

Girls NIGHT out

of services and products available at our medspa," Magasrevy says. "We're situated in a busy shopping plaza, and yet women didn't realize that we offer services such as Meso-Lipotherapy for cellulite reduction or IPL hair reduction."

PARTNERING WITH OTHERS

At Westside Medical Spa in Los Angeles, California, Girls Night Out events have been a popular offering since late last year. "We partner with women's groups such as the Junior League and Divas Who Dine to co-host events," says Karen Howe, the medspa's office manager. Invitations are sent using names from both Westside's database and the partnering organiza-

tion. The events, which are held on weeknights between 7 and 9 pm feature complimentary hors d'oeuvres, hand massages, wine tastings, makeup consultations and the opportunity for guests to meet the medspa's doctor, nurses, estheticians and representatives from companies including Glo-Mineral Cosmetics and Fraxel laser treatments.

"We attract women who are curious about cosmetic enhancements, as well as those who may be medspa shopping and welcome the opportunity to meet our medical staff," Howe says. "For every 30 women in attendance, we typically get 10 women who book appointments. We also have a number of women who purchase

products that same evening."

Westside is also partnering with a local radio station to offer a private Girls Night Out event where personnel will demonstrate some of the medspa's new treatments. "The radio station is sponsoring this event, asking women to write in to tell them why they should be invited to the event," Howe says.

By actively educating local women about your services on a regular basis, you continually build a clientele. And if the education is effective, when they are ready for services, they are much more likely to sign up with the staff they know. ♦

Linda Childers is a freelance writer based in Martinez, California.



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