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8th Annual Cosmetic Dermatology Issue

How would you treat this patient?
Leading cosmetic dermatologists
share their treatment approaches.
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HMP COMMUNICATIONS



■ Laser Treatment House Calls

The American Medical Aesthetics Corp. (AMA Corp.) is making cosmetic skin-care house calls with its mobile laser clinic in Southern California. The mobile clinics provide celebrities and high-profile patients with exclusive, hands-on treatments by experienced specialists in the privacy of their own homes. The clinic has treated more than 2,000 patients, including at high-profile events such as the Oscar Suites and the Miss USA pageant (CA division), according to Asher Milgrom, CEO of AMA Corp.

The mobile clinic, which can treat almost everything that can be treated at the AMA Corp's Centers, is staffed by a medical aesthetician and by the corporation's Medical Director Alice S. Pien, M.D., who has performed more than 40,000 laser procedures during the past 6 years. The mobile clinic is equipped with half a million dollars of state-of-the-art medical equipment and FDA certified medical lasers, according to the company.

Mobile treatments include permanent hair removal, epidermal laser facial peels, collagen regeneration for wrinkle reduction and vein removal. Age spots, sun damage, spider veins, broken capillaries and rosacea can also be treated. Botox and Restylane treatments are also available. Some services can only be performed at the company's centers because some lasers are not easily transported.

CLINIC COSTS

Charges for the mobile clinic are not calculated by individual treatments — the mobile clinic bills by a 1/2 day, 4-hour

clinic. For instance, from 9 a.m. to 1 p.m. the half-day clinic costs \$6,000.

“This is why in many cases the hosting patient may invite some of her or his friends to take advantage of the presence of the clinic in her or his house. Presumably, the group shares in the cost and thus individual treatments remain quite reasonable,” explained Mr. Milgrom. “Thus the clinic becomes an enjoyable social event. Some of the more wealthy patients prefer total privacy and don’t flinch at footing the entire bill alone.

AMA Corp., which is now focusing on its two full-service Medical Skin Care Centers in California, is reserving the mobile clinic only for special V.I.P. patients, primarily those who want to avoid paparazzi, etc. According to the company, on average, the AMA Mobile Clinic will conduct one to two private V.I.P. clinics per week. ■

For more information about AMA Corp’s mobile clinic, its Southland locations, holistic laser protocols or educational programs, go to www.AMACorp.com.