[Your business name] — Business Plan

Med spa in [Your city] · Startup plan

Executive summary

[Your business name] is a new med spa in [Your city] offering neurotoxin injections; dermal fillers; laser hair removal and IPL skin services; and medical-grade facials, chemical peels and microneedling. The model is medical aesthetics done lawfully — a licensed prescriber, trained injectors and a well-chosen device — with memberships and packages that bring clients back on a schedule.

Startup budget: $234,500 across 12 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core service is neurotoxin injections. Every prescription service follows the prescriber's examination and written order, every client leaves with a follow-up booked, and packages and memberships turn a first consult into a standing relationship.

- Neurotoxin injections
- Dermal fillers
- Laser hair removal and IPL skin services
- Medical-grade facials, chemical peels and microneedling

Market analysis

The customers are adults who want to know who the provider is and what they are licensed as: injectable clients who come back on a schedule, skincare regulars on a membership, and clients buying laser packages ahead of summer or a wedding.

- Women and men in their 30s to 60s who come back on a schedule and pay by the unit, the syringe and the session
- First-time injectable clients referred by a friend who want to know who the provider is and what they are licensed as
- Skincare regulars on a monthly membership for facials, peels and maintenance
- Clients buying laser packages ahead of summer or a wedding

Marketing strategy

Most clients will find [Your business name] on Google and through word of mouth — searching for a med spa or an injector near them, then trusting a friend's referral. The Google Business Profile, the providers' credentials and a website with the treatment menu, the prices per unit and per session and a consultation-request form turn that into a booked consult.

- Google Business Profile and Google Maps — “med spa near me”, “botox near me” and “laser hair removal” plus your city
- Word of mouth — the owners quoted in the guide say referrals and relationships brought most of their clients
- Instagram and TikTok: the space, the providers' credentials, consented photos only
- Memberships and packages sold at the consult, plus referral credit for every friend who books
- A website with your treatments, pricing from, the providers' credentials and a consultation-request form

Operations plan

The practice runs under a written medical-director or supervising-provider agreement, keeps consent, charting and the written order current, orders product only from authorized sources, and adds a second injector or device only when recurring clients cover the payments already in place.

- A supervising physician or medical director engaged in writing before the first service, with the delegation and supervision your state requires — or the owner as the prescriber where the state allows it
- The prescriber's examination and a documented written order before any prescription service, and written consent on file for every procedure and every photo
- A written order that names the delegating physician, the screening criteria and the emergency procedures, as the Texas rule of 2025 lists them, with every injector trained before their first client
- Injectables ordered from the manufacturer or an authorized distributor only, logged lot by lot
- Memberships and treatment packages that bring clients back on a schedule instead of relying on one-off consults

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Devices (new, used or leased): laser hair removal, IPL or RF microneedling	$87,500
Clinical build-out: treatment rooms, sinks, ADA access, HVAC and lighting	$60,000
Lease deposit and first months' rent	$15,500
Opening injectables: neurotoxin and filler from an authorized distributor	$10,000
Medical director or supervising provider retainer (first three months)	$9,750
Malpractice, general liability and product liability insurance (first year)	$6,500
Clinical supplies, numbing, consumables, treatment beds and skincare backbar	$5,000
Registration, state facility permits, laser registration and legal setup	$2,750
Charting, consent-form and booking software (first year)	$0
Website with online booking and Google Business Profile	$0
Signage, branding and photography of the space	$5,000
Working capital (first three months)	$32,500
Total	**$234,500**

Typical range to start a med spa in the US: $83,000–$390,500. Your list is what you decided to spend — replace estimates with real quotes as you get them. Charting, consent-form and booking software (first year): Your Zarla plan includes online booking, invoicing and a client contact list with the website — you still need a separate compliant charting and consent system for medical records. Website with online booking and Google Business Profile: Your Zarla plan includes the website with online booking and walks you through your Google Business Profile — a designer typically charges $1,500 or more to build one.

Financial plan

The numbers below come from your own startup list and the vendors', insurers' and agencies' own pages for a med spa in the US. The device, the build-out and the retainer are the fixed bet; injectables and memberships on a return schedule decide whether the reserve lasts until the book is full.

