

PRESS ARTICLE

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Med Spas: Arizona's Grown Up Play Grounds!

Med spa customers come in all forms, ages and income levels. From anti-aging warriors, couples on retreat, and even bridal showers and birthday parties, are joining weary workers with knots in their necks. Even the budgets and income levels of these med spa goers vary greatly, spending anywhere from \$50 up to the multiple thousands of dollars per each visit. However, all med spa enthusiasts share one thing in common, they all seek relief and rejuvenation in one form or another.

Mankind has sought relief from the pressures of everyday life by going to spas since the first Roman baths in 25 BC. And don't think it's just the ladies! In fact, in the med spa industry men make up almost half of the clientele, and that number is increasing every year according to a recent study conducted by encyclopedia.com. The increasing popularity of med spas has made the lunchtime spa drop in or the after work spa visit more familiar than ever before.

For those who are not familiar with the med spa term, here is a description of what exactly a med spa is. A med spa is the pairing of a cosmetic surgery office and a luxurious European-style day spa. This means that all of your aesthetic needs can be easily met in one relaxing and luxurious location. You can get laser hair removal, BOTOX® treatments, undergo sessions to help reduce cellulite, enjoy traditional spa services such as a facial or a relaxing session of message therapy, and in some locations even receive medically supervised anti-aging hormone therapy and hormone weight loss treatments all at the same location, and many times on the same day! Med spas have come a long way; many are now high-tech, high-luxury, and focused on meeting high medical standards.

Med spas are not just about the pampering, but also health and wellbeing. All medical spas must have a medical doctor on staff or on the premises at all times. Many medical spas have affiliate plastic surgeons, cosmetic surgeons, dermatologists, and/or licensed medical doctor on site. In many cases, med spa guests who go in for an ordinary facial will have the advantage of being able to get the advice of a trained physician, studied in a wide range of skin and facial aesthetics.

What to expect from a Medical Spa:

Relaxing and soothing spa atmosphere that includes all the pampering and service you would expect from a luxurious 5-star spa.

A variety of elite skincare and beauty products and creams available for take home use.

Licensed aestheticians and healthcare personnel to help with your individual beauty, health and anti-aging needs.

The equivalent quality medical care that you would expect from a cosmetic surgery or dermatology office.

Med spas are the newest niche in cosmetic surgery and the fastest growing segment of the spa industry. Imagine getting a skin smoothing microdermabrasion treatment coupled with Restylane injections and a massage in a luxurious, warm, relaxing environment while listening to soothing music, sipping spa water and enjoying the sweet scents of aroma therapy? Sounds enchanting don't it? Many Arizona residents agree and are flocking to local med spas.

For many Arizona med spa goers it's the results that keep guests returning again and again. "I go to the med spa not just for the BOTOX®, facials, HCG weight loss, and anti-aging hormone therapies, but for the *lifestyle* I receive from actually feeling and looking years younger" said Vicki Jordan, a local Mesa med spa enthusiast. That desire to reconnect and revitalize life has sparked a major boom in the med spa industry in Arizona, particularly in the 40+ demographic.

In addition, one of the most popular med spa treatments is BOTOX® and

many Arizona residents of all ages and backgrounds are hitting med spas in search of ways to treat stubborn frown lines with the use of this treatment. By now you've probably heard a lot about BOTOX®. It's been in the news, in fashion, health, and beauty magazines, and on TV. Your friends may even have tried it. The array of individuals in search of this treatment differs greatly.

What this treatment does is temporarily smooth moderate to severe frown lines between the brows with no surgery and no recovery time. An improvement can be seen within days, lasting up to 4 months. Keep in mind results may vary depending on each individual person.

Almost 3.3 million BOTOX® procedures were performed in 2005 alone—a 16% increase over 2004. Not just models and movie stars, but people from all types of professions have tried it. At many local med spas their BOTOX® clientele greatly ranges from early 20s and beyond and consists of people all backgrounds and income levels, from soccer moms to TV personalities. In fact, the American Society for Aesthetic Plastic Surgery (ASAPS) ranked BOTOX® Cosmetic as the most popular physician-administered aesthetic procedure in the United States for the fourth year in a row (surgical and nonsurgical combined). What's more, the ASAPS surveys ranked BOTOX® Cosmetic as one of the low-entry-cost facial aesthetic procedures in the United States.

From massages to facials, BOTOX® and beyond, Arizona residents have discovered that the new playgrounds of choice for adults are the amazing assortment of luxurious med spas found across our beautiful Valley.

For more information about the different options of Arizona med spas log onto www.spafinder.com or visit www.redmountainmedspa.com to view the many options of med spa services that are now available.

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