

Why Aesthetics make Sense

Take advantage of the opportunity of adding Aesthetics to your practice –
It may be the best decision you will ever make!



Your Prescription for Success!

Thank you for your interest in Empire Medical Training, the fact that you have downloaded this e-book from our website shows that there may be hesitation or other reasons for learning more about aesthetics and how aesthetics can enhance your practice or give you the additional revenue streams you are missing or need within your present practice. Many of you are being exposed to aesthetics for the very first time and at times can be overwhelming. For the most part, some or all of you are looking to create new revenues for yourself and your practice and are interested in aesthetics as a possible means to achieve this. The reality is that aesthetics can be very rewarding, it is a growing market and the opportunities to create new revenue streams for your practice are real even in a “bad economy”. Times have changed, aesthetics has evolved and so has the approach and means in integrating into your present practice aesthetics or creating a “stand-alone” successful aesthetics practice. In this guide we will point out the misconceptions that plague the aesthetics field and put in perspective the opportunities that await all of you concerning aesthetics.

Aesthetics can be very rewarding from a professional standpoint, very simple to integrate, and the revenues are real. Most aesthetic services performed are “cash basis” and not dependent upon approvals or insurance reimbursements. Patients seek out your services that you offer and there is high patient satisfaction associated with these procedures. The results you achieve from integrating aesthetics within your practice are for you to decide and the number of services and risk (capital investment) is up to you. The business model for aesthetics has changed, you can create (6) figure income with as little as \$10-\$15k of expense including the cost of training. Aesthetics is a business and hopefully you will find this guide to be helpful to you in making the decision to pursue these opportunities that are available to you.

I sincerely hope that you find this guide to be helpful in giving you the knowledge and confidence that aesthetics is a real tangible way of pursuing new revenue streams for your practice. Take advantage of these opportunities associated with aesthetics and enjoy the peace of mind knowing that you can still achieve the personal and financial goals that you set out when entering the medical profession.

We are here to help you on this journey, if there are any questions or if you need additional information please do not hesitate to contact us. Thank you again for your interest.

Sincerely,

A handwritten signature in black ink, reading "S. Cosentino, DO". The signature is fluid and cursive, with the initials "S." and "DO" clearly visible.

Stephen Cosentino, DO
Medical Director/Founder

Opportunity Awaits!

All of us have been presented with opportunities throughout our lifetime, the difference between those people that are successful or not successful relates directly to individuals who have taken advantage of opportunities when presented. You have the opportunity to earn (6) figures or more through aesthetics but you need to feel confident that you are making the right decision.

Aesthetics is Easy!

Don't be fooled by other training companies that demand ridiculous tuitions and try to make more out of these procedures. Aesthetics is very simple and the procedures associated with these procedures are not difficult to learn or master. Knowledge and understanding is key and we are committed to ensure that you are completely comfortable with performing these procedures and the reason for "hands-on" training. This is not "rocket science" but standard of care and compliance is still very important, aesthetic procedures are not difficult but are not "monkey see – monkey do!" procedures.

It Starts with a Goal!

As with everything in life, when you are able to create a realistic goal for yourself then it is more achievable in reaching these goals. Goals in aesthetics could be lifestyle goals (i.e. # hours, breakfast and dinner with family, lesser hours, etc) or can be monetary and financial goals. Knowing what you want will help you decide on how you will want to approach aesthetics concerning such items as the services you offer and other commitments you may be required to make (time, money, etc.).

Why Aesthetics?

Aesthetics is rewarding from both a personal, financial, and professional aspect, there is a high benefit / patient satisfaction element to these procedures and are enjoyable to perform. Do not be intimidated by other physician specialties as they were once MD(s) just like ourselves and even their fellowship did not include most aesthetic procedures. Be confident in knowing that there is no limitation to the medical license you possess and feel comfortable in knowing everyone in the aesthetics field started just like you now.

In today's uncertainty be assured that the market for aesthetic procedures is growing and still very dynamic. There are over 60 million "baby boomers" in the United States that are candidates for aesthetic procedures and every year we are looking in the mirror and growing one year older. Trends in aesthetics show that men are the highest % growing segment to aesthetics and Hispanic women are the largest growing sales segment to aesthetics. Women patients between the ages of 35 and 60 still make up almost 80% of all cosmetic procedures. The market is real and tangible as well as growing, last year for example Allergan (Botox) reported that sales of Botox were up 15% from the year before and there were approximately 10 million injections performed in the United States.

