


PRICING & PACKAGING



Pricing

- 
- **Prices given reflect national averages**
 - **Always compare prices / services of local competitors (market price).**
 - **Never compete on price - always on value and quality of services.**
 - **Sell Results not Procedures.**

Product & Services

■ **MUST DO**

■ **Injectables**

- **BOTOX®**
- **Dermal Fillers**
- **Mesotherapy/Cellulite-Lipo Therapies**
- **Sclerotherapy**

■ **Weight Loss / Wellness Services**

■ **Retail: Cosmeceuticals / Nutraceuticals**

- **Chemical Peels, Microdermabrasion?**
- **Permanent Laser Hair Reduction?**
- **IPL – Photofacial?**

■ **MUST DOCUMENT YOUR WORK**



Pricing

INJECTABLES

	<u>Retail</u>	<u>Cost</u>
■ BOTOX® (Cosmetic or Therapeutic)	\$12-\$14/unit	\$525/100 units
		or
	\$250/1st area + \$100/each addtl area	
	\$175/1st area + \$150/each addtl area	
■ <u>Source</u>		
■ Allergan, Inc.		
■ 1-800-433-8871 (Ask for Sales Rep Information in your area)		
■ DYSPORT®	\$10-\$11/unit	\$430/300 unit
		or
	\$225/1 area + \$90/each addtl area	
	\$150/1 area + \$130/each addtl area	
■ <u>Source</u>		
■ Medicis, Inc.		
■ 1-602-808-8800 (Ask for Sales Rep Information in your area)		

Note: The average female face is +/- 40 botox units (3 areas)

Pricing

INJECTABLES (contd.)

Why ask for Sales Representative in your area?

- Free Promotional Materials (brochures, giveaways etc.)
- Free Product (for clinical use only = limit 1 quarter)
- Enrollment in Physicians Network
 - Protocols for other medical/aesthetic procedures
 - Physician Forum
- Enrollment in Rewards or Rebate Program
- Special Pricing or Promotions
- Support for “Open Houses” or “Patient Education”

WARNING

**DO NOT BUY BOTOX® OR DYSPORT® FROM ANOTHER COUNTRY
DO NOT RISK YOUR MEDICAL LICENSE TO SAVE (\$)MONEY!**

Pricing

INJECTABLES (DERMAL FILLERS)

	<u>Retail</u>	<u>Cost</u>
■ JUVEDERM ULTRA®	\$500-600/syringe	\$240/.8cc syringe
■ JUVEDERM ULTRA PLUS®	\$600-625/syringe	\$270/.8cc syringe
(Rebates/Promotions make cost of product up to 30-35% less)		
<u>Source</u>		
■ Allergan, Inc. 1-800-433-8871 (Ask for Sales Rep Information in your area)		
■ RESTYLANE®	\$500-600/syringe	\$235/1.0cc syringe
	Touch-Up	\$140/.40cc syringe
■ PERLANE®	\$600-625/syringe	\$260/1.0cc syringe
(Rebates/Promotions make cost of product up to 20-25% less)		
<u>Source</u>		
■ Medicis, Inc. 1-602-808-8800 (Ask for Sales Rep Information in your area)		

Note: The key is to get at least a \$300.00 professional fee per syringe or less for additional syringes

Pricing

INJECTABLES (DERMAL FILLERS) – contd.

	<u>Retail</u>	<u>Cost</u>
■ PREVELLE SILK®	\$350-400/syringe	\$160/1.0cc syringe
(Quantity Discounts/Promotions can make cost +/- \$100-125/syringe)		
<u>Source</u>		
■ Mentor Corporation		
■ 1-800-525-0245 (Ask for Sales Rep Information in your area)		



Pricing

CHEMICAL PEELS/MICRODERMABRASION



Microdermabrasion	\$75-\$125 (Per Treatment)
Vitamin C	\$85-\$135
Chemical Peel	\$100-\$125 (6 for \$600.00)
TCA Chemical Peel	\$175-\$200
BHA Acne Treatment	\$125
Hydrodermabrasion	\$175 (6 for \$750.00)
Back Facial	\$100
Hydration Body Polish	\$75-\$80

