



# how to choose the right COSMETIC CLINIC

Statistics Canada has shown that the spa market is a \$10.3 billion industry that is continuing to grow at an accelerated rate. In addition, the massive baby boomer population is supporting the surge in demand for cosmetic procedures, both surgical and non-surgical. This trend is reflected in an increased number of spas and clinics offering

advanced treatments, including laser services. Improved technology, the availability of no down time treatments, and increased acceptance of such treatments by clients have all contributed to this trend. The majority of such clinics are reputable, and work hard to satisfy the needs of their clients. However, some have taken advantage of lax regulations to increase their profit margins. It is currently legal in Ontario for anyone to purchase a cosmetic laser and operate it without any training, as there are no government regulations to monitor this industry.

Reputable clinics will encourage your questions and address your concerns in an open and honest manner. Be sure to ask many questions as a little bit of research can go a long way in experiencing safe and effective treatments in capable and professional hands. **bm**

So how does one make the right choice? It is important to do your research and ask many questions. Some questions that will help you make the right choice follow.

- Q** Does the clinic make claims that seem too good to be true? (As usual, if it sounds too good to be true, it usually is.)
- Q** Is there a physician available for consultations, supervision, and follow-up care?
- Q** Is the person operating the laser certified by the laser manufacturer?
- Q** For Botox and fillers, has the injector been to the FACE conference and been certified in these treatments?
- Q** Can they show you before and after photos of their actual clients rather than just file photos?
- Q** Do you have access to a nurse and/or physician?
- Q** Is there an open and honest policy about pricing?
- Q** Are the staff well versed in the treatments, and can they explain how the treatments work?
- Q** Have the staff had any of the treatments done?

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