

SEVENTH  
ANNIVERSARY

# MEDICAL SPAS<sup>®</sup>

The Healthy-Aging Business Review<sup>™</sup>

THE MEDICINE ENVIRONMENT OF THE FUTURE



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PROVIDE A SERVICE YOUR CLIENTS ABSOLUTELY LOVE

*Oxygen Facial*

# TOPICAL OXYGEN MIST AN ESSENTIAL SPA SERVICE

By CRAIG WENBORG, D.C.

What could possibly be better than providing a service your clients absolutely love. The oxygen facial represents one of the latest client requested spa services. Your client looks better, talks you up and returns for other procedures. Boosting the bottom line helps the spa director look good in the eyes of management.

Medical research studies are in universal agreement. Increasing oxygen to the skin, promotes collagen synthesis. Modern technology has eliminated many of the inconveniences encountered with providing this service in the spa setting. Topical oxygen mist is a quick non-invasive and inexpensive service.

This treatment will hydrate the skin making the face appear smoother and plumper.

So what is this procedure called "Topical Oxygen Mist"? How will I, as an esthetician or spa director, introduce this service? What are the financial returns? This article will provide you with answers to these questions.



The principle of oxygen skin care is based upon increasing skin's metabolic rate. Accumulated data show that oxygen increases the performance of skin cells. Improved skin cell performance will enhance the production of collagen, elastin and water holding substances.

The topical oxygen mist system consists of an oxygen concentrator, nebulizer and liquid solutions. The oxygen concentrator provides oxygen to the nebulizer which is filled with liquid solution. Within a nebulizer, a tornado effect is created through the spinning of the liquid. This liquid is supercharged with oxygen and acts as a coupling medium to the skin. The

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*He is the exclusive USA importer of Oxyvital equipment and creator of Oxygen Facial Infusion. Dr. Wenborg teaches the art and science of oxygen skin care. Certification programs are available. Spa's and Salon's throughout the United States, utilize the Oxyvital system and hydrosol solutions for oxygen skin care services.*

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## YOUR CLIENT LOOKS BETTER, TALKS YOU UP

epidermis is flooded with oxygen rich liquid.

Early practitioners of oxygen skin care utilized dry oxygen application techniques. Clients wore a face mask or inhaled oxygen. Medical studies have revealed that applying oxygen in conjunction with a liquid has advantages.

For ease of cleaning, reasonable price and consistent particulate size, nebulizers are the preferred application device for the liquid solution. Spinning of liquid creates what is called the venturi effect. The venturi effect results in an outflow of a very fine oxygen rich particulate mist. Quality nebulizers produce consistent 3 micron size particles. These fine particles are easily absorbed by the epidermis.

Coupling mediums are used to transfer one product to another location. In this case, liquid solutions, couple oxygen with the epidermis. The epidermis is flooded with oxygen rich solution. Oxygen is then free to move out of the liquid, similar to opening a can of soda pop. This "carbonation effect" provides oxygen directly for skin cells to use.

## OXYGEN WITH A PUNCH

With the push of a button, instant oxygen is available. Oxygen concentrators extract oxygen from room air. Air consists of 21% oxygen, 5% inert gas, with the rest being nitrogen. Nitrogen is separated and vented

from the machine, with the oxygen delivered for our use.

To perform modern oxygen skin care, you will have special needs. Not just any machine will provide you with the performance features required. Oxygen concentrators used in skin care, provide oxygen with pressure, filter particulates and reduce air pollutants.

So what do we need to know about these machines to make a good purchase decision? There are four important considerations.

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Pressure is what drives the application. To make a nebulizer work properly, at least 25 pounds of outflow pressure is required. The standard medical oxygen concentrator will only deliver 12 pounds of pressure. Early generation oxygen skin care systems compensated for inadequate outflow pressure. The air brush works with lower pressure settings.

A well functioning concentrator will produce 95% oxygen. This is critical. Esthetic benefits are enhanced with higher purity of oxygen. An important consideration involves individual state rules and regulations. Some states will not allow the use of 100% USP tanked oxygen in esthetics. With 95% outflow concentration, you avoid these concerns.

The most important consideration for you, the practitioner, is noise. Often overlooked in the

## AND RETURNS FOR OTHER PROCEDURES

trade show environment, is machine noise. Keep in mind that you will be in a quiet room with this machine for the rest of your career. A noisy machine will be a distraction to you and your client. You want the client to remember their experience at your facility, not that noisy oxygen machine.

Outflow volume is measured in liters per minute. Volume is not necessarily important in oxygen skin care. Nebulizers can only handle a small volume of oxygen through their tiny air flow openings. Do not be impressed by the machine with the largest outflow rating.

Keep in mind the bottom line here. Modern oxygen concentrators are extremely reliable. The machine you purchase will most likely be the machine you end your career with. Make the right purchase decision upfront.

### OXYGEN SCIENCE

The principle of topical oxygen is based upon the premise that, stable ground state oxygen, increases skin cell metabolism. All cells require oxygen for life. Ground state oxygen is two oxygen atoms, bound together by a stable bond.

Ground state oxygen is what is in the air we breathe. This is not to be confused with free radicals. Free radicals are created when cells metabolize. Free radicals readily react in a chemical change called oxidation. Cell membranes are most vulnerable to free radical

damage. Antioxidant nutrients protect our skin through their effect of neutralizing the free radical.

### LIQUID COUPLING MEDIUM

Attaching a nebulizer to an oxygen concentrator allows for the application of a variety of liquid solutions. These solutions are commonly referred to as serums or hydrosols.

