

MADE TO MEASURE

Medical spas have made big business out of shrinking clients with body-contouring treatments, a phenomenon that shows no signs of slowing down.

BY JENNIFER NIED

How do you introduce a new device to clients?

"I introduce them to clients through internal marketing and word of mouth. Most of my patients have had liposuction and have hanging skin and are looking for a non-invasive solution."—*Jane Scher, New York City-based certified nurse injector*

PRICE IS RIGHT

The demand for body-contouring services may be high, but so is the competition, so a smart pricing strategy is essential to ensure these services and your medical spa are successful. Discounting to bring in new clients can be tempting, but it can devalue your services. Though discount sites like Groupon and LivingSocial made a splash, their influence in the medical aesthetics market has diminished. "These machines are very expensive, and we're trying to keep them away from the discount sites," says certified nurse injector Jane Scher. "It's almost like a society, where the doctors won't offer discounts to really keep it exclusive." Dermatologist Jessie Cheung says she has avoided the discount sites because loyal clients will pay for expertise. "Price shoppers don't tend to be loyal customers, and I want clients coming in for my expertise, not for a \$100 discount," she says. Spa owner Joanna Vargas agrees that the skill needed is part of her pricing equation, as is the exclusive nature of the machine. "They are not easy appointments to perform, and for that reason, they are a little pricey but totally worth it," she says. The region and competition nearby also play a role when pricing services. Ideal Image's Jenny Sutter recommends keeping up with the market trends and pricing accordingly. ●

smart shopping

What factors did you consider when purchasing a body-contouring device?

"I consider how painful it is, the before-and-after photos of the results, and if it is FDA approved."—*Jane Scher, New York City-based certified nurse injector*