In fact, almost all of the non-surgical cosmetic procedures in the United States rose from the prior year. Two income families, professionals, and younger adults are all supporting the rise in aesthetics as it has

become very accepted in everyday life. The top non-surgical cosmetic procedures performed in the United States last year are as follows:

1. Botox/Dysport
2. Dermal Fillers
3. Chemical Peels (Facial Aesthetics)
4. Microdermabrasion
5. Cosmetic Laser Procedures
6. Sclerotherapy
7. Mesotherapy
8. Other Procedures

However, cosmetic procedures are not aesthetics as it is only a portion of the total market of procedures that you can offer patients. Aesthetics should involve all aspects of the face, body and inner self, therefore the market for aesthetics is much greater than you would expect and are:

- a. Weight Loss (\$59.2B)
- b. Acne Services (8.5x greater than Cosmetic Laser Market)
- c. Botox/Dysport
- d. Dermal Fillers
- e. Cosmeceuticals (retail)
- f. Chemical Peels (Facial Aesthetics)
- g. Microdermabrasion
- h. Cosmetic Laser Procedures
 - i. Laser Hair
 - ii. Photofacial
 - iii. Skin Tightening
 - iv. Other
- i. Nutraceuticals (Prescribed Vitamins/Supplements)
- j. Hormone Replacement Therapies
- k. Sclerotherapy
- l. Cellulite Services
- m. Mesotherapy
- n. Autologous Fat Transfer
- o. Other Procedures

The key to success is to be able to service all conditions relating to the face, body and inner self. By offering additional services you create traffic within your aesthetic practice and thereby having the ability to cross sell services. Most people have a low opinion of themselves concerning their looks and patients typically have a laundry list of different aesthetic changes they would like to have. By creating traffic to your practice you are now able to offer them additional services at the same or at a later time.

The concept is simple, you are not dependent upon one aesthetic service to create the revenue streams you desire. By offering a variety of services you will be able to enjoy revenue streams from multiple services. Even if you are not successful marketing and promoting one type of procedures, all of the services when combined many times will give you the (6) figure income you are looking to achieve.

Additionally, many of these services concerning aesthetics are synergistic with each other, combination therapies or being able to approach an aesthetic condition using various modalities give people choices and can opt for what type of treatment makes sense for them. Patients that receive Botox are candidates for and probably already receive dermal fillers, unwanted veins and cellulite typically have a hormonal element (estrogen dominance), All patients need to get results and therefore the purpose of our course is for you to be able to give your patients results and not just treatments. Your patient is a walking “billboard” of the quality of services you offer – training is still the most important factor to consider when entering the aesthetics arena.

Aesthetics does not Require a Large Capital Investment to Start

There is a large misconception that it is expensive to start an aesthetic practice. Actually, we teach the opposite for most physicians attending our programs. All of the aesthetic procedures discussed will not require a large amount of capital expenditures other than cosmetic lasers and even lasers can be purchased inexpensively depending upon your need or ability to use pre-owned equipment. Our philosophy for physicians starting aesthetics is to limit the amount of capital investment at the beginning of you performing these procedures mainly because it is not necessary unless there are specific modalities you wish to perform (laser lipolysis, cosmetic laser treatments, cellulite, etc.) that may require specialty equipment.

The term “there are many ways to skin a cat (sorry cat lovers)” apply to aesthetics as many of the modalities learned can be used instead of lasers. Chemical Peels can replace lasers for dyschromias and other pigmentations of the skin, sclerotherapy will eliminate unwanted leg veins instead of lasers, and mesotherapy can be indicated for both cellulite and small fat reduction. The point is that a full aesthetic practice should cost less than \$10k including website and SEO.

So what is the Income Potential from these Aesthetic Services

The following is based upon national averages and only include what we are suggesting from the initial \$10k investment:

Botox/Dysport	\$12.00/unit or \$175 (1) area, \$150 (additional areas)
Dermal Fillers	\$500 - \$600/syringe – additional syringes are discounted
Weight Loss	\$75-\$100 basic program (maintenance)
hCG Diet	\$300 / 28 or 30 day cycle
Rx Diet	\$250 / 30 day cycle
AcneTreatment	
Examination	\$75 per visit