Bundling (Selling in Packages)

ANTI-AGING (PACKAGES)

- Micropeel + IPL **Premium IPL (\$375.00)**
- Botox® (40u) + Filler (1cc) **Liquid Face Lift (\$999.00)**
- Micropeel + Filler (1cc) **Premium Collagen (\$700.00)**
- IPL + Filler (1cc) **Gold Treatment (\$899.00)**
- IPL + Filler (1cc) + Micropeel **Platinum Treatment (\$1,099.00)**
- IPL + Filler (1cc) + Micropeel **All-In-One Treatment (\$1,499.00)**
+BOTOX®

Treatments are synergistic...Outcome will be superior

Pricing

MESOTHERAPY/CELLULITE THERAPIES

■ Mesotherapy

- \$150-\$175/body area per treatment
- \$125-\$150/under eyes per treatment
- \$150-\$175/submental (chin) per treatment
- Sold in packages depending upon treatment area.

■ Velashape

- \$200-\$225/body area per treatment
- Sold in packages of 4 to 6 depending upon area and indication for correction.



Pricing

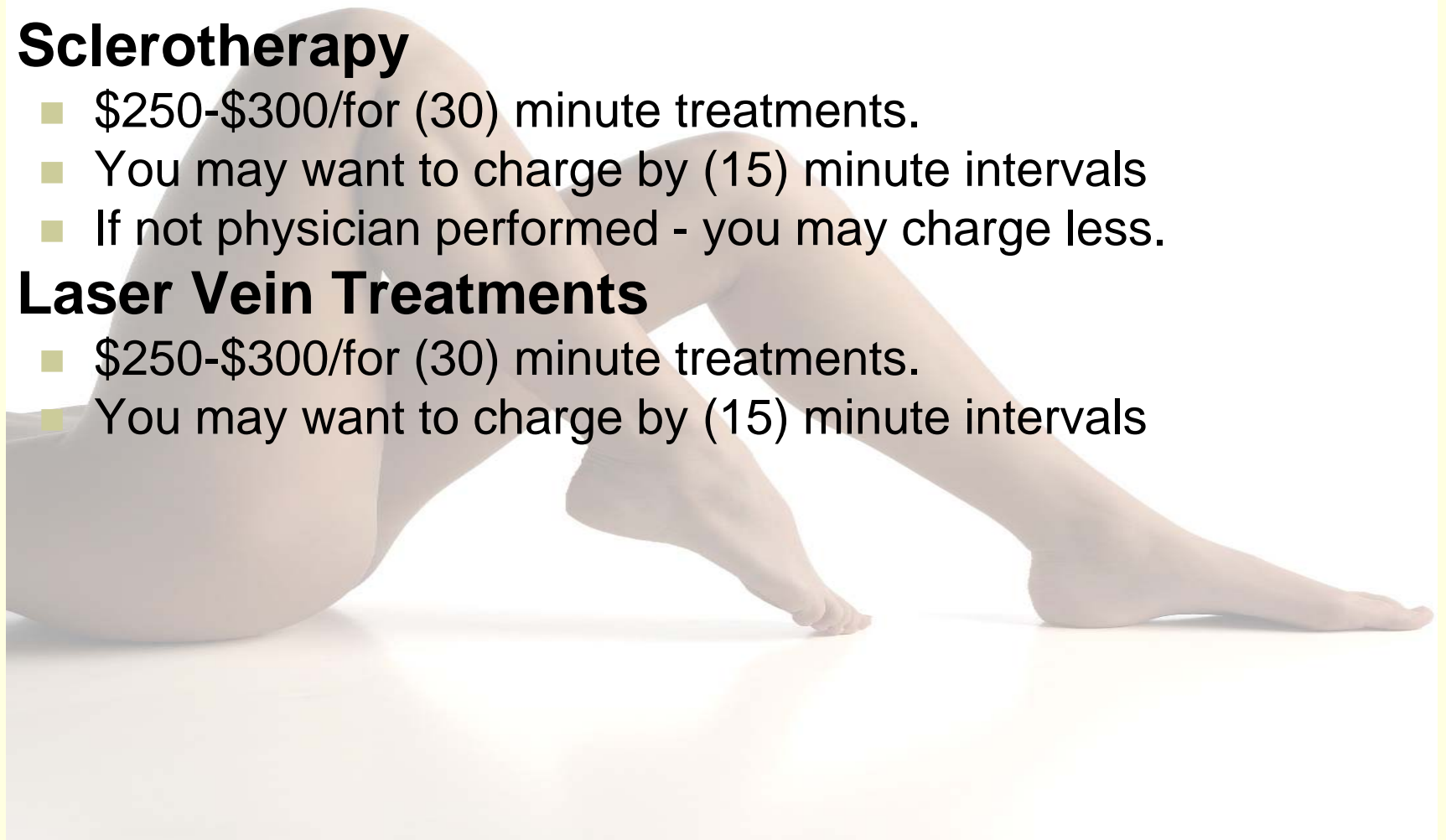
SCLEROTHERAPY/LASER VEIN TREATMENTS

■ Sclerotherapy

- \$250-\$300/for (30) minute treatments.
- You may want to charge by (15) minute intervals
- If not physician performed - you may charge less.

■ Laser Vein Treatments

- \$250-\$300/for (30) minute treatments.
- You may want to charge by (15) minute intervals



Pricing

Weight Loss / Wellness Therapies

■ #1 Medical & Aesthetic Service

- Blends Medical with Aesthetics
- Largest market potential and #1 source to draw additional patients to your practice.
- Revenues dependent upon programs offered.
- Cash Basis Procedure
- Perfect adjunct to your other aesthetic procedures.
- Allows for cross-selling of other services.
 - Botox/Fillers/Sclerotherapy/Cellulite Therapies
 - Compliments retail offering of cosmeceuticals and nutraceuticals.
