



INSTITUTE *of*
AESTHETIC TRAINING



Marla Kragel, RMA

Aesthetic Practice Consultant

Marla Kragel has an in-depth knowledge of both clinical procedures and business development, regarding medical practices. As an Aesthetic Practice Consultant, she is capable of delivering custom solutions that will enhance management skills, patient care and the clinical expertise of practitioners.

Marla was one of the first in the industry to earn an Advanced IPL Certification by participating in a master's program for IPL and Laser Technology. Stephen Mullholland MD, Patrick Bitter, MD and Jeffrey Dover, MD and other industry experts developed the comprehensive program. She has received dermatology and aesthetic training from the American Academy of Dermatology, Dermatology Nurses Association, EADV, ASLMS, IMCAS, ISPA, IECSC and Wellman Institute of Photo Medicine.

Marla has had the pleasure of training and working under world renowned Dermatologists and Plastic Surgeons as a laser technician, Cosmetic consultant, patient care coordinator, clinical researcher, Medical Practice Manager, Spa Director and Practice Consultant. With over 17 years of Dermatology, Plastic Surgery and Aesthetic Medicine



Marla Kragel is an asset to any Aesthetic Practice. Marla is a very valuable asset with the knowledge she forthrightly shares to others that enables a first-class operational clinic. Her knowledge from lasers, products, services, and procedures to the business of retail medicine is unique and quite award-winning. Marla is able to strategically plan a profitable medical business from its inception to years of successful growth.

*Dianne York-Goldman
President-CEO
LA JOLLA SPA MD
LA JOLLA, CA*

Marla is an absolute joy to work with. Our staff absolutely loves her! Our dental spa was the first to open in Central California and required special attention to detail. Marla stepped in with never-ending energy, helping us with construction design, staff sales training and business development. She is extremely knowledgeable and always willing to walk the extra mile.

*Katarina Stanic
Miroslav Stanic, DDS
Owners
SEQUOIA DENTAL AND
LASER AESTHETICS
VISALIA, CA*

clinical experience, she has been instrumental in the startup and management of some of the most successful aesthetic medical practices and Medical Spas in the United States. As a Cosmetic Consultant and Practice Manager, Marla's ingenuity has led revenue intake from \$3000 a month to as much as \$127,000 a month. As a result of her work, total revenues for practices have increased by 120% within 4 months and customer base grew from 34 to more than 1,900 patients within the practice's first year.

A recognized speaker and expert on the implementation of laser, light systems and other aesthetic treatments, she demonstrates, installs aesthetic medical devices and provides in service training for all medical specialties such as dermatologists, plastic surgeons, internists, family practitioners and OB/GYN's, both internationally and throughout the United States. Through seminars, Marla educates industry professionals and sales representatives regarding business developments and clinical laser applications.

Known for professionalism, reliability and consistently achieving client goals, Marla has a current list of over 350 clients worldwide. Marla is a member of the Dermatology Nurses Association, American Society of Laser Medicine Surgery, International Spa Society, Medical Spa Society and American Medical Technologists.

Mission Statement

Our mission here at the Institute of Aesthetic Training is to be the most comprehensive, advanced, up-to-date source of information and training in the industry of cosmetic and aesthetic medical procedures. We use these skills and information to help our clients achieve the best results possible. We strive to keep the standards of our industry as high as possible, which is why we travel the world, researching and attending seminars on the latest breakthroughs in procedures and technologies. Through our personalized consulting services, we pass this knowledge onto our clients, focusing on customization and the specific needs of the client, and using our personalized one-on-one attention with each of our clients to give them the tools necessary for their success. We have an unwavering dedication to both the constant improvement of our clients' knowledge and mastery of the aesthetics industry, but also to our clients' complete satisfaction and success.

