

ONTARIO DAY SPA & *Cosmetic Service* MAGAZINE

Laser Spa Group



features

14 —

Skin Deep serves you with everything from fat loss and hair removal to dermal fillers

22 —

SkinRhümMD provides the most advanced skin treatment technologies and services

26 —

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Laser Spa Group owner Bozana Skojo has been in the aesthetics industry for 18 years, with 15 years in medical aesthetics and the past 12 years as business owner of Laser Spa Group. When Laser Spa group opened in 2003 it was one of the first laser hair removal clinics in Canada. Bozana continues to perform skin resurfacing treatments, among other procedures while also

Photographer: Cyprian Estrada
directing administration, marketing, business development and laser training.

Bozana received an Honours Diploma and was named Student of the Year as an Aesthetician, Cosmetologist, and Makeup Artist from the Alexandrian Institute. She later received accreditation as a Certified Laser Specialist with Dr. Ala Lozinski, and with Clarion Medical Technologies, and is certified as a Micropigmentation Specialist and Permanent Makeup Artist at the Micropigmentation Centre.

She has several other certifications in skincare, eyelash extensions, airbrushing, medical aesthetics, body contouring, spa management, and lasers, including with Solta Medical, Sciton, Silhouet-Tone, Chromos Inc., Cynosure and more and is a member of the American Society of Laser Medicine and Surgery and a member of the SCMHR (Society for Clinical and Medical Hair Removal).

Continuing education is very important to Bozana and she and her staff have participated in educational seminars and expositions with many of the experts in the field to keep current with the latest developments in the aesthetics field. She has also developed her own training courses for other aestheticians, electrologists, nurses, cosmetologists, and physicians, and does speaking engagements for aesthetic colleges and trade shows. Her own experience both clinically and managerially is shared with her students to help them enter and be competitive in the aesthetics field.

In addition to running her own business Bozana has also done freelance work in makeup for television and magazines as well as for fashion shows and photographers and placed as finalist in the top 10 Makeup Artist category for the Canadian Hairdresser awards. She has worked with celebrity hairstylist JIE, and had the pleasure of working with Nelly Furtado. She has appeared several times on CHCH, CH Morning Live, and CityLine Television and is quoted in several articles and magazines about her company and the beauty industry. She is an entrepreneur who is committed to providing the best level of service to her clients while also helping to raise the standards of care in the aesthetics industry as a whole.

With her business now grown to include six lasers plus a laser rental business, Bozana now plans to grow her training centre to provide a wider range of courses

in laser, skin and body treatments. In the near future she plans to begin offering a franchise opportunity for medical spas. As she notes, people are now demanding better quality and those in the aesthetics field need to be able to provide better customer service and better value to the clients in a relationship of trust.

At Laser Spa Group our most sought after services include Laser Hair Removal with LightSheer—still one of our top signature treatments as we have been specializing in laser hair removal treatments for over 15 years. We also perform a lot of skin treatments to maintain skin health. These include Microdermabrasion, SilkPeel Dermalinfusion and SkinCeuticals Chemical Peels. Peels are common monthly maintenance procedures that many clients enjoy the benefits of, whereas Fraxel skin resurfacing is one of our top non-invasive skin transformation treatments for many skin concerns such as: stretch marks, acne scarring, surgical scars, fine lines, deep wrinkles, melasma, sun damage or just general resurfacing to improve the overall tone and texture of the skin. Common areas for treatment are the face, neck, décolleté and hands. Fraxel can be treated on any Fitzpatrick skin colour and is the gold standard in skin resurfacing procedures and all fractionated technologies.

We offer Botox Cosmetic and Juvederm Injectable Fillers full line of: Volbella, Voluma, Volift, Ultra and Ultra Plus. Juvederm uses hyaluronic acid, a naturally occurring sugar found in your body to soften smile lines, restore lost fullness in your cheeks, enhance lips, contour your chin and jaw line.

Some of the most in demand non-invasive procedures are Thermo-Lo and Derma-Lo to help remove unwanted irregularities in the skin such as skin tags, red vessels and sebaceous hyperplasia and much more; Lumicell Wave 6 Cellulite

and Body Contouring system to manage cellulite; while CoolSculpting procedures can target unwanted fat in the abdomen, thighs and arms that permanently ‘freezes your fat’; and Tyte and Bryte treatments to help tighten and brighten the face with Sciton BBL (Broad Band Light) for Photorejuvenation, Photofacials and Blue Light Acne Treatments.