Rx Dispensing	Dependent
PDT Therapies	\$350 - \$400 per treatment
Blue Light/Red	\$40 per treatment
Chemical Peels	
AHA/BHA Peels	\$75 ea.
TCA Peels	\$175 ea.
Microdermabrasion	\$75 ea.
Micropeel	\$125 ea.
Sclerotherapy	\$300 / ea. (30) minute session
Mesotherapy (Fat)	
Chin	\$150 ea. (up to 3tx)
Arms	\$175 ea.
Saddle Bags	\$175 ea.
Other Areas	\$175 ea. Additional area (8.5" x 11")
Cosmeceuticals	100% markup – expect \$5-10k monthly revenue
Nutriceuticals	100% markup – expect \$5-12k monthly revenue
Hormone Replacement	\$3,000 for indicated patients – 90 day initial program
Pellet Therapy	\$700 (approx) per treatment
Consultation	\$250 (after initial program – follow up)
Autologous Fat Transfer	\$1,500 - \$2,000 (20cc harvest)

All of these procedures have a very small commitment of capital to start (<\$7k) and allow you to service your prospective patient needs for facial, body, and inner body conditions (hormone correction). Of course there are choices of equipment that range in price but if you are conservative and look at your various options of pre-owned or lesser priced equipment it is not unreasonable to expect that you would not be able to cover these costs.

What about Cosmetic Lasers

The same rationale applies to cosmetic lasers, you do not necessarily need cosmetic lasers to start an aesthetic practice but may want to consider one after you recover your initial investment in aesthetics or have a patient following and consistent revenue stream. From the above analysis, the only procedures you would probably not be able to perform would be facial telangectasias, ablative laser treatments, skin tightening, and hair removal. Even these have alternative solutions including radio-frequency equipment (derm) for telangectasias, pre-owned KTP lasers (\$5-6k) for facial telangectasias, and lower cost units (pre-owned) or revenue sharing lasers with other aesthetic practices until you are able to afford your own.

It is our opinion that you will need lasers at a later point in time but not immediately. We also believe that with new technologies available and multi-function “all-in-one” platforms available from all of the major manufacturers it may be prudent to defer and purchase what you want and need to satisfy the growth of your practice. When you are ready, Empire Medical Training offers business and medical

training to be able for you to make the best deal on your purchase and ensure that you are able to get the most of your equipment with the option to perform almost all of the laser procedures available.

So How do I Know that I will be Successful?

Of course there are no guarantees but we believe that the philosophy we offer and the marketing approach we teach you will ensure your success with again a minimal amount of investment from you. Empire Essentials Marketing is an optional service of Empire Medical Training that creates a “business in a box” for physicians looking to create or integrate aesthetics. It is not mandatory and during our programs you will learn the marketing philosophy behind successfully marketing these services as well as other proven marketing efforts that can again minimize the investment of capital in promoting your new services.

Other services Empire Medical Training offers are business courses such as “Your Aesthetic Practice”, Business Webinars, Pricing & Packaging, and Modality Specific Marketing for the aesthetic procedures you are learning. Aesthetics has evolved into a “business model” and the marketing approaches to these new services have changed as well. No longer do people use the yellow pages, they use the internet for their information. Websites, E-Mail Marketing, Patient Education Forums, Custom Patient Brochures, Front Office Education (Receptionist Training), Patient Referrals, Physician Referrals, and other unique marketing efforts have replaced the traditional marketing efforts of only a couple of years ago. We teach you these concepts, have these concepts and materials for you and share with you our acquired knowledge of having helped and started thousands of aesthetic practices just like what you are contemplating. Again, there is never a “right” or “wrong” way to approach your aesthetic practice but by defining your goals and be able to achieve these goals (no matter how) – it doesn’t matter how you get from Point “A” to Point “B” as long as you get from Point “A” to Point “B”.

Be confident in your abilities

Don’t be intimidated by other physicians that also offer these same aesthetic services. Plastic Surgeons did not learn to inject Botox, Fillers, or perform these aesthetic procedures as part of their fellowship. Their extended training was in wound care management and reconstructive surgery not aesthetics, they learned these very same procedures from medical training companies or through workshops given by the ASPS. Do not be intimidated by others that also offer these same aesthetic services, your competition is not the practice directly next store or down the street but in today’s world is the practice that shows up in the Google Search on the first page in the first fold.

Realize that almost all physicians and physician specialties have no real business training throughout their professional career. This is why Empire Medical Training makes an asserted effort to give you the tools you need to integrate and incorporate these services immediately and the marketing didactic to teach you how to be successful with these new procedures.

So What can I expect from these Aesthetic Services?

