

Value and results make My Derma Clinic stand out

PBA SPOTLIGHT

BY LINDA RODRIGUEZ BERNFELD

My Derma Clinic, the new skin-care spa owned by Margaret Haley, is a place where value and comfort work hand in hand.

Haley is a former lawyer who decided she wanted to open her own business. She researched the industry with a thoroughness that befits a good lawyer, trying to think of every possibility to make the clinic a terrific place to go and, at the same time, a safe place to get manicures, facials, and other skin care treatments.

"As an owner, I wanted to know everything about doing the procedures," Haley says.

So she became a licensed massage therapist and skin care therapist, and gained certification in hair removal. She hired consultants and traveled around the county to learn everything she could from industry experts. While construction was underway on her spa, located in located in the Dixie Belle Center at 12235 South Dixie Highway, she visited clients in their homes to give massages and skin care treatments. Now, the clinic is open six days a week and they do manicures and pedicures Wednesday through Saturdays. "When you have your nails done, you get heated neck wraps," she says. "We sanitize all of our nail implements in a medical autoclave."

Things that can't be sanitized are thrown out with each manicure or given to the client. Plus, My Derma Clinic uses formaldehyde free nail polish. My Derma Clinic has several features that make it unusual in the industry. "We are a non-tipping spa," Haley says. "The staff gets a salary plus benefits." Although that puts more stress on a new business, Haley says she decided to adopt that policy to prevent employees from fighting over the customers. "Whoever is available, the client gets the same quality of service," she says, adding that the client feels welcome and not rushed. "I wanted a place that is all about the client. It's all about value." In fact, Haley sells packages for the spa, but they are all customized to the needs of each individual. So a client may want a package for facials, massages and Microdermabrasion for their hands and



Margaret Haley says My Derma Clinic is your derma clinic.

arms, but no manicures. Manicures will not be in the package.

"We want to give people a lot more value so their money goes farther," she says. "So they feel good about spending it on themselves. If they spend \$15 in retail, they get 15 minutes in the hydro massage. If they spend \$30, they get 30 minutes."

My Derma Clinic, a member of the Pinecrest Business Association, has three treatment rooms; one for facials, another to house the facial rejuvenation machine and a third one that will be the waxing room. Eventually there will be a medical aesthetics room. There is a separate manicure/pedicure area and a locker room with a steam shower.

Another thing that Haley does is teach her clients how to take care of their own skin on a daily basis so they don't have to go to the clinic as often for facials.

"They leave with a wealth of information," she says. "Forget about fluff facials. This is about getting results."

The clinic is meant to be a one stop shop for customers. They can come in for a session on the hydro massage bed and pick up a gift for the party they are attending. The retail boutique carries a variety of items, including skin care products, mineral make-up, make-up brushes, neck wraps, back wraps, organic candles, lip plumpers, gift items, hostess gifts, custom gift baskets and cards.

For information, call 305-253-4772 or visit <www.mydermaclinic.com>.