Hiring Marla was one of the best business decisions I've ever made. Her education style is professional and inviting so that every practitioner gets exactly what they need, no matter their level of experience. In addition to offering the advanced procedural and didactic instruction that is hard to find, she is also able to seamlessly coach practitioners with unfamiliar revenue and retention-building marketing and sales skills. Aside from the obvious benefits of utilizing her extensive clinical knowledge and invaluable experience, Marla always goes above and beyond the expectations I ever have-giving me way more bang for my buck.

*Stacey Yates, Director
SKINSPIRIT
DEAN VISTNES, M.D.
PLASTIC SURGEON
PALO ALTO, CA*

Marla Kragel is the most valuable resource an Aesthetic practice can have. In an ever changing technology driven industry it is imperative to have access to someone who knows the business as well as Marla.

*Jennifer Gerace-Richardson
Aesthetic Patient Consultant*

*YOUNIQUE MEDICAL SPA
SANTA MONICA, CA*

Personalized Consulting Services

Aesthetic Business Development

- Assistance with construction layout, design and buildout for medical practices, Medical Spa, Day Spa and Salon
- Legal Issues: Formation of Medical Corporation, Management Corporation and business agreements
- Insurance binding for Professional Liability and Commercial Liability
- Trademarking
- Purchasing selection of medical devices, laser equipment and medical supplies
- Financing Negotiation
- Capital equipment leasing issues
- Business & Business Expansion Planning
- Human Resources: Hiring, employee selection, compensation plans, bonuses
- Computer & Software Selection

Administrative/Operations

- Develop and implementation of Employee Training Manual for Quality Assurance. Policy and Procedural Manual, Annual reviews, Training Manuals
- Conduct "A-Z" training. Work side by side with physician and staff developing flow and experience for patients. Consultation, charting, treatments, pre and post op care, scheduling and recall.
- Consent forms, protocols, pre and post operative instructions and treatment records for all aesthetic procedures
- Grand Openings, Community Ribbon Cutting, Open Houses, Consumer Events and Non Profit Fund Raisers
- Complete treatment/procedure room setup. Design for patient flow and functionality. Customized for ultimate customer experience. Laser, medical procedure and aesthetician services. Beds, equipment, supplies.
- Software Training: Millenium, Inform and Enhance, NexTech, SpaBiz, Orchid, SpaSoft, MediSoft
- Retail/Cosmeceutical selections for retail income
- Implement and design standardized protocols for new and current cosmeceuticals with new aesthetic procedures.
- Account setup, selection and label design with cosmeceutical companies for private labeling

Marla is an awesome consultant to bring into your office. She brings energy, knowledge and ideas from the minute she steps foot into your practice. I would highly recommend her from set up to training and marketing for your office.

*Sandi Carpenter
Medical Aesthetician/
Patient Coordinator*

*TAYLOR PLASTIC SURGERY
ROBERT G. TAYLOR, M.D.
JOHNSON, AR*

Ms. Kragel was my first and clear choice for our Medical Spa Consultant. She is extremely resourceful and is always available at a moment's notice. Her knowledge and planning were the key to our business' success.

*HAMID BANOONI, M.D.
OBSTETRICS & GYNECOLOGY*

*REJUVENATION
A MEDICAL LASER SPA
FARMINGTON HILLS, MI*

Staff Training & Support

- Consultation/Role Playing: Botox, Fillers, Laser, IPL, Surgical Procedures, Cosmeceutical dispensing, Vibraderm, microdermabrasion
- Discuss and emphasize customer service. Acknowledging that cosmetic or "fee for service" patients choose "you", you do not choose them.
- Implementing aesthetic services into current medical specialties for patients from current medical practices.
- Customized cosmeceutical training based on patients/clients medical needs from current physicians practice.
- Basic and Advanced Filler Training with Certification: Restylane, Juvaderm, Perlane, Radiesse, Surgiderm
- Basic and Advanced Botox Training with Certification: Cosmetic, Migraine and HyperHydrosis
- IPL Training: Various manufacturers and systems
- Laser Training: Various manufacturers and systems
- Mesotherapy and MesoGlow Training with Certification
- CarboxyTherapy Training and Certification
- Levulan/PDT Training
- Visia Sales Training
- Vibraderm, microdermabrasion and chemical peeling training

