

## LASER HAIR REMOVAL

With so many alternatives in the market today, not to mention our increasingly busy lives, is laser hair removal truly all that it is touted to be? When you listen to the commercials on the radio, it really does seem like the answer to all the hassles a typical woman has to go through. However, how does one know that this isn't just another gimmick to wheedle our hard earned money from us? CityMasala decided to do some research and get down to the nitty-gritty of it all. We got all vendors to be as candid with us as possible. Read on, educate yourselves and then go armed to get yourself as hairless as possible. Good luck and do share your experiences with us. Write in to [info@citymasala.com](mailto:info@citymasala.com).

### GONE IN A FLASH

**Dr. Meena Jain** from Gone In A Flash says that more and more people are opting for laser hair removal as opposed to other alternatives such as waxing, plucking or shaving because such alternatives are definitely not permanent. The hair keeps growing back and requires constant attention.

Studies indicate that people who go in for electrolysis see some hair reduction for about 6-8 months after which 35 - 40 % of the patients do not see permanent hair reduction. Studies done on laser hair removal on the other hand indicate that 95 - 98% of the patients see significant hair reduction.

Laser treatments are also less uncomfortable and the duration of the treatment itself is less. According to **Debi Stillwell**, a certified laser hair removal technician at Gone in a Flash and a Certified Medical Electrologist, "comparing electrolysis with laser hair removal is like comparing apples to oranges. I have been an electrologist for 31 years and have found that laser hair removal is a whole different realm. Electrolysis treats each follicle one at a time and with laser, we can treat spots or circles at a time. For example, if we were to treat an upper lip, it would take several hours with electrolysis. With laser, you can't count to 10 and you're done."

A treatment course may take about 6 weeks depending on the area being treated and most patients don't need a touch up. In rare cases, if they do, it could be once every 2-3 years, if that. The resulting skin structure after treatment is smooth with no visible follicles.

Contrary to earlier reports that laser hair removal may not work as well on darker skin, Dr. Jain says that it does. "You have to be careful about the kind of laser being used. Initially, the Alexandrite laser had a shorter wave length of 755. We also have the Nd:YAG laser which is used by very few centers here. This has a wavelength of 1054 and prevents any burns in darker skins with more pigmentation as it completely bypasses the melanin and goes directly to the hair follicle causing the follicle to die. We have both kinds of lasers and determine which one to use according to the pigmentation of the client. We have very strict criteria that we follow based on hair and eye color." For example, a client who is tanned should not be treated with the Alexandrite laser as it could cause burns. With the Nd:YAG, this is not an issue and the client can be treated without any problems. In a place like Florida, this is a huge advantage to have.

Dr. Jain is an Obstetric Gynecologist and uses a lot



**Dr. Meena Jain & Debi Stillwell**

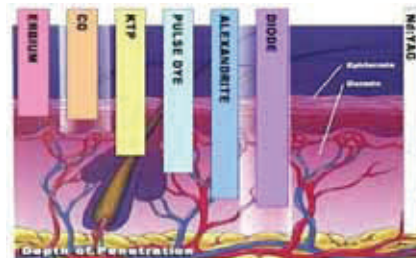


**The Gone In A Flash team. From Left to Right: Ashley, Roxanne, Dr. Jain, Nancy, Debi and Jami.**

of laser with her patients in this department. She is also laser certified. Debi Stillwell is a Certified Medical Electrologist with laser certifications who stays constantly in touch with ongoing state credits and travels widely to attend seminars on laser treatments.

Dr. Jain doesn't specify a perfect age to get into a treatment plan. "This is a personal decision which can sometimes be based on medical reasons such as in the case of excessive hormonal imbalance. Otherwise, treatments can start as early as at age 14 - 15 or later. The only thing to keep in mind is that laser does not work well on gray, red and bronze hair."

One common concern that most clients have is whether there are visible signs once treatment starts. Dr. Jain says, "It doesn't show at all. Clients



can put make-

up on immediately after the treatment". There may be some people who experience some irritation 10% of the times which can last anywhere from half an hour to about 45 minutes.

The most common areas that women opt to get treated seem to be the upper lip, chin, bikini, arm pits or thighs. Men come in for their beard, chest and even the nape of the neck.

