

IF THE WORD SURGERY CONJURES UP images of leaving the doctor's office with bandages on your face and hibernating until spring, you'll be pleased to inform your clients of this exciting update. Today, it's common

electrolysis, waxing, and other spa procedures are the preferred methods. But for large problem areas, you can now offer your clients the latest in laser hair removal technology with results they could never have imagined. A client can take a full-leg treatment in March and another in May and not have to shave or wax for the rest of the summer. In addition, the latest procedures can, for the first time, effectively treat darker skin types without harming skin pigment.

## RAY OF LIGHT

The latest in laser technology and what it means to you

for a client to schedule a laser treatment at lunchtime and show up smiling for her 1:30 meeting with softer smile lines. The laser treatments of old have now evolved into instant procedures that take less time than a facial, require no "hiding" or downtime, and are safe and effective for a wide range of conditions.

What do these extraordinary advances mean for the spa industry? Everything. The laser and esthetic industries form a natural synergy that also brings big benefits to the client. Incorporating a laser surgeon into your spa setting means you now can offer clients a complete range of age reversing options: This will also get you in the appointment books of many people over age 40 who might not be currently patronizing spas.

Spa and laser treatments are perfect complements. Independent laser surgeons commonly refer their clients for spa treatments before and after a procedure to soothe the skin and maintain tone. In addition, spa facials help maintain the good results of laser treatments and postpone the need for further procedures. Finally, microdermabrasion and chemical peels couple perfectly with the newest laser procedures, which do not affect the skin's outer layer.

Hair removal offers another potential alliance. For light or small areas of hair growth,

If you decide to launch a laser treatment, educate yourself. A laser is a pure, concentrated beam of light. In the last few decades, science has harnessed this powerful technology with remarkable applications for the medical and beauty industries. Today, laser surgery can remove wrinkles, spider veins, tattoos, unwanted body hair, moles, and scars. Earlier laser models gave breakthrough results for improving skin tone and quality. But they left a trail of temporary oozing wounds and prolonged redness for weeks or months after treatment as well as considerable downtime from work and socializing during the healing process.

Now, the Cool TouchT procedures have taken the frowns out of laser beautification. This newest incarnation offers the first "nonablative" technique in the half century of laser history. This means that the light beam bypasses the epidermis, affecting only the lower layers of skin. The result is a cosmetic victory.

Even immediately after the procedure, the outer skin shows no noticeable post treatment symptoms. Cool TouchT procedures stim-

ulate collagen production in the dermis (below the skin) where it is formed. And as new collagen is generated, lines and wrinkles grow softer, and the skin looks smoother, younger, and more beautiful. Studies show that sometimes in just four to six treatments the skin grows smoother, and the signs of aging fade away.

My advice to all spa professionals is to stay on the cutting edge. Laser procedures have never been safer, faster, more effective, or nearly as elegant. Never have they offered such prime potential for the spa setting. Your job is to locate a trusted laser physician and get this person on your beauty team. A trusted physician is someone who has studied laser procedures full-time at a recognized institution, who's had extensive training and experience in a variety of laser procedures, and who's treated a list of happy patients (look at photos and call patients for verification). You'll add a significant profit center to your spa. And your clients will thank you. Together, we can beautify the world.

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