Marketing

- Internal Marketing: Launch letter, Newsletter, Brochures, Flyers
- External Marketing: Public Speaking Engagements, Bridal Fairs, Kiosks, Health Expos, Newspaper Ad Designs
- Customized Staff Brochures
- Web Design & Logo Design
- Business card and letterhead design and printing
- Referral Programs: VIP, Refer a friend
- Private Events, Consumer Events, Educational Events
- Email Blasts and broadcasting
- Networking Sources: Chamber of Commerce, Business Leagues, Physician to Physician referrals

Meeting your vision and business plan.

- Customized “plan” based on individual account needs.
Individual quotes based on services rendered.

Please do not hesitate to contact me for additional information.

Marla Kragel, RMA

619-894-7135

mkragel@cox.net

www.instituteofaesthetictraining.com

Marla was so professional and dynamic in her presentation at my open house that my business soared afterward.

She is very thorough, explanatory and patient when conducting in office training and consulting. She always goes the next step in consulting and is extremely dependable in following up with any situation.

*Nancy Neusen
Laser Specialist &
Electrologist*

*JAMES SCHUSTER, M.D.
DERMATOLOGIST
FOND DU LAC, WI*

His dedication to advancing the standards of practice in the field of aesthetic medicine is second to none. He is highly skilled and truly enjoys teaching and sharing his talent and experience to his fellow colleagues interested in acquiring additional training with Botox, Fillers lasers and mesotherapy. We continue to share an active dialogue as this exciting field advances rapidly.

Nadia Chaudhry MD
BELLA MEDICAL SKIN SPA
MARLTON, NJ

Customized Injectable Training

Mark Youssef, M.D., F.A.C.O.G.

A practitioner of cosmetic surgery for many years, Dr. Mark Youssef is a regular physician on *The New You*, created by the producers of *The Swan*, due to air this spring on NBC. On the show, he performs various cosmetic procedures using the latest in cutting-edge aesthetic technology. He's no stranger to the media, having been featured in a variety of publications, including *Star Magazine*, and TV shows such as *Access Hollywood*.

Dr. Youssef is an expert in Laser Lipo Sculpture, Botox treatments and the most advanced collagen fillers. He is an international guest speaker in addition to publishing numerous articles in national and international scientific journals. He has trained and mentored hundreds of physicians around the world through various teaching programs and has injected over 10,000 patients.



Currently, Dr. Youssef is the Medical Director and Founder of **Younique Cosmetic Center** in Santa Monica, California. His facility offers medical procedures including breast enhancement, liposculpture, and abdominoplasty as well as being a pioneer in non-invasive procedures such as the "liquid face lift" and Carboxytherapy.

An honors graduate from University of California Irvine, he is a board certified surgeon and has completed extensive research in his field of study. He is an active member of the American Society of Laser Medicine and Surgery, American Academy of Cosmetic Surgery and the American Medical Association. Dr. Youssef resides in Santa Monica, California.

Dr. Youssef's Basic and Advanced Botox and Filler training was far superior to any that I have attended in the past. The one-on-one hands-on training is unsurpassed. He is a skilled, patient and talented teacher. I would highly recommend any of his courses to any practitioner interested in starting an aesthetic practice or expanding their current medical practice to include medical aesthetics.

*Tim Roham, DO
ADVANCE LASER &
COSMETICS CENTER
SAN CLEMENTE, CA*



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Developing Aesthetic Practices Worldwide

USA:

AL, AR, AZ, CA, CO, DC, FL, GA, HI, IA, ID,
IL, IN, LA, MD, MI, MN, NJ, NV, NY, OH, OR,
PA, SC, TX, UT, VA, WA, W. VA, WI, WY

International:

Bahrain, Barbados, Canada, Dubai,
Greece, Mexico, Oman