These solutions provide a dual role in oxygen skin care. They stand alone for the healing nature of the solution itself. They additionally provide a coupling medium, holding and transferring oxygen into the epidermis.

Hydrosol means water solution. Water and oxygen go together. Water has a tremendous capacity to absorb and hold oxygen. Water based solutions work best as coupling mediums.

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Plant based hydrosols provide multiple topical skin care benefits. Naturally occurring groups of plant chemicals, promote skin health through their effect of reducing inflammation, toning blood vessels and reducing bacteria levels. The synergistic effect of topical oxygen and the multiple compounds found in plant solutions, provide a balanced natural approach to promoting optimum skin function.

New to the science of skin care are peptides. Peptides are sequences of amino acids. Amino acids are the building blocks of proteins.

## BOOSTING YOUR BOTTOM LINE HELPS YOU

Certain peptides are of interest in the field of anti-aging skin care. The peptide named Argireline® has been shown to be effective in reducing fine lines and wrinkles, while relaxing facial muscles. Anti-Aging oxygen skin care hydrosols are mixtures of plants, vitamins and Argireline®.

For moisture retention following procedures such as microdermabrasion, substances such as hyaluronic acid are incorporated into hydrosol solutions. Hyaluronic acid is a molecule which attracts, binds and holds water. Hyaluronic acid has a high level of compatibility with the skin. Hydrosol containing hyaluronic acid provides rejuvenation properties as well as wonderful softness to the skin.

### THE ART OF OXYGEN SKIN CARE

Whatever the discipline of human care, there are some who are better at their discipline than others. So why is this? The answer lies in the art of the practitioner. For all of human care, there is an art and a science. So what makes a better oxygen skin care practitioner? Beyond practitioner personality, there is the art.

The longer oxygen is in contact with the desired skin region, the better the outcome. Contact time includes liquid flow rate. Proper liquid flow rate is essential so as not to over flood the skin. With proper flow rate, oxygen and solution can be applied to the target region for longer time, with better results.

The process of providing the oxygen facial involves decision making. As we evaluate our client, we make decisions as to what areas we wish to work more extensively. We choose the

lines and wrinkles which require our increased attention. We move about the face, coming back to the problem areas for repeat application. This becomes the art of the practitioner.

### THE STAND ALONE OXYGEN FACIAL

As a stand alone service, oxygen with hydrosol is used for pleasure of feel and smell, as well as to promote desired skin outcomes. When packaged, oxygen skin care is used at the conclusion of other spa procedures.

Savvy spa directors offer "Oxygen Facial" on their spa menu. A brief description, will allow the client to make choices. Clients choose from an oxygen facial menu which includes Anti-Aging, Floral or Men's hydrosol. Fees for this service range from \$35 up to \$165 based upon geographical considerations.

Anti-Aging oxygen skin care is one special area of the spa business. Anti-Aging hydrosol is a mixture of plants, vitamins and peptides. "Anti-Aging" clients are introduced to nutrition for skin. This is interesting because spas are generally not accustomed to providing nutrition services.

The client receives a topical application with a three week supply of skin nutrients. Every twenty one days the client returns for a new box of skin nutrients and a topical skin update. In my office, I have many clients who come to me every three weeks for their anti-aging skin care needs. I bundle the two procedures into one fee which would be lower than each item purchased individually. This treatment program generates repeat regular customers for the spa.

## LOOK GOOD IN THE EYES OF MANAGEMENT

*Oxygen Facial*

### MEDICAL SPA

The medical spa is constantly pushing the envelope for new ways to improve patient comfort and promote healing. In this competitive environment, client satisfaction is paramount. Staff estheticians can efficiently provide topical oxygen with minimal medical oversight.

Topical oxygen mist improves patient outcomes following laser and surgery. Studies published in peer reviewed journals universally agree on the positive benefits of topical oxygen in wound healing. One study concludes that following laser, client satisfaction is greater with topical oxygen than with other forms of post-procedural care. These studies universally agree that oxygen promotes collagen synthesis.

Anecdotal studies are beginning to reveal the positive effects of topical oxygen in the treatment of inflammatory skin conditions. Topical oxygen mist has shown favorable response in the treatment of cystic acne as well as psoriasis. Oxygen provides a natural antiseptic treatment for microbial based conditions.

### DAY SPA

Microdermabrasion and chemical peel are two of the most popular procedures provided in the day spa. Topical oxygen is an effective, simple and low risk procedure which promotes healing

following these traumatic procedures. Topical oxygen improves the function of skin, reducing recovery time. New skin rises up faster, as skin cell metabolism is boosted.

Following exfoliation, skin is red, inflamed, puffy and dry. Hydrosol containing hyaluronic acid is used for moisture retention. Topical oxygen mist calms the skin, reduces inflammation and tones blood vessels. Studies reveal microdermabrasion is effective in increasing the elatin content of skin. When combining topical oxygen with microdermabrasion, synthesis of elastin and collagen, provides the client with a double benefit.

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### COST VERSUS RETURN

The business side of oxygen skin care involves cost of solution, time spent, and financial return per treatment. Hydrosol for one treatment averages three dollars. Time per treatment averages ten minutes. Profit per treatment is based upon the fee charged. A fifty dollar treatment nets a profit of forty seven dollars. Time spent is returned at almost five dollars per minute. When combined with consumable products and other spa services, revenue can be significantly enhanced. Topical oxygen mist delivers high levels of client satisfaction. Providing this service can substantially increase spa revenue. Purchasing an oxygen system is a career decision. I hope this article has provided you with valuable information, as you research providing topical oxygen mist in your spa. ■