

# Executive Summary





2018  
Total # of Medical Spas  
**5,431**

Average Medical Spa Revenue in 2018

**\$1,526,382**

↑ 9% since 2017

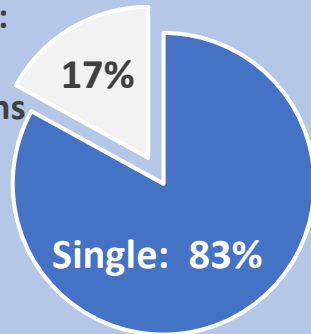


2018 Profit Margin

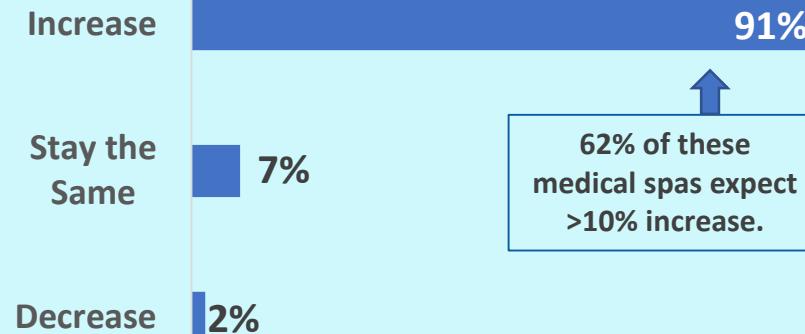
**29%**

# Locations

Multi:  
avg. 6  
locations



Projected 2019 Revenues



Medical Spas With No  
Medical Director

**36%**

## Patient Gender



*Females continue to comprise the majority of medical spa patients.*

## Aesthetic Patient Visits\*

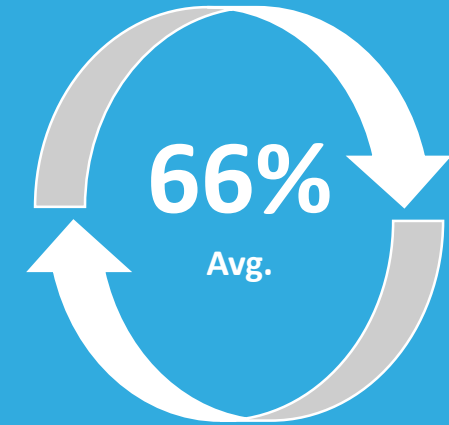


Single-location facility:  
**199** average per month

Multi-location (primary facility):  
**449** average per month

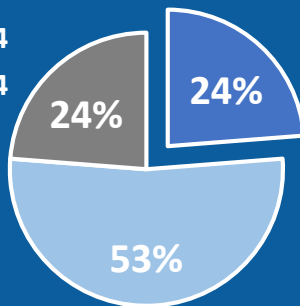
\*Excludes other services (i.e. massage, nails, hair, yoga, etc.)

## Repeat Patients



## Female Patient Age

- 18-34
- 35-54
- 55+



*While the core patient remains 35-54, 18-34 year-olds have increased since 2017 when they made up only 17% of patients.*



## Average Spend per Patient per Visit:

Single-location facility:  
**\$459**

Multi-location (primary facility):  
**\$465**

## Most Frequently Performed Procedures (Top 3)

% of medical spas indicating...

<b>73%</b>	...neuromodulators
<b>58%</b>	...HA Fillers
<b>20%</b>	...microneedling



## Ownership

% of medical spas owned by non-MDs/surgeons

**63%**

## Top 3 Marketing Methods

% of medical spas using...

2017	2019	
84%	95%	...free social media
87%	81%	...company website
69%	71%	...email newsletter to existing customers

## Most Common Staff & Average Full-Time Salary

#1. Esthetician	\$48,208
#2. Receptionist	\$34,876
#3. Medical director	\$110,925

## Medical Specialty

**80%**

Non-core Ownership

Considering only MD/Surgeon/NP/PA/RN owned (excludes entrepreneur ownership)

## Top 3 Concerns

**34%:** Compliance

**33%:** Employees (retaining/hiring)

**28%:** Marketing strategy & social media

## Average # of Employees



Single-location facility:

**8**

Multi-location (primary facility):

**15**