

# FINISHING TOUCHES

When it comes to medspas, makeup is a critical component for patients, and it can be a real boost for the bottom line. Bryan Durocher, an Austin, Texas-based medical

spa industry consultant and president of Durocher Enterprises, notes that several factors increase the viability of makeup sales in medspas:

- **Cleanliness.** In keeping with the rest of the facility, testers and displays must be sanitary and spotlessly maintained. Disposable applicators are a must.
- **Privacy.** Provide a secluded area where a makeup specialist can offer makeup applications. "A quick postprocedure touch-up is the very best sales tool," says Durocher. So you'll need two displays, says Durocher, one in the retail area to promote the products and the other in the actual service area.
- **Expertise.** Medspas are most successful with makeup when a designated retail specialist or skin therapist handles the category. Provide this person with product and sales training.

Durocher notes that most of his medspa clients opt for mineral makeup lines because they contain fewer known irritants, making them a logical extension of the skincare treatment. They also contain SPFs, making them ideal for photosensitive conditions.

There are two supplier options when it comes to makeup. You can choose a private label vendor, which allows you to extend

your personal brand and realize margins from 300% to 600%, or you can take advantage of the advertising and marketing support of an established national brand with lower margins. Either way, notes Durocher, be sure the vendor offers initial training, ongoing education, a wide variety of shades and colors to accommodate all skin tones and regular product and color updates.



Courtesy: Erin Corbett, Dermatology Spa, Roseland, Pennsylvania