISPA, which keeps track of these sorts of things, there has been about a 200 percent increase in medical spas in operation in just the past few years. That means there's lots of additional competition for your medical spa.

To help make yours even more successful, here are a few suggestions:

Who's Your Patient?: Most likely you have a good idea of your typical patient's profile. You know about household income, family, age, profession, and lots more. You even know their social security number. But do you know what magazines your patients read regularly? Which newspapers they prefer? What are their favorite TV programs? Which radio shows do they listen to? It's easy to add a few questions to your patient questionnaire that will help you define the media habits of your patients. The results may be startling or not surprising at all. Most of all, what you learn by doing a mini survey of your patients' media preferences will probably have a significant impact on the direction of the communications program you conduct for your medical spa.

When Your "Patient" Is A Journalist: From time to time, a physician may be asked to give a second opinion, or to "diagnose" a patient's condition over the telephone, or to comment on a particular therapeutic treatment or regimen prescribed by another doctor. It's possible the person asking for your opinion or comment may be a journalist. Whenever you are dealing with a reporter, it is always wise to be as tactful as possible and use extreme caution in these cases. Naturally, you may disagree with another doctor's recommended course of treatment. However, when you are commenting to a journalist about anything at all, remember that whatever you say could get published. The simple rule of thumb is to bear in mind that if you don't want to see it in print or hear it on the air, don't say it. Nothing is ever off the record with a journalist.

Dr. Fix It: Many physicians who specialize in such fields as cosmetic plastic surgery, dermatology, internal medicine, and others are called upon to correct outcomes that patients feel are less than satisfactory. While you may be one of these physicians, it is not wise to share this information with journalists. Reporters will work hard to obtain the names of physicians whose work you "corrected." This could leave you open to a nasty public exchange with other physicians in the media. At best, it would be an embarrassment.

Develop A Nose For News: Were you among the first to use Restalyne with your patients? Know what's publicizable about your medical spa. Finding a story idea that will intrigue an editor and approaching him or her with it is the trick. Before calling an editor, develop a

long list of good stories about your medical spa. Everyday rituals that companies take for granted may be an editor's find. In addition, always let the media know about new products and program launches set to change the protocol. This is news and the media *need* news. Stick with your point, be precise and establish a relationship with your local media. Draw on the expertise of your employees and use their ideas to create media alerts on a variety of topics. Creating good copy is one way to grab the media's attention. Developing "Top 10" lists, "Best Bets," "Highest Ranked," statistics, etc., or piggybacking onto major news events with a poll or survey is a timely and effective publicity tactic. Be a trend spotter by watching for growing demands. If you notice guests making requests for a new body wrap, a change in your usual demographic or a request for gift certificates, these may be trends. Your sales staff and customer service reps are great sources for this information, and they will appreciate being involved in the PR process.

Just Like Technology, A Press Kit Should Always Be Up To Date: Your press kit is going to evolve over time and needs to be updated regularly in order to remain "newsworthy." A quality press kit provides necessary information that an editor will need. This includes facts about your medical spa, industry statistics, interesting story ideas, spokesperson profiles, treatment descriptions, a brochure, before and after photos, and any other timely or newsworthy information. A good press release is straightforward, informative and reflects the image of your medical spa and practice.

Become A Quoted Expert: It takes a good spokesperson to get your medical spa exposed. It's best to have several experts available for interviews – doctors, therapists, nutritionists, and medical spa director. Each spokesperson should be ready with quotable quotes before doing an interview. A good interview may make you a source for journalists who will be calling you for future stories. Get media training to help develop impressive interviewing skills. For the interview to be included in the story, aid the process with your quality press materials and photography. Have your PR agency or on-site manager field media calls. Always remember to respond to a journalist's request as fast as possible or they will find a medical spa that will give them an immediate response that will meet their deadline.

Share Your Before And Afters: Photography is often the deciding factor on whether or not your medical spa is included in an article. Often, editors choose to feature the medical spa with great photography over the medical spa with none. Back up story ideas with visuals and interior and exterior photos of your medical spa, its treatment rooms, skincare products, etc. Have both 35mm slides and high-resolution digital photography available if possible. If you hire a photographer, make sure you get full rights to use the photos for advertising, brochures, signs and publicity. Photographers own their work and will require that they be credited, whenever the images are published. Buying the rights to the photos you want is a good investment.

Celebrities Are Where It's At: Work your celebrity clients to gain endorsements. A guaranteed way to get attention is to get a celebrity to swear by your medical spa. Consumers believe celebrity endorsements, and the media love to give them the scoop. If there is a local celebrity who's a patient at your medical spa, who lives in your area, or grew up in your city, invite him/her to your medical spa. Ask for a photo, a written statement or if they'd like to do a special medical spa segment on a health news show or an entertainment news program. Both your medical spa and the celebrity will receive excellent publicity. No known celebs near your spa? Work with local government officials, journalists, TV news and weather people, and athletes for opportunities in the local media.

Everyone Needs More Good Will: Become actively involved in your local Chamber of Commerce if you are not already. The Chamber typically has many events throughout the year, some of which you may be able to host at your medical spa. Get involved in a charitable organization or event in your area that is seeking donations and donate something. The media and community view this favorably. A nice donation may receive a description and possibly a photo in the programs handed to all attendees at the event. Donations are tax-free good deeds and can reach a large audience.

Invite A Journalist To Visit – Generate awareness and exposure for your medical spa in the media by inviting journalists to visit and become familiar with your facilities. Contact staff editors and reporters, as well as freelance writers and offer a comp or reduced rate for a free consultation. Show off your best features, including your latest equipment and prepare your staff to give the journalists "royal treatment." You may get a great article written about your medical spa or you may be quoted in a story the editor is working on. Most important, you will be on the list of contacts whenever they are doing stories about medical spas.

About the Author: A former *New York* magazine columnist, Nancy Trent is also the author of seven books on health and beauty. She is president of Trent & Company Public Relations and has written articles on health and beauty for virtually every major women's magazine in the country.

Nancy Trent can be reached at 212-966-0024 or by e-mail at nancy@trentandcompany.com. Also, you can learn more about her at www.trentandcompany.com

Membership Application

Date: _____

Name: _____
Last Name First Title

Name of Company: _____

Address: _____

Telephone Number: _____

Fax: _____ Email: _____

Web Site: _____

Please Indicate: Application Category

- Medical Spa Wellness Center Hospital
- Day Spa Other

Member of the Following Association or Society:

- International Spa Association Day Spa Association
- The Spa Association American Society of Plastic Surgery
- American Academy of Dermatology Other

Type of Specialty: _____

Facility Hours: _____

How did you hear about us?

- Trade Show Spa Consultant
- Medical Spa Other

Accreditation (if any): _____

Payment Information:

Annual Membership fee for the MSS is \$300.
Check enclosed payable to MSS.

I certify that the above information is correct.

Signature _____ Date _____

*** PLEASE ATTACH ANY COLLATERAL MATERIAL THAT REPRESENT YOUR FACILITY**

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Medical Spa Society

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