

medical spa

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REPORT



FOOD FOR THOUGHT

Discover which edible ingredients
can help your clients heal faster.

Plus, get the skinny on an innovative
cellulite treatment and more.

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New Filler Offers Less Pain, Fewer Wrinkles

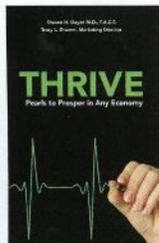
Coapt Systems launched Hydrelle, a new FDA-approved dermal filler for the treatment of moderate to severe facial wrinkles and nasolabial folds. This long-lasting, cost-effective hyaluronic acid-based filler contains the anesthetic lidocaine, making the patient's experience more comfortable with fewer injections and less overall pain.



TANDA PROFESSIONAL SKINCARE SYSTEM NOW AVAILABLE IN U.S.

Spas in the U.S. can now integrate **Tanda Professional** LED light therapy treatments into their existing services, as well as sell the handheld at-home Skincare System (\$395). The scientifically proven system, which was originally introduced in Canada, also includes two interchangeable light therapy treatment heads: a blue light, used to banish blemishes and a red light, used to reduce signs of aging. Now spas can offer clients a new treatment option and an at-home device for upkeep between visits. www.tanda.skincare.com.

NEW BOOK OFFERS COSMETIC PRACTICES TIPS ON HOW TO PROSPER



Steven Dayan, M.D., and marketing guru Tracy Drumm have teamed up to help aesthetic medical practices get busy and stay busy with their new book, *THRIVE: Pearls to Prosper in Any Economy* (CCM Publishing, 2009). The book offers success secrets and strategies for cosmetic practices, teaching physicians how to decrease their no-show rates, increase conversion rates, and more. The authors offer more than 50 tips to increase patient retention, along with ideas to get patients to refer. Order a copy by calling (312) 335-1700 or visiting www.ifmark.com/book.