

WINNING WAYS

By Robyn Emde

Delivery Service

A San Diego-base physician brings cosmetic procedures to client' homes.

FOR MANY PEOPLE WANTING TO FILL FINE LINES OR zap unwanted facial hair, sitting in a waiting room full of strangers is awkward and distressing. Destinations Medical Spa (DMS) (destinationsmedspa.com) in San Diego offers an alternative. "We find that many people prefer to remain discreet about their cosmetic treatments," says Destinations COO Skylar Evans. "We provide very personal service and high quality care in the comfort of our clients' homes."

Founded and led by treating physician Donna M. Richardson, M.D., DMS delivers doctor-managed, mobile cosmetic services to the San Diego area and beyond. A practicing physician for more than 30 years, Richardson is a member of the Botox Physician's Network and an associate of the American Academy of Cosmetic Medicine.

DS: What advantages does the DMS mobile unit have over a professional office?

DR: DMS is more convenient, private, and (we feel) sanitary than the average medical spa. Our clients do not have to deal with the potential of germs from multiple patients being treated in the same environment, and they're not forced to sit in a waiting room where they could be "discovered" getting a procedure by others also waiting. A person's home is their most comfortable environment-why not receive a cosmetic spa treatment in that comfort?

DS: How is treatment preparation different that in a medical spa?

DR: All of our equipment is completely portable- the folded massage bed and laser machine are each the size of a kitchen chair- and set up by the staff very quickly and efficiently. During our fee in-home consultation, we find a safe place in the home that can be closed off for privacy.

DMS prides itself on delivering all treatments in the utmost hygienic and professional manner; both patients and staff wear goggles for laser treatments, and the body area being treated is always fully cleansed prior to the service. All medical devices, utensils and supplies are sanitized and removed from the home at the end of each procedure.

DS: What services are you able to offer?

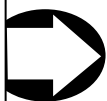
DR: We provide a full range of in-home medical spa treatments-laser treatments for skin rejuvenation and hair removal, vein therapy and injectables. The only services DMS can't offer are ablative procedures and treatments that require anesthesia.

DS: Do you plan to expand to other areas?

DR: Currently, the bulk of our business is in the greater San Diego area. However, we're expanding to parts of Riverside, Orange, and Los Angeles Counties. To date, we have 10 spas in the greater San Diego area contracting with us to deliver mobile cosmetic services to their existing clientele.



Donna M. Richardson, M.D.



Are you practicing Winning Ways at your spa—with the results to prove it? We want to hear about it! Contact us with your story at remde@creativeage.com