- 67% of patients are candidates as 1/3 of population is obese, and 1/3 of population is overweight.



Pricing

Weight Loss / Wellness Therapies (contd)

■ **Wellness Therapies (HRT/Weight Loss)**

- Trend in Aesthetics – segment of population want to be healthy and put off the effects of aging and lead a more productive life longer and feeling better.
- Demographics of patients for Wellness Therapies (woman/45+) are the demographics for aesthetic services.
- Revenues dependent upon programs offered.
- Helps confirm and legitimize your other offerings.
- Cash Basis Procedure
- Allows for cross-selling of other services.
 - Botox/Fillers/Sclerotherapy/Cellulite Therapies
 - Compliments retail offering of cosmeceuticals and nutraceuticals.

Pricing

Weight Loss / Wellness Therapies (contd)

■ Weight Loss Pricing

- HCG Diet (21 Day Cycle) \$400-\$600.00
- HCG Diet (2nd 21 Day Cycle) \$300.00
- Prescription Diet Plan (60 Days) \$600.00
- Normal Diet Plans \$125-150.00/month
 - Low Glycemic Diet
 - Mediteranean Diet
 - Various Other Bariatric Diets
- Supplements (Nutriceuticals) / Meal Planning add-on.

Remember:

Includes all monitoring, consultations, follow-up. Does not include outside laboratory tests (serum/saliva/urine etc.)

Pricing

Weight Loss / Wellness Therapies (contd)

■ Wellness Therapy Pricing

- Consulting (30 Minutes) \$300-350/half hour
- HRT Replacement Dependent
 - Use Compounding Pharmacy to Dispense
 - Rules are different in various states
- Typical Profit is +/- \$400/patient per month
- Programs (90-120 day balancing) +/- \$2500 - \$3000
- Supplements (Nutriceuticals) / Laboratory tests add-on.