We have treatments for teens that might be battling hormonal acne and anyone that might have some concerns with premature aging, and those that want to reverse the damaging effects from sun, pollution, stress and smoking.

Every client should be looking to use professional medical grade skin care products at home, such as SkinCeuticals, which caters to many different ages and skin concerns. Home care is *just* as important as the treatments you receive in the medical spa to help maintain *long term* what we are trying to achieve.

Getting a good night’s sleep, eating healthy, regular SkinCeuticals Peels, Microdermabrasion, and SilkPeels are key for preventative measures for those up to their 40s. Beyond you can look at SoftLift non-surgical face-lift that combines Botox and Juvederm as well as Fraxel Skin Resurfacing for damaged skin or Skin Tightening procedures to

tighten lax and loose skin anywhere on the body. People want smoother skin, fewer wrinkles, reduced cellulite and firmer body contours. Skin laxity can be improved by employing novel non-invasive energy-based technologies. It is possible to tighten loose skin in the face, neck and body to promote production of new, healthier collagen resulting in firmer skin. All procedures in the clinic are offered for both men and women.

Photorejuvenation is used to help minimize redness and sun damage from years of tanning and sun exposure. With Sciton BBL, scientific evidence demonstrates regular maintenance treatments of only 3 treatments per year using Forever Young BBL functionally rejuvenates skin, delays skin aging and improves collagen. Micropigmentation (permanent makeup) may be great for those who wish to enhance their eyes with subtle, natural eyeliner, and to fill in eyebrows if they have lost hairs due to aging or over-plucking.

Clients often find the most memorable part of their treatment was dealing with the expert aestheticians and laser technicians. Each staff member has extensive customer service skills and knowledge of all procedures, and regularly upgrades with continuing education. We





have over 100 years of combined industry experience among staff members, clinical educators and trainers within the company. The clients know they are able to book with the technicians they have established a relationship with long-term.

For aesthetics professionals, Laser Spa Group courses are offered in Laser Hair Removal, Photorejuvenation, Thermocoagulation, Cellulite and Body Contouring and more. Courses have been designed for those students with the appropriate pre-requisites, including aestheticians, electrologists, other laser system operators, nurses, cosmetologists, medical personnel/assistants and physicians.

This industry we participate in is highly skilled and professional; however, we believe to ensure good and safe client care for cosmetic light treatments (i.e. hair removal and skin rejuvenation) we need to have in place minimum professional standards of practice. Our most popular Laser Fundamentals Course gives a solid grounding in the understanding of laser light and intense pulsed light, how it works, an overview of skin and hair anatomy and physiology, best practice, thorough documentation, safety, recognizing potential hazards and an overview of the different technology available. You will receive laser training

manuals, all necessary forms for proper clinical documentation, consultation book, power point presentation, suggested prices, hands-on practice on live models, marketing suggestions and consulting with purchase or renting. Our Clinical Educators at Laser Spa Group are all leaders in their fields and have been actively using lasers for several years, bringing a wealth of knowledge to the classroom. We want to be your laser mentors for life.

Our aim is to ensure that all laser and intense pulsed light operators practice professionally, safely, and knowledgeably. We have been teaching nurses, aestheticians, electrologists and industry professionals the use of lasers throughout the last ten years. We believe that ongoing support, peer review and the availability of advice from experienced operators is essential for good clinical practice.

This career will empower you to seek higher revenue while adding value to your clientele. Utilizing the most advanced technology on the market, you will experience sufficient hands-on training to ensure each student is proficient and ready to work after training. Our open door policy ensures you are never left without support and encouragement after your training.

Laser Spa Group is positioned to provide physicians, clinics, nurses, laser operators and spas with a Laser for hair/vein removal or skin rejuvenation equipment for photofacials that will enhance the current success of your business. Our unique opportunity is available in select markets to provide the tools for service and value in laser hair removal, skin rejuvenation and anti-aging solutions. If you wish to enter the growing market of the medical spa industry, but do not want to invest in a laser therapy system, yet provide industry leading technology and service, our laser rental program may be right for your business. Proof of Laser Certification and Training is mandatory for all renters. Laser Spa Group provides the transportation, pickup and delivery of laser equipment within Southern Ontario. Purchasing and financing options are also available if you choose to purchase once your laser business has been established with renting. We are affiliated with Spa Insurance Canada which can help you with competitive, no-obligation quotes.

