

LUXURY MEDICAL SPA OUTSHINES GROUPOUN

By: Jeff Lewis, Freelance Beauty Editor

Groupon took the world by storm when it launched in November 2010. Taking advantage of the economic difficulties of the recession, its 50-percent-off deal discounts had consumers clamoring for everything from sky diving lessons to resort packages. The only drawback for consumers was that Groupon's teaser offers were a one-time deal. This resulted in low brand loyalty and deal-seekers jumping from business to business chasing the latest special.



Louis Silberman, co-founder

Louis Silberman, co-founder of National Laser Institute Medical Spa in Scottsdale, was like any business owner wanting to grow his company. He saw the need for both the attraction of deep discounts and the ability to retain spa clients. Rather than turn to a deal Web site for a one-time special, he

decided to make Groupon-style pricing an everyday practice. His medical spa became the first luxury facility of its kind in Arizona to regularly offer cosmetic laser and medical aesthetic treatments at more than 70% below average retail prices.

"Instead of offering a treatment like Fractional Laser Wrinkle Reduction for the average retail price of \$800, we offer it for \$150," says Silberman. "Our discount prices are outrageous, but the customers love it and we frequently have clients fly in from out of state for one of our treatments. They find it's cheaper to pay for travel arrangements than it is to buy the same treatment in their home state. Sometimes people do a double take when they hear they can get a laser hair removal treatment for \$50 or a photofacial for \$75."

Offering cosmetic laser treatments so far below retail may seem crazy to most business minds, but the med spa's quantity business plan has their facility growing and its overflowing list of clients raving. Rumor has it that National Laser Institute may be the busiest medical spa in the country, seeing up to 2000 clients per month. They have been so successful that they recently opened a brand new location in Dallas, Texas.

The level of safety at National Laser Institute is one of its best features. Their medical aesthetic technicians are actually some of the country's top cosmetic laser clinical educators, teaching doctors, nurses, aestheticians and career-changers who provide safe and effective treatments.

"When a friend told me about National Laser Institute, I couldn't believe how cheap the treatments were," says med spa client Joanna Nelson. "I spent about \$3,000 on laser treatments at another spa and am kicking myself because I could have gotten the same procedures for only \$450. It's nice to know I can keep going back to the same trustworthy place and save money every time I get a treatment."

National Laser Institute's North Scottsdale location may be known for its discounts, but the spa's luxurious environment is anything but cheap. Surrounded by warm chocolate and ivory accents, guests to the spa have access to a full range of the latest med spa beauty technologies. From laser skin rejuvenation to BOTOX® Injectables, if it makes you look sexier then they have it. Their slogan really says it all - Luxury Med Spa Treatments, Without the Luxury Prices.

For more information on their 70%-off med spa deals, visit National Laser Institute at www.nlimedspa.com or call 214-252-7800. ■

BEAUTY EXPERT: Jeff's Favorite Treatments

LASER HAIR REMOVAL

Nicks and cuts and razor bumps, oh my! Ingrown hairs and razor burn are not only painful but embarrassingly noticeable. In just a few zaps, the razor can be a thing of the past.

Average Retail Price: \$200
NLI Price: \$50 (75% off)
Treats: Unwanted hair



FRACTIONAL LASER WRINKLE REDUCTION

This treatment stimulates the skin's biological regeneration processes. Collagen begins to reproduce naturally at an accelerated rate, causing wrinkles to fill in without the need for injections.

Average Retail Price: \$800
NLI Price: \$150 (81% off)
Treats: Wrinkles, acne scars, stretch marks, melasma

PHOTOFACIAL SKIN REJUVENATION

A photofacial sends rejuvenating pulses of high-energy light into the skin, which target the discolored cells. The body then processes damaged skin cells and replaces them with brighter, fresher skin.

Average Retail Price: \$350
NLI Price: \$75 (79% off)
Treats: sun damage, age spots, fine lines, darkened freckles, rosacea, broken capillaries and acne