



Skin Deep Laser Medspa

Pasadena, California

By Cindy Vandruff, Editor in Chief

TIn 2005 when I first profiled Skin Deep Laser Medspa, I concluded that this new medical spa was “setting the standard of excellence” and that it was “a medical spa to watch.”

Two years later, I can say that my prediction was right. The proof is in SDL’s solid business approach, the core of which is quality of service and unwavering customer attention.

Voted “Best Medspa” by the Pasadena Weekly for three years in a row, Skin Deep has carefully expanded to include a 7,000 sq. ft location in Encino developed by Skin Deep’s medical director, Dr. Saul Berger. The site, which also includes a state-of-the-art surgical center, has garnered

industry attention for its design.

Skin Deep Laser Medspa also has a prime location in Kansas City.

Further testimony to the company’s growing reputation is its relationship with suppliers. Allergan Pharmaceuticals, which granted Skin Deep

Platinum account status, has also chosen them as one of their exclusive Botox® National Education Centers. Luminis, the country’s leading manufacturer of cosmetic lasers, has similarly chosen Skin Deep as one of

their training centers.

If you ask CEO Colin Hurren the reason for Skin Deep’s growing reputation, he will point to their basic

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yet highly effective approach.

“Our business model is quite simple. We create a corporate culture where clients receive first class treatments and outstanding customer service. To achieve this, we are highly selective


in recruiting staff. Once they are selected we invest in further training, creating a standard of excellence and an environment where everyone is committed to meeting those standards."

Hurren credits Dr. Saul Berger in establishing the high medical criteria. "The importance of a superb plastic surgeon who supervises and monitors treatments cannot be overstated," says Hurren, adding "Between us, there is never room for compromise. Consistency in quality of service is imperative."

While Skin Deep has its share of celebrity clients, Hurren notes that "each client is treated like a celebrity." The launch of the Skin Deep Skin Care line has proven a big success and garnered a strong positive reaction from Skin Deep's growing list of clients.

Another important aspect of Skin Deep's corporate philosophy and culture is rooted in reaching out and giving back to the communities in which it does business. For example, the company regularly invites teens in need to participate in free seminars, treatments, and follow-up visits which both educate them in proper skin care and build self-esteem through pride in appearance.

"For some of these young adults, just knowing that someone cares has had a therapeutic, healing effect," says Hurren, adding "we derive as much satisfaction as they do, if not more."

For more information, please address correspondence to: Skin Deep Laser Medspa, 425 S. Fair Oaks Ave., Pasadena, CA, 91105. Telephone: 626.449.8873. Visit Skin Deep Laser Medspa on the worldwide web at: www.skindeeplaser.com. 



Colin Hurren

CEO, Skin Deep Laser Medspa

Born and educated in England, Colin is a graduate of Warwick University Business School. With a degree in Management Science, he joined Price Waterhouse in London where he became a chartered accountant focusing on audit and taxation.

He entered the world of movies by becoming the youngest film production accountant in the industry, working for legendary director George Lucas on both *Raiders of the Lost Ark* and *Return of the Jedi*. His career continued in the film industry for the next fifteen years, holding senior management positions in entertainment companies both in England and the United States.

In the early nineties he started on his entrepreneurial journey by creating a video distribution joint venture with Columbia Tri-Star Studios. Over the next decade he successfully launched and built several other diverse businesses. He also worked as a turn-around consultant to troubled companies, helping them restore their financial viability. One of these companies was a skin care business very close to bankruptcy. Taking on a leadership role, Hurren brought the enterprise back to profitability and engineered a successful sale of the company. It was this experience which provided Hurren with an education in the aesthetic industry and triggered a keen interest which led to his creation of Skin Deep Laser Medspa in 2004.



Saul R. Berger, M.D.

Medical Director, Skin Deep Laser Medspa

Dr. Berger is a member of the USC clinical faculty, the American Board of Plastic Surgeons, the American Society for Aesthetic Plastic Surgery and the American College of Surgeons. After graduating at the age of twenty-two from Albany Medical College he completed his residencies at Mount

Sinai School of Medicine in New York and the University of Southern California in Los Angeles. Before entering private practice in 2002 Dr. Berger was a partner in the Permanente Medical Group. In 2004 he became the Medical Director for Skin Deep Laser Medspa and in 2005 opened the Skin Deep Aesthetic Center in Encino, California.