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Clinitone Medical Spa

A Leader In The New Trend Toward Progressive Medi-Spas

By: Shannon M. Barnes

A History of Success At The Clinitone Medi-Spa

Over 40 years ago, the Fosnaugh Center for Cosmetic Surgery and Liposuction was founded by well-known dermatologist Robert Fosnaugh. Today, the late dermatologist's daughter Marcia Fosnaugh-Avis and her mother Geraldine Fosnaugh are running the family business. Within the last few years Avis began to notice a need to expand the center with the intent to place it in a new class of medical facilities, which would offer more than almost any other medical center in the country.

Marcia Avis wanted to have the ability to provide their clients with all the services they need from pre-surgery treatments to post surgery treatments with a complete aesthetically-oriented medical spa. In order to fulfill this need, Avis expanded the center a year ago to include the Clinitone Medical Spa, which features it's own self-titled skincare line. Marcia Avis believes, "The addition of the spa is a natural extension of the services the clinic has always offered and with the new spa services added to the clinics repertoire, the Fosnaugh Clinic is a total bodycare rejuvenation center which is a rare find even now." Thanks to Avis' forward vision, The Fosnaugh Center offers everything from plastic surgery procedures to non-invasive skincare and spa services.

Marcia Fosnaugh-Avis

Marcia Fosnaugh-Avis grew up in the skincare industry. Her father Robert Fosnaugh began fostering her interest in the medical field at a very young age by reading and explaining the complex content of medical journals with her. She shares, "My father would carefully explain the various aesthetic and medical treatment subjects in a way that I could understand. I would always ask a lot of questions, if I did not understand." Throughout her youth, she was surrounded by medical jargon and she often watched her father as he custom created specialized skincare treatments and lotions. It was inevitable that she would enter the medical field to follow in her father's footsteps and help to make the Fosnaugh Center the successful holistic and nurturing place it is today.

Avis was employed as a medical assistant and later attended nursing school at the University of Michigan, graduating with a Bachelor of Science. Her parents instilled the importance of advanced education within her. She later went on to complete her Masters Degree in Business Administration at the University of Michigan. She has had numerous experiences working in the medical field including: staff nurse in an intensive care surgical unit, nursing director and staff nurse in an operating room, nursing educator, and a business manager in medical centers that specialized in dermatology and cosmetic surgery. Avis also assisted her father at The Fosnaugh Center for Cosmetic Surgery and Liposuction, long before she came to manage the center.

With her experiences grounded in the learning process, Avis is a strong advocate for ongoing education within the Clinitone Center and for the salons that carry the Clinitone Skin Care product line. Clinitone offers various field and cosmetology school training programs, besides the sessions held for their own staff, patients and clients within the Clinitone Medi-Spa. Avis still teaches many of these sessions herself. Avis notes, "I believe that our long-term success story is based upon a solid educationally-based foundation, with quality educational resources, tools and educators. All of her staff regularly attend lectures, and work closely with doctors in the medical field to become experts in the field of skincare. In fact, Avis is the chosen advanced skin care educator on glycolic acid and vitamin therapy for the famous Pivot Point Cosmetology Schools of Chicago.

It was Avis' appreciation for education, knowledge of health and medicine, and a passion for quality patient care that gave her the desire to develop her own skincare line called Clinitone. She wanted to create an elegant skincare line that is easy to use and can create dramatic results in a short period of time. She has definitely succeeded in all of these areas. This special line is now the primary skincare line for numerous spas across the United States and it has enabled many people to have greater confidence in their appearance and improve the overall health of their skin.

Luxurious Medi-Spa Décor

The surgery side of the clinic is just as you would find in any professional plastic surgeon's or medical specialist's office. The entrance has a professional lobby and they offer a lovely waiting room with fashionable couches, chairs and armoires. There is a very large front desk and reception area that looks like a progressive hospital or medical clinic.

