

What is a Medi-Spa?

The stresses of modern day life can be lessened by setting a time to renew, revitalize and restore a body back into balance.

That is why medical spas have become so important and prevalent in the twenty-first century. A medical spa is a facility whose medical program is run under the strict supervision of a licensed healthcare professional, according to The International Medical Spa Association.

Medical Spas utilize lasers and intense pulsed light technology as well as medical microdermabrasions, photofacials, Botox and Restylene injections, medical peels and other medical beauty procedures. You can get also get traditional spa services like facials, massages, and body treatments. Regulations vary from state to state. A doctor generally has to oversee the procedures performed in a Medical Spa, but this does not mean he is always on the premises.

As reported by the American Society of Plastic Surgeons in its annual statistics report for 2006, new, more cost effective procedures and technologies combined with an aging baby-boomer population have increased public interest in less risky cosmetic procedures. Since 2000, the overall number of non-surgical cosmetic procedures has more than doubled to nearly 8.5 million procedures performed, with laser hair removal, chemical peels, Botox, soft tissue fillers and microdermabrasion topping the list of most popular.

Here are some profiles of medical spas to show the variety and what they can be...

Calidora Skin Clinic Bellevue, Washington

Men and women of all ages want great looking skin and they're willing to go the extra mile to obtain it as long as the program

is tailored to their needs and brings proven results.

Calidora Skin Clinic offers more advanced treatments than traditional day spas do and provides more personal service than traditional physicians' offices. Its business model and success is poising the company for nationwide growth.

Calidora began its Washington presence with the June opening of its Bellevue clinic followed by a Seattle location at University Village in October.

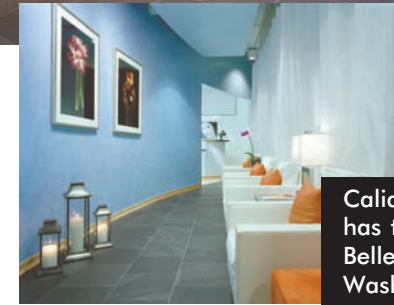
"We use advanced technology to remove the signs of age and sun damage and improve the overall tone, texture and suppleness of the skin in an inviting environment with medically-trained skin practitioners," exclaims Colette Courtion, president and CEO. "The result is a surprisingly pleasant and informative experience for our clients."

Courtion created Calidora Skin Clinic out of a personal pursuit for quality skin care. Unable to find any spa, clinic or physician able to provide a comprehensive, sustainable program, she shifted her over ten years of retail, consumer, and venture capital industry experience toward the development of Calidora. Her marketing, finance, and new product/ business development history, along with her experience heading up value and customer loyalty programs, gave Courtion the business savvy to create Calidora.

The concept behind Calidora is to deliver a great customer experience through scientifically proven, innovative skin care programs and products. Treatments such as Pore RX Facials, peels, and microdermabrasion and professional make-up are complemented by advanced treatments such as injections, and laser and light therapies.

"I understand the needs of men and women seeking ways to solve skin issues or

retain the look and feel of more youthful skin," explains Courtion. "Calidora is born out of my own frustration and



Calidora Skin Clinic has two locations in Bellevue and Seattle, Washington.

personal experience. It gave me the first-hand knowledge of what people need in personal skin care programs."

The experience begins with its exclusive Calidora Skinplan Complexion Analysis. This analysis provides a holistic approach to skin care by using sophisticated photo imaging technology to understand the composition of the skin. A team of skin experts objectively analyze the information to develop personalized in-clinic treatment plans and at-home product regimens for their clients.

A walk-through of the clinic illustrates what Calidora is not. Customers won't encounter the over-the-top frills of heavy aromatherapy candles burning in the lobby or gobs of pink. Instead, they are welcomed by soothing ice blue and deep blue accents contrasted on white walls, modern and minimalist lobby furnishings, creating a decidedly gender neutral feel throughout. The science-meets-cosmetic balance carries through

in the interior, and it's all by design, says Courtion.

The company talent shines with top notch medical and skin care practitioners, such as respected plastic surgeon Dr. Richard Baxter leading as medical director, and Rene Monero, director of aesthetics who joined the clinic after leading the aesthetics program for Gene Juarez Salons & Spas.

Dr. Baxter is a board certified plastic surgeon and a trained artist who brings his deep understanding of aesthetic principles to Calidora Skin Clinic and his plastic surgery practice. He oversees the medical staff, conducting ongoing training, setting medical protocol, overseeing proper administration of medical treatments and conducts private client consultations. Treatments such as anti-aging dermal fillers and injections, from