Often we get too involved with the procedures and not on whether it makes sense for us to add these procedures, many of us do not realize what they are all about. The following goes over the main highlights or facts you may or may not already know:

Physician Rx Weight Loss: Two out of three individuals in the United States are considered to be either overweight or obese per government criteria. We teach not only the latest “cash basis” types of procedures using prescription appetite suppressants and hCG protocols but a variety of other diets that help you customize the proper medically supervised diet with the patient needs. Initial weight loss is not that difficult to achieve but long-term weight loss for many people is. The “pearls” you will receive include maintenance/lifestyle strategies, web based diets, and other latest technologies that allow for you to integrate weight loss within your practice without increasing personnel.

Botox/Dysport Training: Injectibles are a must-do for any aesthetic practice, learn all of the aesthetic injections and popular therapeutic injections that are in high demand. The true market size of these injections is over 10M/annually and is still growing. Botox/Dysport is hard to market outside your practice unless you are able to offer other aesthetic services in demand.

Dermal Filler Training: Besides being the 2nd most popular non-surgical cosmetic procedure the same patients that will be receiving Botox from your self are most likely candidates for dermal fillers. Patients will probably not want to have you perform their Botox and go somewhere else to have someone else perform a dermal filler treatment for them. If you do one you need to do the other procedure.

Acne Services: The acne services market is 7.5x greater than that of all the cosmetic laser treatments combined in the United States. This number only takes into effect the services and not the OTC, prescription or other products relating to acne. Acne is the #1 skin disorder in the United States and over 80% of all people between the ages of 12-24 will experience acne. Adult acne affects almost 20% of women until menopause. Learn to be able to offer more effective, safer acne therapies than that of a Dermatologist, learn popular PDT therapies, hormonal blockers, hormone replacement, and other light therapies that Dermatologist either feel uncomfortable prescribing or do not have as part of their practice. Learn about what can be done with acne scarring and how to effectively treat this most common side effect from this skin disorder.

Hormone Replacement Therapies: Integrated medicine solutions is replacing traditional medicine as it relates to a number of chronic medical conditions such as chronic fatigue, sexual dysfunction, anxiety disorders, pre-mature hair loss, sleeping disorders, etc. Learn to be able to identify the need or possible indication for bio-identical hormone replacement and be able to effectively treat over 80% of the patients you most likely will encounter. Too many other individuals are not qualified to perform these replacement therapies, a physician is best suited to understand the medical conditions and need to correct properly these hormone levels. Hormones can also directly responsible for a number of aesthetic conditions as well including spider veins, cellulite, and of course acne.

Medical Grade Chemical Peels (Facial Aesthetics): Chemical peels are still the “gold standard” amongst Dermatologists concerning the elimination and rejuvenation of various skin disorders. The popularity of peels goes far beyond “salon” peels that are only marginally effective, medical grade peels go beyond the

ability of “salon” peels that are within 1% of the body’s own PH. Medical peels allow for you to create a controlled wounding of the epidermis and upper dermal layers which will correct such common skin conditions as dyschromias, skin tone, and other pigmented lesions while inducing collagen stimulation and cellular turnover. Chemical peels and microdermabrasion is very popular and even beyond the initial treatments patients will be on a maintenance schedule of peels to be able to receive the benefits of these treatments into the future.

Sclerotherapy: Unwanted leg veins and facial telangectasias affect over 60% of women in the United States for a variety of reasons including hormonal influences. Effective treatments can be given by injection using the new detergent sclerosing agents or with lasers. The new sclerosing agents work extremely well, are very safe, and reduce the number of treatments necessary to give clearance to unwanted veins. Turn a “cost” center into a “profit” center by allowing others in your practice with formal injectable training to perform these simple aesthetic procedures.

Mesotherapy: Mesotherapy is not a modality but a description of an injection to the mesoderm layer of the skin. Other terms such as Lipodissolve are mesotherapy injections where fat emulsifying, natural chemicals are injected to the skin to allow for fat to be displaced naturally. For small pocket fat areas this treatment is extremely effective, in other countries there are Mesotherapy clinics, and in Europe these same compounded chemicals (for fat emulsification) are used in IV(s), Pain Management, and insulin sensitivities. The solution PC/DC is used in a variety of foods we ingest (salad dressings, margarine, etc.) and is naturally found within the body. Areas of small fat pockets that can be effectively treated are submental (chin), bra flanks, saddle bags, underarm, love handles, back flanks etc. – wherever small fat pocket areas are found.

