

FOCUS ON Issue 1 | Winter 2008  
**aesthetics**

a journal for the success of your aesthetic business

## Welcome

We are excited to welcome you to the first edition of *Focus on Aesthetics*, a complimentary journal written exclusively for spa owners. Our objective is to bring to you information on the latest technology and trends in the spa industry. While sharing our experience and knowledge of the marketplace to help you achieve success in your spa business.

In recent years the advent of non-invasive aesthetic treatments has fuelled a boom in the spa marketplace. More consumers are relying on their neighborhood Spa to deliver these non-invasive treatments

and technologies. For this reason we feel that it is important to offer this journal as a resource to help you develop your business for long term sustainable growth. We hope that you enjoy our first issue and we look forward to sharing even more information as our publication grows and expands with the future spring/summer and fall issues.

If you prefer to receive an electronic copy of our newsletter, please visit our website [www.coherent-amt.com](http://www.coherent-amt.com) and go to our contact us link to request an electronic version of our newsletter.

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## Has the spa industry reached a point of saturation?

**Valerie Potter-Johns** *Spa Medical Consultant*

Years ago when I drove around cities in Canada it never ceased to amaze me how many donut shops were on each corner! Now it truly amazes me to see how many spas have popped up! It seems that the word "Spa" has now become one of the most overused words in the dictionary!

Let's take a minute to reflect – the word "spa" as defined by the Webster dictionary is *A commercial establishment providing facilities devoted especially to health, fitness, weight loss, beauty and relaxation.*

The time has now come for spa owners to embrace change and start to redefine who they are and what they want to achieve. No longer just surviving but thriving! And no longer trying to be everything to everyone! Just look at how ridiculously long our menus have become. Remember all industries have to embrace change sooner or

later and I believe that the time has come for many spas to change their strategies in order to stay competitive and produce higher profits!

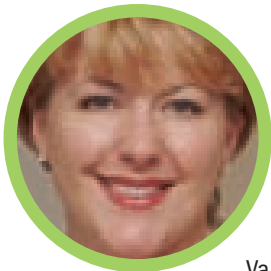
The introduction of advanced technology is the future for the spa industry. Many of us have tried to ignore this fact, but the reality is that our clients are more demanding and knowledgeable about different types of non-invasive treatments now available.

More likely than not, the main reason many of us have not already introduced these technologies is the high investment associated with leasing them. Also, we tend to be intimidated by the physics of laser and light technology, but new services or products are always a concern until they becomes familiar. If we do not introduce these new technologies into our businesses then clients will be forced to look elsewhere. Give your spa business the competitive advantage it needs to grow by introducing advanced technology.



# Spa Management Seminar Series

Getting on board with technology, catch the wave before your competition



**Valerie Potter-Johns**  
*Medical Spa Consultant*

Join us for the 2008 Spa Management Seminar Series hosted by entrepreneur and former Day Spa owner Valerie Potter-Johns

Valerie was the original founder of the Sanctuary Day Spas. She began the company in 1998 determined to provide a comprehensive approach to beauty and wellness through the use of botanical products and advanced spa therapy treatments. Within the Sanctuary Valerie developed a team of experienced professionals and suppliers alike, who were dedicated to delivering the highest possible level of quality spa care available. Recognizing that the spa industry was evolving in new directions, Valerie opened one of Canada's first medi spas in 2001 – a relatively unknown concept at the time.

Valerie has been a national speaker and educator with the spa community for the past 24 years, and was a previous national trainer for Sopar Cosmetics. Valerie has been featured in numerous magazine articles, and has also appeared on national television in spa and beauty segments. She is often asked to be a guest speaker at private training schools and community colleges and sits on the Premier Spas of Ontario board of directors.

## Calendar of events

### JANUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### FEBRUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

### MARCH

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						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### APRIL

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

#### Vancouver, British Columbia

January 28, 2008  
4:00pm-9:00pm

#### Calgary, Alberta

January 29, 2008  
4:00pm-9:00pm

#### Montreal, Quebec

February 4, 2008  
4:00pm-9:00pm

#### Toronto, Ontario

February 11, 2008  
4:00pm-9:00pm

#### Quebec City, Quebec

April 14, 2008  
4:00pm-9:00pm

#### Halifax, Nova Scotia

April 15, 2008  
4:00pm-9:00pm

#### Winnipeg, Manitoba

April 21, 2008  
4:00pm-9:00pm

#### Edmonton, Alberta

April 22, 2008

#### Victoria, British Columbia

April 28, 2008  
4:00pm-9:00pm

To register for a seminar or to find location details for the event in your area please contact us:

Website: [www.aspirebecome.com/common/register.asp](http://www.aspirebecome.com/common/register.asp)

Email: [workshops@coherent-amt.com](mailto:workshops@coherent-amt.com)

Call toll free: 1-800-668-5236



You could  
**WIN A \$10,000**  
**SPA MAKEOVER**  
 Visit  
**spamakeovercontest.com**  
 to enter and for complete  
 rules and regulations.