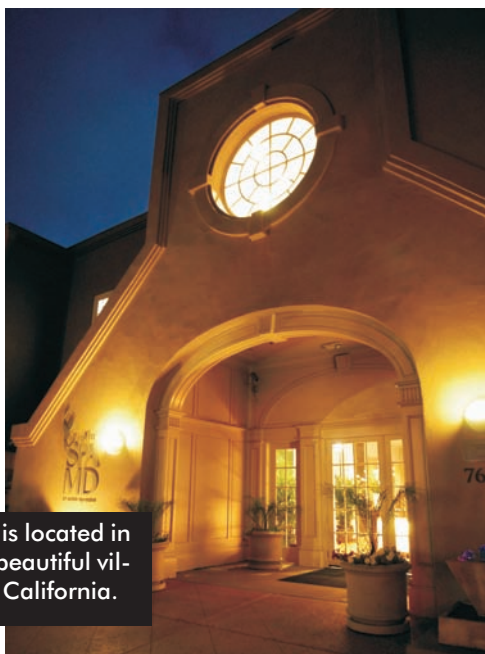
Cosmodern/Cosmoplast, Hylaform, BOTOX to Restylane, fall under his immediate care. With this protocol, the clinic adheres to strict safety practices, far beyond what's mandated of them by the state of Washington. With goals to expand nationally, they subscribe to the best, safest possible business model.

La Jolla Spa MD La Jolla, California

Southern California's La Jolla Spa MD was voted the "Top Medical Spa in America" in a recent issue of *American Spa Magazine*. "We are absolutely honored to accept this prestigious award from *American Spa Magazine*, a publication well respected by spa and medical professionals," says

Dianne York-Goldman, the president and CEO of La Jolla Spa MD. "Our landmark facility is home to cutting edge technology and an extensive research department. We incorporate signature spa therapies with medically supervised, cosmetic enhancement treatments to bring our patients and clients the ultimate in rejuvenation."

La Jolla Spa MD is a landmark medical spa where the major cosmetic breakthroughs of science and medicine are combined with art and creativity to bring the ultimate in rejuvenation. Founded in 2002 by board certified dermatologist and cosmetic surgeon, Dr. Mitchel P. Goldman and Dianne York-Goldman, La Jolla Spa MD has been recognized by Allergan (the makers of Botox), Medics (the makers of Restylane) and Cynosure Lasers as a "Center of Excellence." La Jolla Spa MD offers clients a full range of cosmetic and plastic surgery procedures in its AAAHC accredited surgery suites, as well as cutting-edge cosmetic dermatology and spa treatments all under one roof.



La Jolla Spa MD is located in the heart of the beautiful village of La Jolla, California.

Dr. Goldman is known for his pioneering research of multiple laser techniques, and for advancing the technique now widely used for successful results in liposuction procedures. He is the current Associate Clinical Professor of Dermatology/Medicine for University of California, San Diego, and has written 11 books, several of which are considered definitive medical texts in their respective fields.

York-Goldman is the founder of "You Glow Girl!" a teenage skin care company and has co-authored the popular series "You Glow Girl! The Ultimate Health and Skin Care Guide for Teens," and "Beauty Basics for Teens Journal," with her husband, Dr. Goldman. Her most recent book, "Fun in the Sun Safely," an illustrated children's story, was awarded the distinguished Gold Triangle Award from the American Academy of Dermatology.

For more information go to www.spa-md.com or call 858-459-6868.

Murad Medical Spa Los Angeles, California

Imagine a place that promotes beauty from the inside out; where you can indulge in treatments that relax the mind and soothe the body. Taking his concept of the skin as a mirror for the health of the body, Howard Murad, M.D., created an "inclusive" approach to the spa experience where healing is combined with beauty.

Since opening in 1996, the Murad Medical Spa, located in Los Angeles, is the culmination of Dr. Murad's beliefs that scientifically proven skincare treatments, combined with therapeutic spa services and nutritional support

provide the necessary elements for the skin to remain healthy and beautiful. "I believe that skincare is healthcare, therefore we focus on total health and wellness with services and products that nurture, restore and beautify from the inside out," explained Dr. Murad, CEO and founder of Murad Inc.

The Murad Medical Spa offers services to rejuvenate the weary urban dweller. Unique treatments developed by Dr. Murad offer significant results for skin plagued by environmental stress, acne, pigmentation and aging. The menu of therapies includes skin care, massage therapy, nutrition, scalp and hair treatments, nail care, and waxing. But it is the Signature Treatments, each using advanced, patented professional treatments and techniques developed by Dr. Murad that keep the clients coming back.

Entering the spa is like taking a mini va-

cation from the rest of the world with a lush garden located outside the open, airy lobby. The serene theme continues throughout as candles cast a subtle glow and exude a calming scent as music softly plays in the background. Guests are escorted to the changing area where a locker holds their personal itinerary, along with their robe and a health bar. A helpful guide in each locker assists new spa goers on "how to receive a massage."



Under the direction of Howard Murad, M.D. Murad Medical Spa is located in El Segundo, California.

The body therapy area features four private massage rooms, a wet room with a Vichy shower, a luxurious new Japanese bath tub and a peaceful relaxing area. The eight skin care rooms are soundproof, with state of the art equipment and medically based sanitation techniques. "As a medical professional, I know the importance of providing a clean and comfortable environment for each guest," emphasized Dr. Murad. "I work directly with each employee of the spa, as they make the rounds with me seeing patients in my medical practice, it is this type of training that makes our therapists professional and compassionate."

For information call 1-800-33-MURAD or visit www.murad.com/spa.