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Equipment-based Treatments in 2012

By: Cathy Christensen

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Along with an improvement in education, techniques promise to become more refined as well; for example, boosting results by using colored light. According to Suzuki, microcurrent mini treatments will become more popular in 2012.

“Manufacturers will continue to develop more effective devices and accessories that focus on specific objectives, such as expression aging, and fine lines and wrinkles. Most of these services can be performed in 10–12 minutes opposed to a traditional 40-minute microcurrent treatment,” says Suzuki.

Offering microcurrent in your skin care facility can provide the results your clients are looking for without resorting to injectables and fillers, and it is currently within the scope of practice for skin care professionals to offer this technology in most states.


Skin irregularity equipment

Equipment that addresses skin irregularities can often be a tricky regulatory topic. However, according to Pat Lam, president of Skin Care Consultants, it is important that the machines used in skin care facilities to address skin irregularities, such as skin tags, only work on the skin's surface. As always, it is important to [check with your state board](#) to see if using this type of equipment is within your scope of practice, and to receive proper training before offering any new services. “These days, skin care professionals are looking for equipment to help them make money and get fast results for clients. Equipment for skin irregularities can set a spa apart from the competition. It's an add-on service that brings high income in a short period of time,” says Lam.

The growth in this type of machinery for 2012 is all about education. “The esthetician has to be educated in skin irregularities,” insists Lam, who says that estheticians need to be trained to analyze the skin more effectively. It is with this training that skin care professionals will better be able to work with skin irregularity equipment and help their clients have smooth, bump-free skin. “The key to success in this new era of treatment is to educate the esthetician,” states Lam.

IPL/laser equipment

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Although many pieces of laser equipment in this category are out of the scope of practice for estheticians, it is important for skin care professionals working in medical spas to know about these types of machines and their evolution in 2012. According to Giora Fishman, vice president of Radiancy, Inc., light-based equipment is a growing solution for plastic surgeons and dermatologists. "Plastic surgeons are looking to replace the business they've lost over the past few years and are turning more to esthetic equipment, specifically [IPL and laser](#), which they previously shied away from," he explains. "Plastic surgery practices are hiring estheticians more and more to get esthetic skin care businesses going under their umbrella. This isn't new, but it will probably intensify."

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