

# The Popularity of Medical Spas is Growing

Rest and relaxation seem like impossible feats to most Americans trying to balance the demands of family and career. This balancing act could account for the continued growth in minimally-invasive procedures performed in Medical spas and outpatient settings with 8.4 million performed in 2005. According to the statistics released this month by the American Society of Plastic Surgeons minimally invasive procedures increased 53 percent since 2000. These procedures do not require general anesthesia, require little or not downtime and usually cost less than the more invasive cosmetic surgeries. According to the American Society of Plastic Surgeons, minimally-invasive procedures this year and since 2000 are Botox® (3.8 million), chemical peel (1 million), microdermabrasion (840,000) laser hair removal (780,000), and sclerotherapy – elimination of spider veins (590,000). Mesotherapy is a revolutionary aesthetic therapy that has also seen significant growth here in the United States. Developed in 1952 in Europe this aesthetic medicine has also become a popular choice for

those seeking facial rejuvenation. At present, physicians are using Mesotherapy for a variety of cosmetic treatments which include cellulite reduction, scar revision, hair loss, spat fat reduction and face and neck rejuvenation which improve the appearance of skin laxity and wrinkles.

Today, clients of all ages, sex and ethnicity have many choices to safely reach their personal goal. There has been a continuous increase in availability of non-surgical treatments for an aging face. Laser technology that has been FDA approved and clinically researched for efficacy and safety is now available for all skin types.

Before you choose a medical spa it is best to seek one that provides well trained medical aestheticians and physicians that are experienced and certified in all areas of aesthetic medicine. At VITA, a physician is on premises while treatments are being administered. It is always best to ask questions and have a

thorough medical evaluation before any treatment is initiated. The goal of any medical spa is to correct and maintain your skin's health as well as to educate you on preventing problems before they arise. At VITA, all treatments are performed in a clean, professional, and tranquil environment with a client's confidentiality a priority.

As we look into the future we will gain more and more insight into how medical spas will evolve. For now, we urge you to do your research and come visit us at VITA, a unique state of the art Medical and Laser Spa that has truly captured the true essence of what a medical spa can offer.