

National Laser Institute to hire 40 in Scottsdale, expand nationally

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Louis Silberman, owner of the National Laser Institute, holds a laser hair removal device.

The [National Laser Institute](#), a medical aesthetics training facility and spa in Scottsdale, is planning to hire 40 people locally and expand nationally.

The school employs 100 people, and owner [Louis Silberman](#) said he's looking to hire 40 new employees in a variety of positions during the next 12 months. Positions include 10 more instructors with experience in procedures like laser hair removal and Botox injections. The other 30 positions include marketing, admissions and spa support jobs.

To accommodate its new staff the institute plans to add 5,000 square feet to its administration building in Scottsdale near Bell Road and the Loop 101. On a national level, the institute is planning to open three new locations in New York, Beverly Hills, Calif. and San Francisco over the next several months. Instructors will travel to these locations to teach the classes.

In June of last year the company opened a second location in Dallas. While it sees less business than the Scottsdale location, its clientele is growing faster, Silberman said. Next year, the institute plans to open a location in Spain.

Silberman said the institute was the first in the nation to provide education for those interested in becoming specialists in beauty laser techniques or for doctors who want to add Botox and other beauty treatments to their practice. He said the business has grown steadily since 2003.

"Beauty is a great industry that's just recession proof," Silberman said

Students interested in becoming hair removal laser specialists can be certified after two weeks of training.

The institute's enrollment is up by 50 percent compared with last year, Silberman said, and about 70 percent of students fly in from across the world from countries including Dubai and Mexico.



When the economy tanked three years ago the institute adjusted its marketing to keep up with the changing marketplace. It began offering skin scene parties on a monthly basis to help get beauty professionals interested in continuing their education through live demonstrations, guest speakers and large drawings. The company also offered a new financing option for students. Many people were using Sally Mae loans to finance their education, Silberman said, but when those loans were not readily available the institute began offering in-house financing for its students.