Remember:

Includes all monitoring, consultations, follow-up. Does not include outside laboratory tests (serum/saliva/urine etc.)

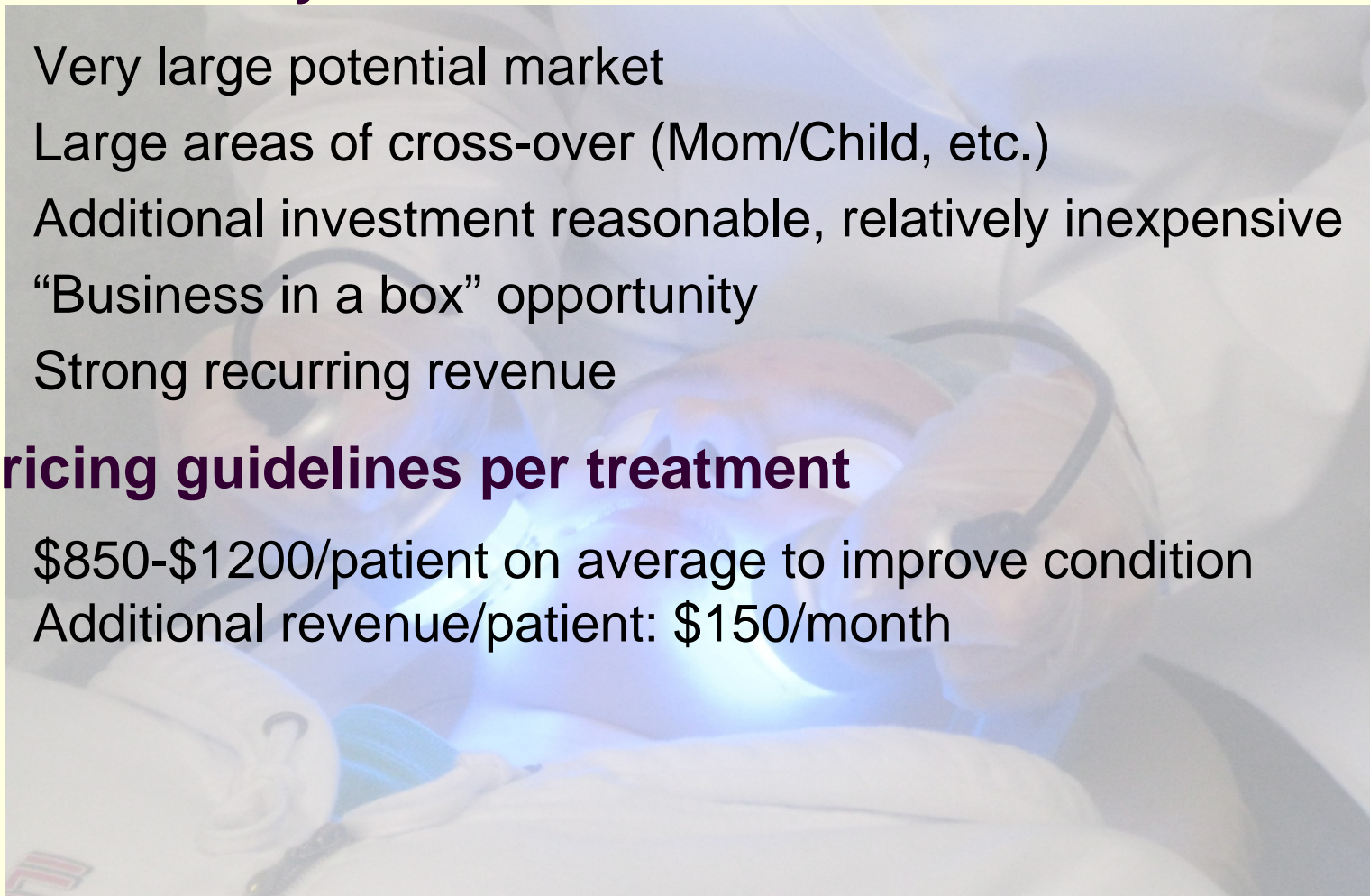
Pricing

Inflammatory Acne

- Very large potential market
- Large areas of cross-over (Mom/Child, etc.)
- Additional investment reasonable, relatively inexpensive
- “Business in a box” opportunity
- Strong recurring revenue