As you go from the formal, sterile surgery side of the Fosnaugh Cosmetic Surgery Clinic to the Clinitone Medi-Spa, you are warmly greeted by a more upscale, elegant, and relaxing spa environment. The Clinitone Spa is delicately decorated with luxurious antiques, which create a rich and pampered atmosphere. The color scheme is done in subtle, calming tones with neutral and warm colors from beige to mahogany. In the reception area you will find oriental rugs, oil paintings, and other touches from the orient, which create a relaxed and elegant feel. The overstuffed couches were chosen with care to be very comfortable and welcoming. Even the chairs feature overstuffed and padded seats for extra comfort. All of these elements of décor blend to create an upscale yet laid back ambiance.

The Fosnaugh Center

The Fosnaugh Center for Cosmetic Surgery and Liposuction is such a completely self-sufficient facility that it could be compared to a mini hospital. It is comprised of three major areas of treatment. There is the full surgical center where all the major surgery is performed. They perform face-lifts, liposuction, breast augmentation, tummy tucks, eyelifts, and even hair transplants. This component of the center also houses their complete anesthesia department and their laser treatment sub-division.

The second major division of the clinic is the professional Dermatology Center. This component of the center is where light cosmetic and aesthetic procedures are performed. Some of these procedures include collagen treatments, botox, deep chemical peels, and treatments of various skin conditions including skin cancer. This is the section of the Fosnaugh Center from which the Clinitone Skin Care brand was originally researched, tested and launched.

The third and final facet of the Fosnaugh Center is the Clinitone Medi-Spa. The spa offers massage, pre and post-surgery treatments, chemical peels, micro-dermabrasion, and facials including the signature Vitamin C Peel Facial. With all three complete sectors of the Fosnaugh Clinic, it is definitely the place for holistic bodycare, wellness and total rejuvenation.

The Clinitone Spa Philosophy

The Fosnaugh Center prides itself on being a one-stop center for total body rejuvenation. The centers' claim to fame and success has been their unique holistic approach to total body care. Avis has taken extra strides to make sure that their team can "offer a client any professional service that is necessary to take them from the beginning to the end of any surgical treatment that is performed here at the Fosnaugh Center. We want a client to feel that every step of their treatment here is specially monitored and tailored to their specific individual needs. This is why we have a 'Lifetime Coach' on staff."

The Lifetime Coach is trained to personally counsel each client about having a surgical procedure performed, as well as aiding them to significantly raise their general level of health. This unique coach is trained in nutrition, exercise and total body rejuvenation. A client can meet with their Lifetime Coach to consult on any procedure that they want to have done whether it is liposuction, a face-lift or laser treatment. The coach will recommend their best options for pre-surgery treatments, nutrition, exercise, and any post-surgery treatments that will help aid them to a speedy recovery.

Any client preparing for a surgical procedure can begin prepping their skin to promote rapid healing at the Clinitone Spa with any of their pre-surgery treatments like the Vitamin C Peel, or traditional glycolic peels which can be performed on the face and the body. Once the procedure is completed, there are additional specialty treatments that will speed the clients healing even further. Some of these treatments include specialty massage treatments for skin that is already in the healing process, as well as the spas exclusive stretch mark reduction treatments, and skin rejuvenating peels. This is all part of the Fosnaugh Centers holistic approach to total body renewal and it supports their mission to totally support each client from their initial consultation to the total body healing following their procedure.

Vitamin C Facial – A Signature Service

The Clinitone Spa's signature service is the Vitamin C Facial. This facial is one of the most popular services performed in the spa. One reason for its popularity is that it produces extraordinary results for the clients skin with just a few treatments and when the prescribed home care products are used these results are even more remarkable. This treatment also embodies the element that makes Clinitone Skincare products exceptional, the unusual ability to mix glycolic products and vitamins to achieve a more exceptional result. Once a client has had this Vitamin C Facial Treatment, they are often hooked and come back again and again for repeat treatments because they continue to see noticeable improvements in their skin.

The Clinitone Spa also offers a complementary Vitamin C Facial to every client who receives a surgical treatment in the clinic. This is a special "thank you" gift that is offered to clients and according to Avis, "It is a great way to entice clients into the Clinitone Medi-Spa side of The Fosnaugh Center and to promote their signature service as well as other services that the spa offers."

