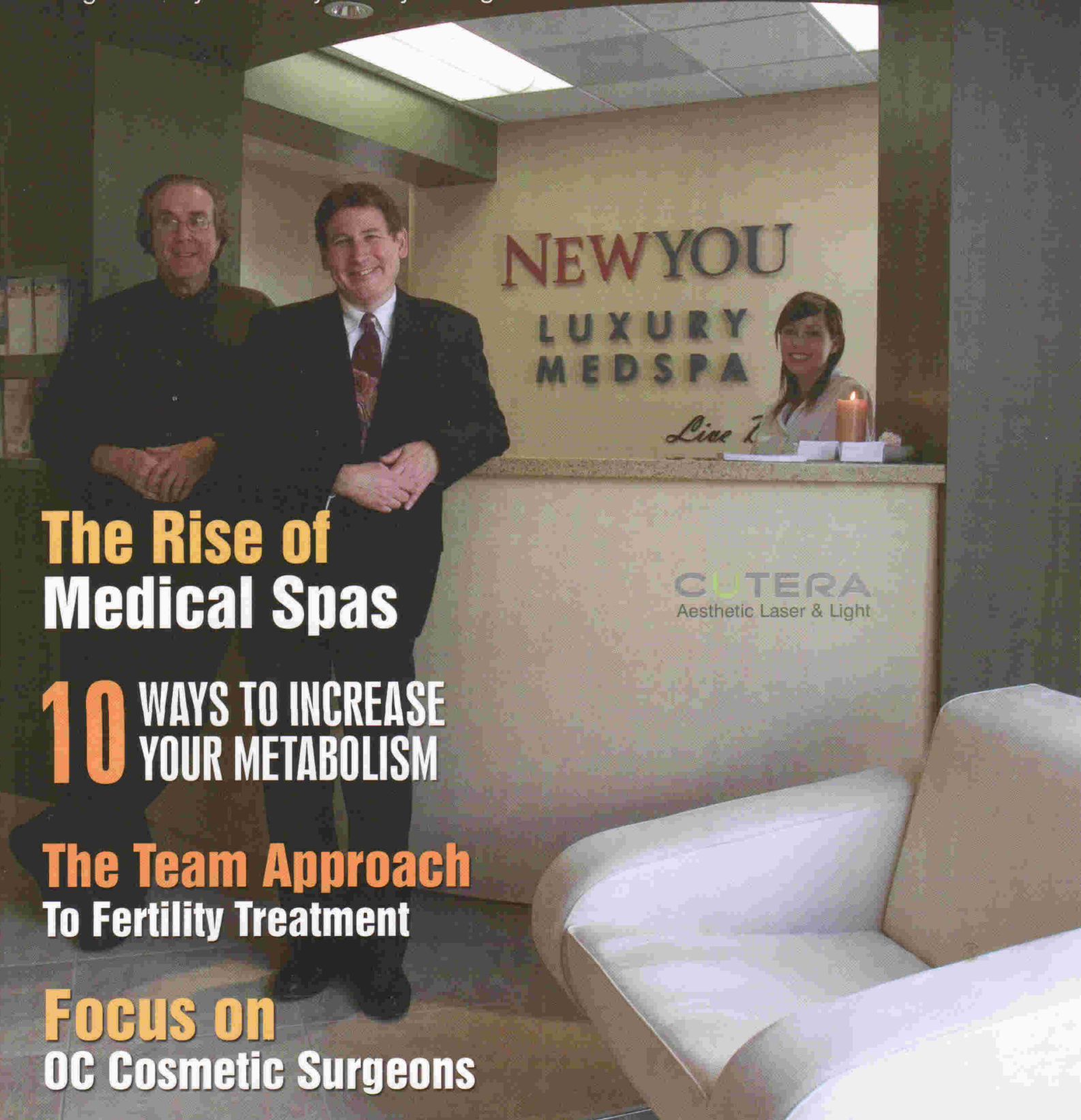


OCHealth

Orange County's Healthy Lifestyle Magazine



The Rise of Medical Spas

10 WAYS TO INCREASE YOUR METABOLISM

The Team Approach To Fertility Treatment

Focus on OC Cosmetic Surgeons

The image shows the interior of a reception area for 'New You Luxury Medspa'. Two men in suits stand in the foreground, smiling. Behind them is a reception desk where a woman is seated. The wall behind the desk features the company name 'NEW YOU LUXURY MEDSPA' in large, bold letters. A sign on the desk reads 'Live It'. The lighting is warm and modern, with recessed ceiling lights.

NEW YOU

LUXURY
MEDSPA

Live It

OC Gets Luxury Dose of Personal Skin Elegance

New You Luxury Medspa in Irvine opened January 2006 in the Woodbridge Square Medical Plaza on Barranca Parkway. Founded by long-time buddies Robert Fisher, CEO (left), and Marc Liebesman, COO, the two guys are well-known Orange County business owners, entrepreneurs and corporate executives. For more information, visit the NYLM website at www.newyoumedspas.com.

What makes New You LuxuryMedspa different from other medspas?