Let Coherent-AMT give your spa a makeover.

Coherent-AMT will arrange a contractor to work with you to design or renovate your spa as you see fit, whether it be new display cases, new flooring, new reception area, new rooms – up to \$10,000!

The possibilities are endless.

Contest close date: March 31, 2008.

Note: The winner must provide evidence that they are a Spa Owner Operator in Canada at contest close.

## Your questions are important to us!

Write in to Valerie Potter-Johns with your questions about enhancing your spa business through advanced technology. Your question may be selected to appear in our next issue.

E-mail Valerie at:  
[valeriej@coherent-amt.com](mailto:valeriej@coherent-amt.com)

## Are you maximizing your spa profits?

### Get more for your money using Broadband Light Source Technology

Now more than ever, your clients are asking for non-invasive aesthetic treatments designed to address their aesthetic concerns. Being able to meet their needs through the introduction of aesthetic technology will allow your business the competitive advantage it needs to thrive in today's every changing marketplace.

Introducing one system that will treat multiple conditions is a smart choice for a spa looking to move into non-invasive medical aesthetics. Sciton BBLs technology offers you flexibility to treat a number of applications tailored to each individual client. BBLs is the most advanced light-based system providing you with more than any other intense pulsed light device. More applications, more features, more power, more value – and all with a single hand piece that is simple to operate. An array of advantages makes the portable Sciton BBLs system the right choice to maximize your profit potential.

**The Sciton BBLs all-in-one technology provides treatment for multiple skin conditions... Safely, Effectively & Efficiently**

**Permanent Hair Reduction:** Not all hair sits at the same depth. A choice of several filters and pulse durations allow the BBLs technology to target different depths and sizes of the hair follicle, providing consistent, safe and quick results.



**BBLs™**  
 broadband light source

This innovative technology allows for a high peak power with multi-synchronized pulses to provide an effective and safe treatment for telangiectasias, broken capillaries and benign brown pigmentation from sun damage or photoaging.

**Skin Tightening:** Only BBLs offers SkinTyte™, a skin tightening procedure which treats large areas with sub-surface dermal heating that stimulates new collagen growth for firmer looking skin. This technique provides excellent results while maintaining a high level of client comfort.

**Acne Therapy:** BBLs treats a wide range of acne conditions for a smoother, more even complexion.

Whether your spa business would like to start by offering all treatment applications or a single treatment application such as permanent hair reduction or photo-rejuvenation, BBLs allows you the flexibility to offer the treatments your clients are demanding... Safely, Effectively & Efficiently

#### BBLs Product Features Summary

- 7 interchangeable filters used on one single universal hand piece allow you to perform a wide range of applications. All systems offered by other manufacturers require a different hand piece for each application.
- BBLs has the largest spot size in the industry offering faster treatment time
- BBLs hand piece has an unprecedented 300,000 pulse warranty.
- BBLs has an integrated cooled sapphire crystal that sets skin temperature accurately from 0° C to 30° C for a safe and controlled treatment zone.

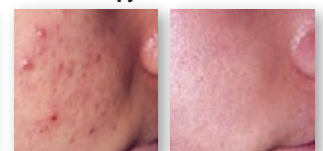
For more information on the Sciton BBLs system visit [www.sciton.com](http://www.sciton.com) or call 1-800-668-5236 for a Coherent-AMT representative in your area.

**SkinTyte™**



Before After

**Acne Therapy**



Before After

# Understanding Hair Removal

Don't miss an opportunity to grow your business



In the past, the usual remedies for unwanted hair included tweezing, shaving, waxing or chemical depilatories. Some are painful, some are messy and all are only temporary.

For long-term hair removal, electrolysis is popular and effective, but it is a time consuming procedure, which can be painful and is useful only in removing hair in small areas.

