



NATIONAL LASER INSTITUTE

2009 Clinical Spa Fact Sheet

Description: Each course at National Laser Institute's main campus in Scottsdale, Arizona requires students to observe and perform a number of treatments on real clients in a 10,000 square foot, luxury medical spa. Clientele of the spa have two separate options when making an appointment for a spa service. The first treatment option is through the school, performed by students under the supervision of a cosmetic laser instructor. The other option is a private treatment with one of National Laser Institute's top cosmetic laser instructors, which costs slightly more. Both treatment options take place in the medical spa, in an environment dedicated to academic excellence and safety. Spa prices for each treatment option are 70-80% below regular retail spas in the Valley of Phoenix and across the U.S.

Spa Services: Botox · Dermal Fillers · Sclerotherapy Vein Removal · Laser Vein Reduction
Laser Hair Removal · Non-Crystal Microdermabrasion · Fractional Laser Wrinkle Reduction
Intense Pulse Light (IPL) Photofacial · Laser Tattoo Removal · Radio Frequency Skin Tightening
Cellulite Reduction · Chemical Peels · Microcurrent · Laser Acne Reduction · Laser Scar Removal
Skin Tag Removal · Permanent Makeup · Photodynamic Levulan Therapy

Clientele: 85% women

65% of those women are over the age of 35

93% of Fractional Laser Skin Resurfacing requested by women over the age of 35

25% of IPL Photofacials requested by men over the age of 45 due to sun exposure

10 out of state clients each month for Laser Tattoo Removal, Botox or IPL Photofacials

Top 5 Most Requested Treatments:

1. Laser Hair Removal
2. IPL Photofacials
3. Botox
4. Fractional Laser Wrinkle Reduction
5. Dermal Fillers

Top 3 Motivational Factors From Clients:

1. Addressing Anti-Aging concerns like wrinkles, sagging skin, skin texture, collagen loss
2. Addressing Sun Damage concerns like age spots, freckles and hypopigmented skin spots
3. Removing scars due to acne, surgery, burns or trauma