Daily, Weekend or Weekly Lasers we offer for rent include:

- LightSheer Diode laser, the industry gold standard in laser hair reduction and FDA cleared for all skin types. It is the world's leading hair removal laser on the market today.
- Fraxel Laser for skin resurfacing (must have a Medical Director)
- SilkPeel Dermalinfusion system for Microdermabrasion infused solutions.
- Sciton Broadband Light System (BBL) – also known as IPL (Intense Pulsed Light). It is one of the most powerful aesthetic laser and light based systems in the world.

Our gold-standard laser equipment has been chosen based on clinical evidence and proven results to ensure each client has the expected outcome he or she

deserves. We are diligent, and have great repeated referrals from satisfied clients.

We always offer free consultations, and for the Holiday Season we tend to really give our best prices and promotions. Our Boxing Blowout and Black Friday sales are the absolute must for the gift giving season. We are offering 3 FREE Laser Rentals with our Laser Training Course, (\$1,500 value) as well as signature promotional treatments. Details about special offers can be found on the website.



Maura Romanelli is a Registered Nurse and Advanced Cosmetic Nurse Injector with extensive experience in the field of nursing. Her qualifications include a Bachelor of Science degree and a Masters in Health Administration from New York University; many certificates from Allergan for Botox & Juvederm Injections; McGill University for Tri Bolus Technique; certification with Solta Medical for successful training with Fraxel Lasers; and many other certificates related to cosmetic injections and skin care. She attends many seminars and workshops including Faces Symposium by Allergan and is a Diamond Level Injector with Juvederm products and Botox Cosmetic. Her love for people and helping them achieve their goals to be the best that they can be has brought

her to the emerging and expanding field of cosmetic nursing. She has established herself as a reputable injector with a skill for gaining ‘Natural Results,’ as her treatments are all about enhancing clients’ features and bringing out their beautiful assets so that they can feel their best at any age. She is a true expert in all areas of cosmetic injecting and treatment of skin conditions and excels in bruise and pain-free injections. Maura has performed thousands of injections, and she has recently won an award from Allergan.

“My philosophy is to treat a client conservatively, and help educate and encourage clients to look refreshed with the end result looking natural. It is important to listen to the client and respect that they would like to look refreshed and recognize themselves when they look in the mirror.

I have been receiving Botox and Juvederm treatments for 16 years and I like the relationship that I have with my mirror. I do not mind having movement in my face and lines around my eyes and would rather look refreshed like I was on a holiday.” – Maura Romanelli, RN.

When Sanjay Burman, publisher of Burman Books, asked me to sit with him and tell him ‘My Story,’ after our conversation and several cups of coffee, we discussed the ups and downs of my life, my career, professional and personal betrayals, financial struggles with purchasing my first laser, entering the medical aesthetic market, loss of job, debt, and so forth . . . We realized my story could help a lot of people going through some of the same struggles and hardships not only in my profession, (which it is geared towards) but in their own personal stories .

Don’t Get Mad, Get Successful is not your average ‘self-help’ book. I’m hoping to share some of the lessons I have learned throughout my life. Some of these lessons may seem like common sense, but the process of discovering

the truths that lie behind them has been far from straightforward or clear-cut. I hope that in sharing my experiences with a wider audience, I can help people to avoid making some of the mistakes I made and find a clearer path to self-fulfillment and happiness.

It seems to me that people nowadays give up much too easily; they stumble and falter at the first hurdle, giving up before they have given themselves a real chance to get started. It is one of life’s oldest lessons —you will get a few knocks along the way; it is how we learn. But the thing that really sets successful people apart is that they take these blows on the chin and keep on going.

Hopefully, this book will inspire you to get out, change something, go after something, or at the very least give you hope that if you are proactive in your life, things will change.

Laser Spa Group is located at 393 King Street West, Hamilton, ON L8P 1B5. More information is available on the website at www.laserspagroup.com.

Laser *Spa* Group



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