Typical monthly operating costs for a med spa: $9,700–$60,900 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Rent and utilities	$3,000–$10,000
Injectables, consumables and skincare product	$3,000–$15,000
Medical director or supervising provider retainer	$1,500–$5,000
Device lease payments and service contracts	$500–$3,000
Insurance	$300–$900
Charting, consent and booking software (included with Zarla)	$100–$500
Marketing, social content and memberships	$1,000–$5,000
Card processing on high-ticket treatments	$300–$1,500
Labor (once you hire an injector, an esthetician or front desk)	$0–$20,000

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every med spa plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Regulation is the business — the wrong ownership structure or an unsupervised injector can close the practice, not just fine it
- The medical director can walk, and every prescription service stops until a new one is engaged
- The Texas rule wants written procedures for complications and emergencies in the physician's order before the first client; a practice without them is out of compliance on day one
- A device is a five-figure payment every month whether or not it's booked
- Injectors leave and take their clients; product costs rise; and discount competitors train customers to shop on price per unit

Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Who can own the practice — In the US it is the state's rule. Texas, New York and California let only licensed practitioners own the entity that practices medicine — the Texas professional-entity law names physicians, New York's professional corporation "may issue shares only to individuals who are authorized by law to practice in this state", and California's Medical Board says "Laypersons or lay entities may not own any part of a medical practice" — so a non-physician owns a separate management company that handles administration and may not control the records, the staff, the billing or the drugs. Florida lets a non-practitioner own, with a Health Care Clinic license from the state and a medical director who accepts responsibility in writing; a Florida practice wholly owned by the licensed practitioners the statute lists is exempt. Arizona's rule for a non-clinician LLC is on no state page read. A healthcare attorney should structure it for your state before you sign a lease.
- Medical director or supervising provider — Neurotoxins and fillers are prescription drugs by federal law ("Rx only"), so in the states read a licensed prescriber — a physician, nurse practitioner or physician assistant — examines the client and issues the order before any service: the Texas rule of 2025 has the physician, PA or APRN "establish a practitioner-patient relationship" and be on site or immediately available, with a written order the physician reviewed and approved in writing; California's Board calls it "An appropriate prior examination" that "may not be delegated to registered nurses"; New York's RN executes a regimen "prescribed by a licensed physician" or other prescriber; an Arizona nurse practitioner prescribes without a physician agreement. The vendors price a medical director at $1,500 to $8,000 a month.
- Who may inject — Varies by state. A registered nurse injects under a prescriber's order in Texas (the rule names training and delegation, not a license), New York and California (the Board names "licensed registered nurses, nurse practitioners, or physician assistants" and no one else); Florida's Board of Nursing has said yes to an RN once the physician has examined, ordered and delegated, in fact-specific statements; a California cosmetology licensee may not inject — "It is against the law". Check your state's nursing and medical boards for exactly who may hold the syringe.
- Laser and energy devices — Who may fire a laser is set state by state. Arizona certifies an aesthetician or cosmetologist as a laser technician ($30 a year, 24 hands-on hours and ten procedures for hair removal, and again for any other procedure) under a licensed health professional's supervision; the Texas TDLR certifies the operator ($50 to $150 for two years) and registers a non-physician facility ($900 for two years, with a consulting-physician contract), with a physician's delegate exempt; California allows only an RN, NP, PA or physician — a cosmetology licensee who uses a laser "is guilty of a misdemeanor"; Florida's electrologist works under a physician on the premises or on telehealth within 150 miles. The device must be FDA-cleared or approved for sale — search the 510(k) database.
- Facility, business and cosmetology licenses — A local business license and certificate of occupancy in the cities read; a state esthetician license for facials and peels; Florida's Health Care Clinic license where a non-practitioner owns; Texas has no med spa registration ("There is currently no registration

for Med Spa clinics in Texas."). California requires the physician's name in advertising and bars "for as low as" pricing in ads; Florida's clinic posts the medical director's name on a sign.
- Insurance and patient privacy — Professional liability for every injector and the supervising provider (the nurses' insurer writes per-individual policies; a director's own policy usually doesn't cover your staff), general and product liability, and workers' compensation once there are staff. Federal privacy law covers "Providers who submit HIPAA transactions, like claims, electronically" (CMS) — a cash practice is a question for counsel, and the state's medical-records and privacy law applies either way; written consent for every photo you post.

Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Hire a healthcare attorney to structure ownership and the medical-director or supervising-provider agreement for your state
- Confirm with your state's medical and nursing boards exactly who may inject and who may operate a laser
- Register the business, get an EIN and open a business bank account
- Get professional liability, general and product liability quotes for every provider you'll have on staff
- Price one device new, used and leased, and choose the one service you'll be known for first
- Set up a free Google Business Profile and put your website with a consultation-request form live
- Write the consent forms, the written order and the emergency procedures with the prescriber before the first client
- Pre-sell founding memberships and laser packages to your first 30 clients

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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection built on services per week and product costs, not a full book from day one
- The lease or letter of intent, the device quote or lease terms, and the build-out estimate
- The signed medical-director or supervising-provider agreement and the providers' licenses
- Proof of professional and liability insurance and the attorney's ownership structure
- Your credit report and the device as collateral

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.