Gone In A Flash offers various payment plans in order to help their clients. They also run specials from time to time. On an average, getting the full face treated would run you about \$1400 with a visit to the center every 4 - 6 weeks for about 15 - 30 minutes for a total of about 4 - 6 treatments. Getting the full body treated would run you about \$10,000 with 3 -4 hours per treatment 6-8 weeks apart with a total of about 6 treatments.

"We usually recommend against getting the whole body treated at one time. We like to break it into sections so that the patient has to spend a lesser amount of time in treatments."

A physician or a nurse practitioner would find it the easiest to break into this field. They would have to get laser certified. For others, a course in Electrology and then the CCE - Certified Clinical Electrologist followed by courses in laser is the recommended course of action along with getting a license in Electrology and laser. Gone In A Flash is hoping to start a training center at their location in about a year.

"There was a lot of push from patients who were interested in cosmetic gynecology which made me interested in this field. I have always been interested in new technology and minimally invasive surgery and like to be on the cutting edge. I felt that with this kind of a treatment center, I was offering a service that is a definite plus."

Dr. Jain's advice for a newcomer in this business, "it is very important to keep safety as a top priority. If a patient ends up with a problem, we haven't done our job right. Be very careful in the kind of machine you purchase and do a lot of research and educate yourself the right way. Before you buy the machine, take a course in laser certification which will give you the basics."

**To contact Dr. Meena Jain or Debi Stillwell, call 727-343-9004.**

**Website: [www.pinellaslaser.com](http://www.pinellaslaser.com). Gone In A Flash is located at 3275, 66th Street North, St. Petersburg, FL 33710.**

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# An Eye on Business *And how it affects YOU*

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### Tampa Laser Touch

**Rita Kruse**, C.C.E, CME and owner of Tampa Laser Touch says that people choose laser hair removal because it is permanent, fast and guaranteed. Despite its relatively higher cost, laser hair removal is permanent for any type of hair and skin color except grey, blonde and red hair.

According to Rita, *“people with darker skin tone can have great results with laser hair removal. They may require a few more treatments than someone with a lighter complexion.”* Because laser targets the pigment in the hair follicle while treating dark skin, some of the laser energy is absorbed in the pigmented cells of the skin.

Tampa Laser Touch has certified medical electrologists, medical doctors, nurse practitioners and medical assistants who are all highly trained in the field of laser hair removal.

Rita says that puberty is the most effective time frame to start laser treatment because you get the best result while the hair is still in the growing stage. She also recommends treating the hair before they turn gray.

While undergoing treatment, Rita confirms that no one can tell that you are undergoing a hair removal procedure. *“People will look at you and assume that you are hair-free.”*



Most women struggle with facial hair and choose to get this treated as well as underarm and bikini line hair.

Tampa Laser Touch offers various financial options to customers. A full face for one treatment costs \$240, a package of 6 is \$800, a package of 10 is \$980 and \$1200 for unlimited treatments. Each treatment takes approximately 10 minutes.

Full body treatments are offered at \$800 per treatment, \$2100 for a package of 6 treatments, \$2900 for a package of 10 treatments, and \$3600 for unlimited treatments. The exact time frame varies according to each client. It takes approximately 45 minutes to 1 ½ hours with a total of about 6-7 treatments per area for each person.

Tampa Laser Touch also offers training. *“Our school, the Electrolysis Institute Of Tampa, certifies people to perform Laser Hair Removal. We are the only school in the Tampa Bay area.”* To obtain a license, you must finish 320 hours of the electrolysis program and 30 hours of laser training which is considered a continued education course after electrolysis by the state. The state board exam is given in March and September of each year. If you are interested in becoming a Certified Medical Electrologist, visit the website at [www.schoollaser.com](http://www.schoollaser.com).

Rita got into this business because, *“it is a clean medical field that educates you and keeps you challenged. It feels good to help people get rid of unwanted hair, especially women with hormonal imbalances who struggle with excessive facial hair.”*

Her advice for a newcomer in this business is, *“educate your clients, be honest, be reasonable and it is very important to choose the right equipment.”*

**To contact Tampa Laser Touch**  
**813-MY-LASER; [Www.MyLaser.com](http://www.MyLaser.com).**  
**The Electrolysis Institute of Tampa**  
**813-99-STUDY; [Www.SchoolLaser.com](http://www.SchoolLaser.com).**

**Address: 11309 Countryway Boulevard,**  
**Tampa, FL 33626.**