Stretch Mark Therapy

Another unique service that is offered at the Clinitone Spa is stretch mark therapy. This service involves an alternating combination of microdermabrasion and chemical peels which are therapeutically applied with a series of healing vitamins. The combination of the two, effectively minimizes stretch marks because the microdermabrasion safely eliminates the top layers of the skin and it aids in quicker turnover of the skin cells. The chemical peels with vitamins aid in the speed of cell renewal while enabling the vitamins to go into deeper layers of the skin to increase the collagen and elastin growth, and heal the damaged and overstressed skin. These two remedies are most effective on stretch marks when alternated in a series along with maintenance therapy that can be done at home between visits. The number of treatments needed can vary significantly depending on the severity of stretch marks. The results that have been achieved by this specialized treatment have been outstanding, and the clients who have received stretch mark therapy swear by it.

Clinitone's Marketing & PR

The Clinitone Medi-Spa, the Fosnaugh Center and the Clinitone Skin Care System have been experiencing such quick growth that Avis decided to seek a full service professional marketing, advertising, and public relations agency, that specializes in the professional beauty industry. This agency has enabled The Fosnaugh Center and Clinitone Skincare to be recognized locally and nationally through a series of press releases and marketing efforts put forth by their agency.

The Clinitone Medi-Spa has recently been honored as one of the 'Top Skin Care Clinics in the USA!' by popular *Celebrity 101 Hairstyles Magazine*. This medi-spa has also been featured in local and regional newspapers, where Avis is often quoted as a top skincare authority. Future plans are underway to offer more specialized service brochures to help educate their client's on the entire clinic as well as on their various treatments and therapies.

Clinitone Skincare Products

Clinitone Proven Derm Skincare is the primary skincare product line used at the Clinitone medi-spa. This system works to maximize the benefits by a very unique and simultaneous use of glycolics with vitamin C. This system is comprised of medical grade products that succeed at revitalizing and rejuvenating the skin. This system is focused around glycolic acid and vitamins. When used appropriately, the combination can actually create healthier, firmer, and younger looking skin. The glycolics exfoliate the dead skin and pore clogging dirt, enabling the vitamins to work even more effectively.

The Clinitone System is useful for all skin types, and each client's skin is treated for specific problems with Clinitone's specialty skin treatments. These products will make acne prone skin clearer and will smooth and improve the overall clarity of normal, dry, and sensitive skin types. Sun damaged and aging skin will benefit from increase elasticity and reduced hyper-pigmentation usually caused by years of sun exposure. Clients who regularly use these products along with periodic services at the spa have seen dramatic improvements in their skin.

Clinitone skincare's claim to fame is their unique formulations. With Clinitone's Skin Care Products, it is possible to use glycolics and vitamins simultaneously for even deeper Vitamin C penetration, very unlike other skincare and spacare systems. In the past, glycolics and vitamins have been known to be incompatible, but with much in-depth research and numerous studies Avis and her research staff came up with remarkable formulations that enable glycolics and vitamins to work synergistically together. In fact, they have been shown to be even more effective when used simultaneously than when used one after the other. This is the advantage that makes Clinitone stand out from the rest!

The Clinitone Medi-spa

This very successful medi-spa is the perfect bridge between the professional medical and surgical clinics and today's most progressive day spas. They offer virtually every professional spa and salon service, even haircare. Avis and the Clinitone Medi-Spa Team will always remain focused on providing one of the most state-of-the-art facilities that will stay at the forefront of scientific skin care research, new product development, dermatological advancements, surgical procedures and education!

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EDITORIAL NOTE: Shannon Barnes is a Marketing Coordinator for Marketing Solutions, a full service marketing agency that specializes in the professional beauty business. Her works have been published by several beauty related publications, and she has been involved in the business of beauty for 10 years. Shannon can be contacted at Marketing Solutions, 703-359-6000.