



## **Turning Lasers to Gold:**

### **Health and Beauty Entrepreneur Blazes New Path in Medical Aesthetics Education**

Louis Silberman, the marketing expert who built Health4her.com, the sixth most visited pharmacy Web site in the world that generated more traffic than Walgreens.com (*PC Data Online* 2002), is at it again. This time around, he's approaching one of the country's hottest beauty trends from a new angle - turning it into big business.

In the last 10 years, the demand for non-surgical cosmetic procedures, like Botox® and Laser Hair Removal has risen 1173% and 30 million treatments were performed in 2006 alone. This effect has forced medical offices and day spas to seek out qualified personnel who can offer these luxury services to boost revenue.

Foreseeing tremendous growth, Silberman decided to ride the \$8.5 billion per year cosmetic medical aesthetics wave, and opened the National Laser Institute (NLI) in 2003. NLI has since become the largest medical aesthetics training campus in the nation. The institute's flagship location in Scottsdale, Arizona stands out as the only school in the country to provide hands-on patient training and job placement for graduates in a five-star retail spa incorporated within the school's facility.

"My first venture into medical aesthetics began with Physicians Skin Institute, a full-service medical spa I opened six years ago with my partner Matthew Gould in Scottsdale, Arizona. That experience inspired me to expand into medical spa consulting, where I quickly discovered a definite shortage in people who were certified to perform the cosmetic procedures that everyone was so eager to add to their businesses," said Silberman, CEO of NLI. "That's when a light bulb went on in my mind. I realized medical aesthetics education was an untapped business that was ready to explode."

Silberman opened NLI a year later in 2003 with just two courses in laser hair removal and photofacial skin rejuvenation. It has since grown into a comprehensive 112-hour program that covers the latest aesthetic technologies. Anyone from a career changer to a doctor can attend NLI and learn to perform laser procedures from wrinkle reduction to tattoo removal. NLI also offers courses in Botox®, Restylane® and other dermal filler treatments that medical professionals can take to earn continuing education credits.

National Laser Institute was the first laser training school in Arizona and has become the first school authorized to provide private post secondary education in the field of cosmetic lasers. By providing 100% educational financing resources through Sallie Mae, NLI has helped many students better their careers and market the skills they learn to be a part of this blossoming sector of the health industry.

Silberman plans to launch National Laser Institute training centers nationwide, and has already opened a sister campus in Las Vegas, Nevada. To add a unique touch to the educational process, NLI will soon be holding classes in exotic locations such as Maui, Cabo San Lucas and luxury ocean cruises. With sales more than doubling each of the last two years, National Laser Institute's five-year business plan has projected it to surpass \$15 million in revenue. If Silberman reaches this impressive goal, he will surely have turned lasers to gold.