

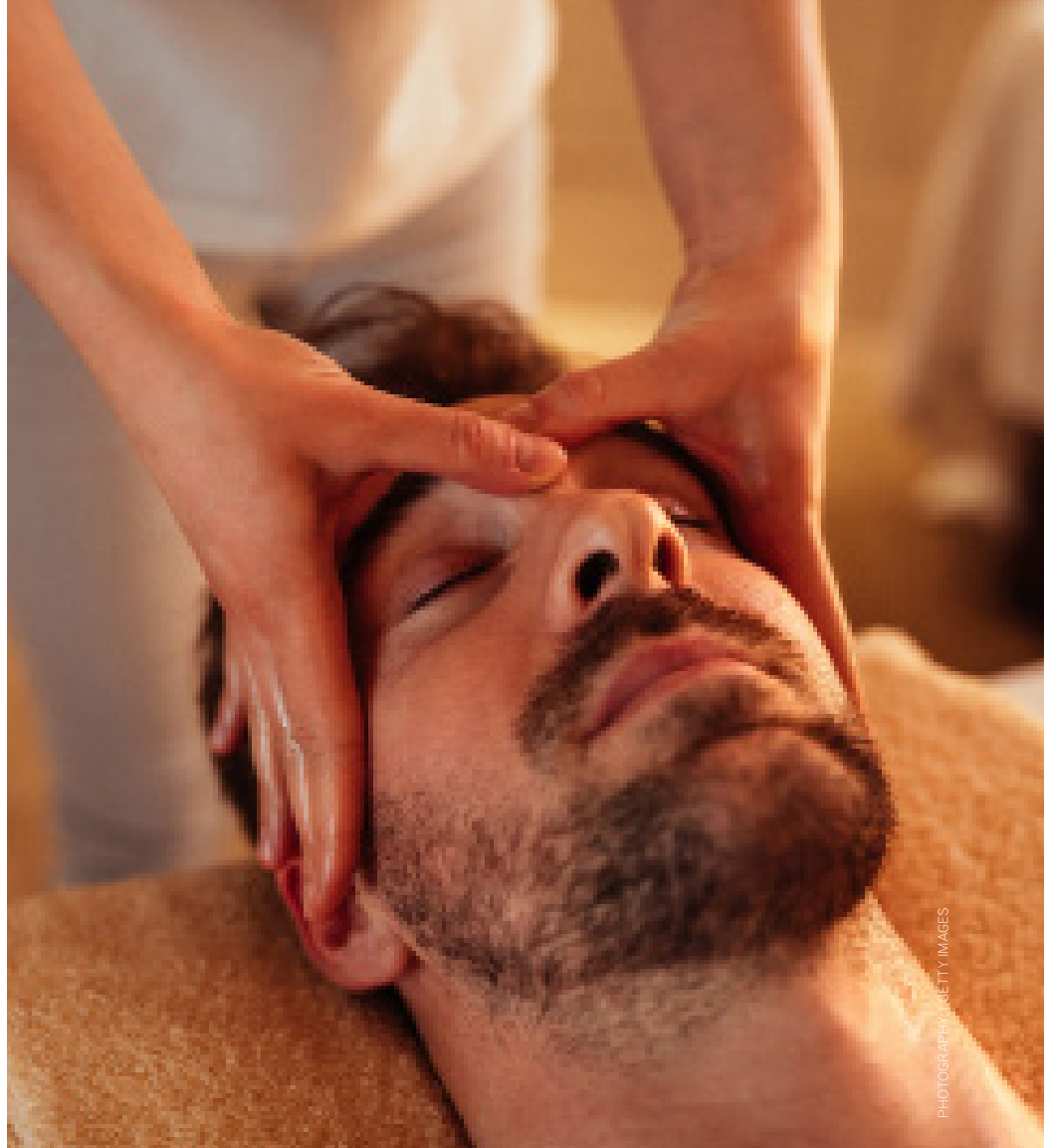
Easier Access to Treatments

Smartphone technology has made it easier than ever for clients to arrange for spa treatments tailored to their needs.

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The medical spa industry has undergone significant changes since the beginning of the pandemic. We have seen an increase in the need to tailor treatments to our clients that involve being in a more private environment. The hottest trends in the medical spa industry for 2022 deal with the ease of access for treatments. There will be a significant increase in at-home treatments for those people who would rather have a more tailored experience in the safety of their homes. Top trends include the use of smartphone applications that allow the user to find an esthetician, masseuse, or other medical spa professional that can perform their treatments at home. This is consistent with people using applications to order everything from groceries delivered to their doorsteps and dinner to their homes, to rideshares for their daily commutes.

Our world has truly become digital, and the use of the smartphone will have a significant impact on the spa industry. The major benefit to the use of these applications is the ease of access to spa therapies that traditionally were in very high-end hotels or physical businesses. Most people who work full-time jobs do not have the capability to spend one or two hours undergoing spa treatments outside of their busy work



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schedule. This allows them to book their spa treatment of choice at their home or office in a more controlled and scheduled fashion. This technology has also allowed for men to dramatically increase their use of spa treatments, as they can now obtain them more readily. Men are increasingly using spa services, as the focus on the male holistic wellbeing has become quite popular. Men are very much interested not only in their physical appearance with services like laser hair removal, but they are also concerned about their mental health. Regarding easier access to treatments, there are many spas that are also including complimentary transportation to and from their locations, and this will continue to be a hot trend in the spa world. ●



BIO: Alexander Zuriarrain, M.D., FACS, is a double board-certified plastic surgeon. He is an assistant professor for the

department of surgery at Larkin Community Hospital, Lake Erie College of Medicine, and a faculty member at the FIU College of Medicine. Zuriarrain specializes in aesthetic procedures of the face and body including facelifts, eyelid surgery, rhinoplasty, breast augmentation and breast reduction, abdominoplasty, Brazilian butt lifts, and liposuction, among others. He is the founder of **Zuri Plastic Surgery** (Miami).