



## LUXURY COSMETIC TREATMENTS REPLACE HAUTE COUTURE AS A WOMAN'S ULTIMATE INDULGANCE

*Fueled by Celebrity Interest, Med Spas Become the New Hot Spot of 2008*

For years, women have searched the world over for ways to get the perfect look. Up until recently, the only way to get it was with a lackluster beauty cream, providing temporary results, or a trip to the plastic surgeon. Fortunately, wearing face bandages and dark glasses for months is now a thing of the past. With the introduction of cosmetic lasers, women are able to experience a brand new world of safe aesthetic treatments with astounding results.

Big-name celebrities and television shows such as “Dr. 90210” are spurring the booming industry, giving women everywhere a new motto, “A Fendi lasts a season, but a face is forever.” The beauty-conscious public is now treating itself to a day at the med spa, not the fashion boutique. National Laser Institute (NLI) – the nation’s leader in cosmetic laser aesthetics – has moved into the spotlight by educating cosmetic specialists across the country to offer the hottest beauty treatments around. Here are two of the most in-demand service requests NLI receives:

**So Long to Shaving.** By far the most hated part of a woman’s beauty routine, shaving causes dreaded razor burn and ingrown hairs. Today’s lasers use light to penetrate the hair follicle and permanently reduce the number of new hairs that grow back. Over 1.4 million of these procedures were performed in the last year, eliminating the need for women to wax or shave in the future. Information on how laser hair removal works is available at [www.NLIonline.com](http://www.NLIonline.com).

**Goodbye Wrinkles.** If a needle or scalpel is not your idea of a relaxing way to take the years off, lasers now offer a non-invasive alternative. The most talked about new anti-aging treatments use a fractional laser. Unlike a traditional single-beam laser, the fractional laser focuses thousands of microscopic beams of light on the skin. This technique causes the skin to refresh itself and produce age-defying collagen naturally, without the need for injections. Information on how laser wrinkle reduction works is available at [www.NLIonline.com](http://www.NLIonline.com).

I will contact you soon to gauge your interest in this story. In the meantime, please let me know if you would like to receive additional information or speak with a medical cosmetic industry expert, as I can facilitate ASAP. You may reach me directly at [jeff@nlionline.com](mailto:jeff@nlionline.com) or (480) 222-4383.