



Looking your best is easy with Spamedica

January 2006 saw the opening of **Spamedica Infinite Vitality Clinic**, in Barrie, On-tario. Owner, Viola Woyce, is very excited to be the first Canadian franchise of the well-established parent company which has an enviable reputation in the field of non-invasive aesthetic procedures. The leading Canadian plastic surgeon, Dr. R. Stephen Mulholland, director since 1996 and now owner of Spamedica Infinite Vitality Clinics, has pioneered many aesthetic and skin care therapies to meet the needs of those who seek a vital, confident appearance without invasive surgery.

Spamedica offers a wide variety of non-invasive treatments aimed at improving the appearance of the client. The website, www.spamedicabarrie.com, lists all procedures and treatments. These fall into 2 categories: **Medical Spa Services** like SonoPeel, Fo-toFacial RF, Botox, Restylane, Acne Treatment, Lipolite, and Laser Hair Removal and **Other Services** such as Threadlift, Microdermabrasion, Leg Vein Treatment, Laser Treatments for Age Spots and Spider Veins, Cosmetic Dermatology and Permanent Cosmetic make-up. Only Threadlift requires some invasive technique.

Rhonda Ferrell of Tradebank Simcoe says of the medical spa, "The atmosphere is won-derful. Staff are welcoming and 150% professional. Standards are very high." For Viola Woyce, the most important aspect of this medical spa is its high standard of care. She emphasizes that the staff are medically trained professionals. All injectable and laser treatments are performed by Registered Nurses, a requirement that is currently not law in Canada. Aestheticians also have medical background and undergo training and rig-orous testing at Spamedica's own facilities. **Spamedica Barrie** also has a dermatolo-gist and a physician on call for consultation. With this level of professional expertise, cli-ents are assured of competent care and immediate referral if a potential problem is de-tected. With direct access to the skills and knowledge of Dr. Mulholland, the spa can deal with situations where there might be some doubt concerning the satisfactory out-come of a procedure. Viola urges clients to ask questions about the spa of their choice; know what to expect and check qualifications. **Spamedica Barrie** is a real medical spa offering top quality service from medical staff.

The most requested treatment is the Microdermabrasion Peel. Ms. Woyce describes it as "skin friendly and with no down time". Also popular is FotoFacial lasering which re-moves dark pigments, creates tighter skin, and is like a mini-facelift. About 98% of cur-rent clients are female, but Viola hopes men will also come to see the benefits of skin improvement. "At **Spamedica** the goal is to have clients look their best, having first es-tablished a reasonable level of expectation of outcome with the client," says Viola. She stresses that if the result of the requested treatment would be too extreme, as in the use of Botox, the client is clearly informed and the clinic would not perform the procedure. "Nobody wants to look ridiculous," she reminds us, emphasizing again the excellent quality of care provided at this facility.



Looking your best is easy with Spamedica (continued..)

For Tradebank clients, all services are available with \$T, except soft tissue fillers like Botox and Restylane, and the skin care products available at the spa. All consultations are free. Because every person's skin needs differ, however, costs will vary and will be determined after consultation. Spamedica Barrie is offering gift certificates for a Sono-Peel for Christmas giving at a special rate of \$T99.00. Certainly, staff, friends or family would be delighted to receive these.

Being a Tradebank client has brought real benefits for this business. Ms. Woyce says, "The money accumulated through Tradebank is a good business move. I use my \$T for marketing purposes and this has really helped to expand my business." The Tradebank connection creates a chain reaction effect. Jasmine Grzymiski of FlowerChild Florist, another Tradebank client, has purchased services from Spamedica and has, in turn, provided gorgeous floral arrangements for the clinic. She considers the medical spa to be "top notch quality" and highly recommends the services while pointing out her floral business taps into the wedding market where upcoming nuptials have women wanting to look their best. Tradebank is helping these businesses to grow.

Viola Woyce truly believes that business should give back to the community. In October, Breast Cancer Awareness month, \$5.00 from every procedure is going to Barrie's Royal Victoria Hospital's Cancer Fund. The donation is targeted to the Mammography Clinic for use toward equipment and staff training. "My clients are mainly women," says Viola, "and breast cancer is a serious concern." Also, each month, a SonoPeel is do-nated to the local Woman's Homeless Shelter. Over the summer, the spa provided SonoPeel certificates as prizes in 20 local golf tournaments. Spamedica Barrie is a great example of how business can work for the benefit of the community.

Spamedica in Barrie, Ontario provides a fabulous opportunity to improve your ap-pearance and boost your self-esteem. Do check the website www.spamedicabarrie.com for more information, As the logo reads, "The difference is beautiful."

Call your broker for details.