## The Gold Standard in Laser Hair Removal

The LightSheer diode laser is the #1 laser hair removal product in Canada. Its state-of-the-art system is specifically designed to remove unwanted hair faster, with less discomfort and more reliability than other methods. A laser produces a beam of highly concentrated light. The light emitted by the LightSheer

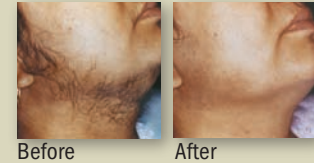
diode laser is well absorbed by the pigment located in the hair follicles. During the procedure the laser pulses for a fraction of a second, long enough to heat up the hair and significantly impeded the follicles ability to re-grow. This process also treats numerous hair follicles simultaneously. Therefore LightSheer is appropriate for treating even the largest areas of the body both quickly and effectively.

In a recent survey,<sup>1</sup> 46% of spa's reported to offer Laser Hair Removal. Laser Hair removal is a growing trend that does not seem to be slowing down anytime soon, be sure not to miss the boat in offering your clients this invaluable service.

<sup>1</sup> Phone Survey completed by MRG in Ontario and Alberta, November 2007.

## LIGHTSheer™

- **ChillTip™:** provides continuous contact cooling of the skin
- **Ergonomically designed finger trigger:** For easy, comfortable operation
- **Clinically proven safe and effective:** long-term clinical studies on permanent hair reduction
- **Established:** the world's most accepted system for laserepilation
- **Unique output control:** enables treatment of nearly every hair diameter and color
- **Easy to learn, easy to use:** pre-set parameters for ease of use
- **No consumables:** results in a very low cost of ownership



# Restoring that healthy glow with Microdermabrasion

The difference is in the Diamonds

Microdermabrasion has been used by aestheticians, physicians and day spas for many years to achieve dramatic skin rejuvenation results. Different skin types and textures respond in varying degrees to different treatments, results leave the skin looking fresher and glowing while diminishing the signs of sun damage, decreasing the look of fine lines, wrinkles and enlarged pores.

The results of Microdermabrasion differ depending on if the technology uses real diamond crystals or rock-like abrasives. Real diamonds are high-quality, precise abrasives. Real diamonds reach inside crevices to effectively treat the hardest-to-reach spots. They are less-irritating than traditional crystals and hypoallergenic for a comfortable experience.

MARQUIS combines the most advanced laser-cut Diamond Precision Peel with the industry leading traditional Fine Crystal System in one compact device.

## Safely & effectively treats:

- Fine lines & wrinkles
- Sun damaged skin & age spots
- Uneven skin texture and glow
- Cellulite stretch marks
- Enlarged pores
- Blemishes

An unprecedented 10 Precise Diamond Tip™ treatment tips of varying sizes and coarseness for all skin types and conditions enables a full range of treatments from the face, delicate eye and neck areas to larger body parts by simply replacing the tip within seconds! The MARQUIS system is Hypoallergenic



MARQUIS

and hygienic with NO disposable crystal dust to discard. Its advanced Diamond Peel microdermabrasion produces results that will be seen after the very first session. To learn more about the MARQUIS Microdermabrasion system contact a Coherent-AMT representative at 1-800-668-5236.

# Coherent-AMT... building customers for life.

## The support you need.

Coherent-AMT has been serving the Canadian aesthetic industry since 1989 and has built the most comprehensive support structure in Canada. Our network of national on-site technical support and full-time clinical educators is unprecedented in the industry. Coherent-AMT is a true champion for your aesthetic spa business.

## The technologies you require.

Coherent-AMT offers the largest portfolio of aesthetic technologies and products in Canada. Whether you are starting or expanding your aesthetics business, we have the right solution. Coherent-AMT leads with the most innovative technologies, so you can be first to offer your clients the newest treatments.

## The flexibility you demand.

Grow your aesthetic business with a customized solution just for you. Create a 'one-stop' spa experience for your clients by diversifying treatment options. Coherent-AMT offers flexible financing options which give you the luxury to grow your business while maximizing your profits.



Canada's Leader in Aesthetic Solutions

125 Fleming Drive  
Cambridge, Ontario,  
Canada N1T 2B8

For a Coherent AMT  
representative in your area  
call 1-800-668-5236.

Visit our website  
[www.coherent-amt.com/aesthetics](http://www.coherent-amt.com/aesthetics)  
for more information on all of  
our products and services.