Pricing guidelines per treatment

- \$850-\$1200/patient on average to improve condition
- Additional revenue/patient: \$150/month



Pricing

RETAIL PRODUCTS

■ **Cosmeceuticals**

- Physician Only Skincare Lines
- Typically a 100% markup
- Revenue potential \$7-12k per month.
- Perfect adjunct to your other aesthetic procedures.

■ **Nutriceuticals**

- Physician Only Vitamin & Supplement Line.
- Every patient is a candidate and compliments your traditional medical practice by offering a better product than what your patient presently uses.
- Typically a 40-100% markup, Revenue Potential \$10-12k per month depending upon clinic and patient volume.
- Revenue is only dependent upon active charts.

LaserProduct & Services

ANTI-AGING SERVICES (IPL)

- Epidermis
- Age/Sun Spots (Pigmentation)
- Redness (Skin Tones, Vascular)
- Laser Wrinkle Reduction (Skin Tightening)
- Average Treatment Cost - \$175 - \$350 (dependent upon face or body area being treated)

Treatment Service are a Natural Progression from Injectibles



Pricing

IPL TREATMENTS (Reds & Browns)

Pricing guidelines per treatment



A technician wearing safety goggles is performing an IPL treatment on a patient's face. The patient is lying down and also wearing safety goggles. The technician is holding a blue IPL handpiece against the patient's skin.

	Face/Neck/Chest	Hands
■ MicroPeel	\$150	
■ Age/Sun Spots & Redness	\$300	\$150
■ Fine Lines	\$300	\$150

Sell initial package of 4 treatments and advise patient that more treatments may be required

Pricing

PERMANENT HAIR REDUCTION

Pricing guidelines per treatment

- | | |
|-------------------------------|-----------------|
| ■ Upper lip/ Chin / Cheeks | \$100-\$125 ea. |
| ■ Bikini / Axilla / Sideburns | \$150 ea. |
| ■ Neck / Face | \$175-\$225 ea. |
| ■ Chest / Half back | \$300 ea. |
| ■ Legs | \$300-\$500 ea. |

Sell initial package of 5-6 treatments (except for neck and face) advise patient that more treatments may be required

Pricing

Fractional CO2, Erbium & Other Subdermal RF Resurfacing Treatments

Dependent upon equipment and areas
Typical range is \$600 - \$1050 per treatment

Pricing guidelines per treatment

- 8 weeks between Treatments
- \$600.00 to \$1200.00 per Treatment
- CO2, Fraxel, ER-Yag, Pixel
- Total number of treatments vary



Pricing

Laser Tattoo removal Pricing guidelines per treatment

- Black \$75/sq. Inch
- Color \$150/sq. Inch
- **Very specialized**
- **Market hasn't caught up with expectations.**
- **High initial investment**
- **Not for all practices (demographics)**

Impossible to sell in packages:

- 8 weeks between Treatments
- Total number of treatments vary greatly



Conclusion

- Assess price / services of local competition
- Never compete on price
- Bundle services to individualize procedures

Under-promise AND over-deliver and document everything

- Patients want multiple treatment options
- Treating one condition often uncovers another with further sales opportunities.

Patients will find a provider.....and will stay with him/her.

Conclusion

Common Sense:

- Addresses all customer needs
- Patient consults and setting of expectations
- There are cross-selling opportunity
- All of this provides better clinical outcome

**LARGER SERVICES OFFERING ENSURES
GREATER PATIENT RETENTION AND MORE PATIENTS**