Autologous Fat Transfer: A very simple procedure where your body’s own fat is harvested and re-introduced back into the body. This natural, longer lasting filler can be used wherever on the body where indicated. Reimbursement is very high as well as patient satisfaction, the procedure takes about (30) minutes to perform, capital investment in equipment is low (+/- \$1K), and the harvested fat can be stored safely for up to (6) months after harvesting. If you do not have the confidence to perform liposurgery of larger body areas this is a great introduction to liposuction that is extremely safe and natural.

Cosmetic Laser Treatments: Laser solutions can replace other means of correcting various aesthetic conditions and is quite popular because of the speed and reduced time for patients to see a result. The variety of conditions that can be treated with lasers are numerous but the most popular laser treatments are still laser hair removal, venous disorders, photofacials, skin tightening, and skin ablation to name a few. Learn from this course how to achieve results, understand technologies, and begin to see how the addition of lasers can expand your practice and product offering. Lasers can enhance the revenue of your practice 3-4x if you have the following of patients and demand for these services, this is why you may not necessarily start with lasers until you become established. Just remember, when it is time for you to start to look into adding lasers we can show you the strategies to get your best deal and save tens of thousands of dollars on your purchase.

Retail Products: Incorporated into some of our programs such as facial aesthetics, acne, and other programs we will introduce you to cosmeceuticals and nutraceuticals that can add thousands of dollars monthly to your practice. Cosmeceuticals are prescription skin care products that offer a clinical effect to skin care products that allow for better skin treatments to correct a variety of skin disorders topically.

Cosmeceuticals are different from cosmetics in that they allow for a higher percentage of active ingredients than what is legally allowed for in cosmetics. These higher percentage active ingredient cosmeceuticals create a more profound correction and clinical effect to patients and typically have a 100% markup that still is competitive with department store skin care lines. There are excellent cosmeceutical companies you will be exposed to through our programs that have excellent patient brochures that allow the product to sell itself – just another good source of revenue to an aesthetic practice.

Depending upon your practice you may also want to incorporate nutraceuticals (prescribed vitamin/supplements) to your practice. Patients that suffer from inflammation, celiac, irritable bowel syndrome, immune deficiency, or patients that may have had surgery (i.e. gastric bypass, banding) have issues with absorption. The leading nutraceutical companies have a base vitamin and medical condition supplements/vitamins that are better absorbed than OTC as they have effervescent formulas, liquid formulas, and other types that have better absorption. The science is there for you to make up your own mind, typically these prescription vitamins have a 100% markup and most patients within your practice are candidates. Again, there are excellent nutraceutical companies you will be exposed to through our programs that have excellent patient brochures that allow the product to sell itself.

Other Aesthetic Training: Empire offers over 22 workshops dedicated to revenue enhancing procedures and modalities that can be incorporated into your practice. There are many other modalities (surgical programs, smoking cessation therapies, etc.) that we offer and others that are incorporated within our programs. The idea is that there are numerous opportunities and skill sets that you can acquire and continue to grow your aesthetic practice.

Why Empire Medical Training?

Empire Medical Training is the largest training company in the United States and we have the resources and knowledge to understand what the physicians need to be successful. This is why we giveaway our (61) Page Vendor Guide, Patient Forms & Consents, Patient Brochures, and webinars to ensure that you get the training you need. We have been training physicians for over (12) years and have trained over 30,000 physicians in both medical and aesthetic procedures.

We created the platinum membership model for physicians like yourself that see the benefit of being able to service a larger percentage of patient conditions and give the convenience to physicians of completing their training over the next (2) years after taking your first course. We offer the largest selection and number of courses of any other training company and are consistently upgrading our programs to include the latest technologies and didactic into our manuals.

We created Empire Essentials Marketing as a tool to help educate you and offer you real solutions to be able to market your new services. We understand that you are very busy in your practice and may not have the time or wherewithal to do everything necessary concerning aesthetics and have created solutions for you. Your success is our success and is a reflection upon us – we want you to be successful and you will see this underlying principle applied to everything that we do.

We sincerely hope that you find this guide to be helpful in alleviating any hesitation or doubts you may have concerning aesthetics. In today's environment and uncertainty concerning the future of medicine it is always important to diversify your services that you offer and preserve what you have been able to accomplish and accumulated throughout your career.

Thank you again for your interest in Empire Medical Training. If you have any questions or need additional information please do not hesitate to contact us. All of us are here to help you and answer your questions concerning your medical and aesthetic training needs and welcome the opportunity to serve you.



Essentials Kit

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