ML – We built the business model on four legs: medical, luxury, services and the patient experience. As a medical spa, we meet every requirement of the California Medical Board, from our medical staff headed by Dr. Neil Neimark, who's located in our building, and Amelia Naccarto-Coleman as our PA-Certified, to our three RNs, an aesthetician, and a coffee-loving aesthetician-in-training at the front desk. We built luxury into every corner and treatment room, the lobby and even the bathroom. There's an upscale, classy feeling here. Our menu of services, provided under NYLM's own banner as AgeLess™ Skin Therapies and skinIQa™ Smart Skin Solutions, includes IPL skin rejuvenation, laser hair removal, injectables and dermal fillers, microderms, facials and chemical peels, and cosmeceuticals. Our new services schedule runs into 2007. When we're through, we'll have the most unique combination of medspa and wellness services in Orange County.

Like what?

RF – Well, we're not going to tell you too much but let's just hint with skin tightening, cellulite management by laser, acupuncture and herbal medicine. Maybe even DNA skin cell therapies and anger-pain-loss management. How's all that sound?

Sounds like you're breaking some new ground. What about the patient experience?

RF – It's very important to us how patients feel when they first enter, as they're getting their treatment, and when they leave. We have very unique serigraphs on the walls, including Yuroz, Yvaral and Vasarely, wall niches for some eye candy, music piped through the ceiling, sconce-lighting and scented candles. We won't tell you what we paid for the eight-foot high solid doors and the rounded corners. Or the top-of-the-line, all electric, hospital-grade treatment tables – one's even heated, that are more comfortable than the beds at the best hotels in Newport. But when you close the door of one of the treatment rooms and lay back surrounded by soft wall light and what I call anti-gravity music, you go somewhere special that you don't want to leave.

What are NYLM's long-term goals?

ML – This location is the first of five or six (RF – More!) we plan to open in the next 36 months. Our goal is to be the most complete medspa-wellness network in South Orange County – a destination to renew and rejuvenate. We'll offer the highest levels of comfort and relaxation yet our pricing will be in the middle of the pack. We're working very closely with medical equipment manufacturer Cutera to deliver only the highest performance skin-care technology. And we're not going to take ourselves too seriously – so there'll be fun and some joking around too. Snooty doesn't work too well for what we're building.

Who are your potential clients and where do they come from?

RF – Everyone has aging skin, right? And everyone's skin needs to be protected and repaired and anti-aged. That goes from young people with acne and unwanted hair to everyone else who wants to do some preventative maintenance and repair on the natural aging process. Then there are people who spend a lot of time outdoors and professionals who rely on their appearance. You have to mention women, mostly, who are rejoining the work force after raising the kids. Don't forget big events like weddings and cruises. And then there are the many people who enjoy making themselves as beautiful as they can -- because they know how good they feel when they do. All these people want to look better so they can deliver the goods – themselves.

ML – Face it, the first thing people see, whether they know you or not, is your skin. It's their first impression – we've all heard about first impressions. Sure, you can restyle your hair and, yes, you can buy a few new outfits, but nothing changes the way you look and the impact you make like your skin. Even compared to a new hair style and a new Vera Wang. Fact is that getting their skin back in shape is becoming more important to more people than ever before. From the way it looks to the way it feels, your skin says it all.

Parting thought?

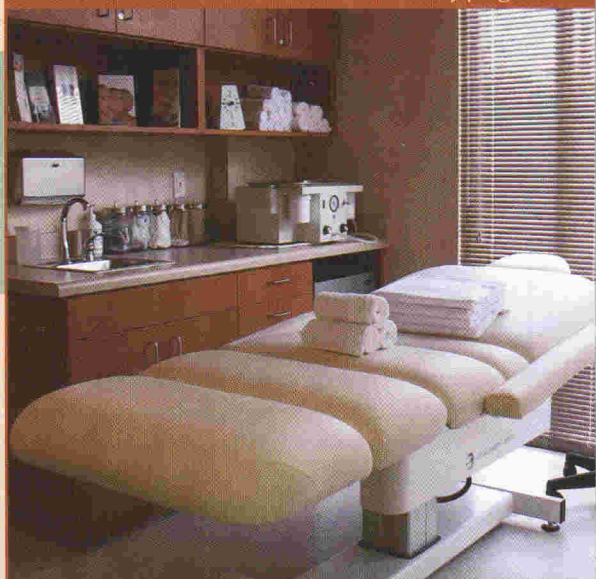
RF – Just to say that NYLM is a business partnership that comes from a long friendship between its two founding partners. Marc and I have worked together for years and to us this is fun – building something with looks and wow's, that goes fast and shines in the sun. Doesn't get much better than that.



NYLM uses the industry's most powerful and accurate medical technology from CUTERA for its IPL skin rejuvenation and laser hair removal treatments



NYLM offers three best-selling brands of cosmeceuticals – Obagi, SkinMedica and fenix for its clients' home care daily programs.



NYLM's five treatment rooms take clients to another world with sumptuous and extra-wide Cloud 9 beds, dimmed wall lighting, "non-gravity" ceiling music, and original art by Yuroz, Vasarely, Jiang and Yvarol.