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## SECTION 1

### DESIGNING YOUR CONCEPT

Medical spas and aesthetic medical practices are a booming business. As a physician and entrepreneur seeking to capitalize on the explosive growth in this industry, you purchased this system aware of the unlimited profit potential of these facilities. We have reached the time when savvy, aging baby boomers realize the benefits provided by medical spas and have the money to pursue their desires. At the same time, younger people are ever more conscious of their aesthetic appearance and are willing to make spending on personal appearance a very high priority. In 2007 the number of baby boomers living in the US was estimated to be 77 million.

Creating and maintaining a successful medical spa or aesthetic medical practice is not easy. It involves countless hours of strategic planning, research, and development. And, just as in opening any business, costly errors resulting in setbacks or even failure are possible.

Beautiful Forever Consulting Firm, Inc. provides you with everything you need to create a successful medical spa. We share our complete knowledge base and expertise as consultants in the medical spa industry with you. Our proven system will help you distinguish your medical spa or aesthetic medical practice from marketplace competitors, receive a prompt return on your investment, and minimize your risk.

Statistics collected by the International Spa Association in 2007 revealed that the current number of Medical Spas in the US in 2006 was approximately 1000. This is a very small number in the face of such a rapidly growing industry.

Let's start with a basic question.

#### ***What type of medical spa or aesthetic medical practice do I want to open?***

The medical spa association defines a medical spa as a facility whose medical program is under the strict supervision of a licensed health care professional. Services integrate conventional and non-conventional medicine and spa treatments. There are four types:

■ **Beauty/Skin:** a facility owned by an individual or corporate entity with an office/treatment area of a licensed health care professional located on the premises. Included in the services are medically-based consultations and treatments provided by the licensed health care professional or a medically-trained aesthetician and therapist.

■ **Therapeutic:** a facility owned by an individual or corporate entity with an office/treatment area of a licensed health care professional located on the premises. Services include therapeutic modalities that focus on specific medical issues, such as cardiovascular disease and bariatrics.

■ **Medical Centers/Hospital-Based:** facilities that offer an advanced level of diagnostic services, employing conventional and complementary therapies delivered in a specially designed healing environment. Services include both Eastern and Western techniques of evaluation and treatment, integrated with a variety of spa services.

■ **Wellness Centers:** owned by physicians or entrepreneurs and encompassing many of the same services as the medical/hospital facilities if physician-owned. If privately owned, facilities have a licensed health care professional as the medical director.

The most common medical spas are in one of two categories aesthetic/cosmetic or preventative/wellness. Those spas that emphasize the cosmetics primarily focus on improving the client's appearance utilizing high tech equipment, advanced procedures, and anti-aging medications.