



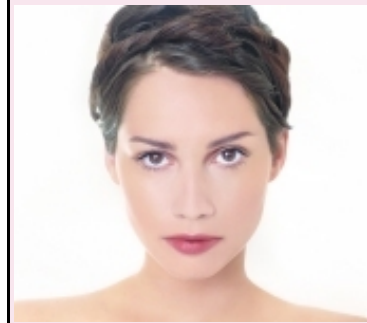
10 Ways to Build a More Successful (and Profitable) Skincare Business in Your Practice

David May



Each year, more and more plastic surgeons are adding skincare lines to their practice to generate additional revenue and satisfy their patients' demands. But does it turn out to be the cash bonanza for the practice that everyone thought it would be? Frequently, it doesn't. So here are some simple guidelines for managing your skincare business to ensure that it meets your expectations.

1. Stock lines with clear points of difference from one another. Four lines, all based on the benefits of Vitamin C won't help your patients. Or your practice. For example, stock products that accelerate healing following a procedure; an antioxidant line to reduce free radical damage, a product line to address acne concerns, and products that address the skincare needs of your peri-menopausal and menopausal patients. Make sure you are addressing all of your patients' needs.
2. Stock lines that deliver proven results with proven ingredients. Petunia extract may be the ingredient "du jour" but don't buy into it until you've studied the research. Today's hits may be tomorrow's flops. Your patients come to your practice for your expertise. Use it in selecting their products as well as in determining their procedures.
3. Carry lines that are reflective of the realities of your practice. Stock products that are affordable to your patients, that work in accordance with the procedures you perform, and address the typical concerns of your patients. Anti-aging products won't do well in a practice focused on treating acne.
4. Sell lines that provide the staff with on-going training. You and your associates are your patients' primary source of skincare information. You need to be aware of the latest ingredients as well as the usage protocols for each of the lines you sell. This takes on going training. Make sure that each new employee receives training from your skincare vendors within their first month of joining your practice.
5. Carry lines that will work with you to build your skincare sales. Good skincare companies work with their clients on co-hosting in-office events for patients, donating product to charitable organizations with which the practice works, taking back overstocked or outdated items that are no longer fresh and past their expiration date and replacing them with your best sellers.
6. Use your website for information not for product sales. Patients come to you for your expertise. You miss an opportunity to detect a potential skincare problem or to tell them about a new procedure that would be beneficial to them if you don't see them.
7. Stock products that are committed to medical distribution. Department stores and drugstores are great. But their sales personnel don't have your medical expertise. Don't carry lines that are using your medical expertise to build business elsewhere.
8. Don't discount. If the product isn't worth its suggested retail, don't stock it. Your patients will



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think it's worthless. After all, you don't discount your fees. If a patient is hesitant, give her a sample of another product with the sale. She'll feel special and it will probably lead to another sale at a later date.

9. Don't keep the fact that you are dispensing a secret! Have product displays and brochures in the waiting area. Patients are anxious to learn about new concepts while they're waiting for their appointment.
10. Stock lines that provide you with adequate support materials. What good is a product if you don't have a brochure that tells your patient how to use it?

If these seem like simple guidelines, that's because they are. Boosting skincare sales isn't difficult. It's just a matter of common sense.

David May has more than 20 years of experience in cosmetics. He is currently founder and CEO of PRESCRIBEdolutions, [CUSTOMIZED SKINCARE] which is sold exclusively in medical offices. PRESCRIBEdolutions, 162 Fifth Avenue, New York, NY 10010 Phone 212-929-9915 Fax 212-929-9916 www.prescribedsolutions.com.

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