

Lumen Aesthetics Med Spa — Business Plan

Med spa in Scottsdale, AZ · Startup plan

Executive summary

Lumen Aesthetics Med Spa is a new med spa in Scottsdale, AZ offering neurotoxin injections (wrinkle relaxers); dermal fillers and lip enhancement; laser hair removal and IPL skin treatments; and medical-grade facials, chemical peels and microneedling. The model is medical aesthetics done properly — a supervising provider, trained injectors and a well-chosen device — with memberships and treatment schedules that bring clients back every few months.

Startup budget: \$230,750 across 12 items, funded from savings. Target: \$35,000 in monthly sales.

Twelve months from now, success looks like this: One full-time injector booked four days a week, 150 members on a monthly skincare membership, and the laser paying for its own lease by month six

Products and services

Lumen Aesthetics Med Spa's core treatment is neurotoxin injections (wrinkle relaxers). Every prescription treatment follows a documented good-faith exam and order, every client leaves with a follow-up booked, and packages and memberships turn a first consult into a standing relationship.

- Neurotoxin injections (wrinkle relaxers)
 - Dermal fillers and lip enhancement
 - Laser hair removal and IPL skin treatments
 - Medical-grade facials, chemical peels and microneedling
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Market analysis

The customers are adults who want natural-looking results and to know it was done safely: injectable clients on a three-to-four-month cycle, 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 want natural-looking results on a three-to-four-month schedule
- First-time injectable clients referred by a friend who wants to know it was done safely
- Skincare regulars on a monthly membership for facials, peels and maintenance
- Clients booking laser packages of six to eight sessions ahead of summer or a wedding

Marketing strategy

Most clients will find Lumen Aesthetics Med Spa on Google and through word of mouth — searching for a med spa or an injector near them, then trusting a friend whose results nobody could spot. Reviews on the Google Business Profile, consented before-and-afters on Instagram and a website with treatments, the providers' credentials 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 — injectable clients refer friends when nobody can tell they had work done
- Instagram and TikTok: consented before-and-afters, the space, the injector explaining what they do
- 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, reviews and a consultation-request form

Operations plan

The practice runs under a written medical-director or supervising-provider agreement, keeps consent, charting and emergency protocols 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 treatment, with the delegation and supervision your state requires
- A good-faith exam and a documented order before any prescription treatment, and written consent on file for every procedure and every photo
- Emergency protocols and reversal agents on hand, with every injector trained on complications 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, funded from savings.

Startup costs

ITEM	AMOUNT
Aesthetic devices: laser hair removal, IPL or RF microneedling platform (new, used or leased)	\$87,500
Build-out to clinical standard: treatment rooms, sinks, ADA access, HVAC, lighting and finishes	\$60,000
Lease deposit and first months' rent	\$15,500
Opening injectable inventory: neurotoxin and filler from the manufacturer or an authorized distributor	\$10,000
Medical director or supervising provider retainer (first three months)	\$6,000
Medical malpractice, general liability and product liability insurance (first year)	\$6,500
Clinical supplies, numbing, consumables, treatment beds and skincare backbar	\$5,000
Business registration, state facility permits, laser device 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	\$230,750

Typical range to start a med spa in the US: \$81,500–\$384,500. 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 typical monthly costs 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: \$9,200–\$58,900 a month, before the owner's own pay.

At \$35,000 in monthly sales, Lumen Aesthetics Med Spa would clear up to \$25,800 a month before owner pay and tax if costs stay near the low end of the typical range, and recover the \$230,750 startup budget in roughly 9 months. At the high end of typical costs (\$58,900) that target doesn't cover them — so the cost list, not the sales target, is the number to pin down first.

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	\$1,000–\$3,000
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 Lumen Aesthetics Med Spa, 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 treatment stops until a new one is engaged
- Complications happen; a vascular occlusion or a laser burn without a protocol and a trained team is a lawsuit and a reputation
- 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 Lumen Aesthetics Med Spa 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 many US states — California, New York, Texas, New Jersey and others with corporate-practice-of-medicine rules — a med spa's medical services must be owned by a physician, with a non-clinician owner running a separate management company. In other states a non-clinician can own it outright with a medical director on contract. A healthcare attorney should structure it for your state before you sign a lease.
- Medical director or supervising provider — Every US state treats neurotoxin and filler as prescription medical treatments: a physician, nurse practitioner or physician assistant must perform a good-faith exam and issue the order. How closely they supervise — on site, available by phone, chart reviews — is set state by state.
- Who may inject — Varies by state. Many states let a registered nurse inject under a provider's delegated order; some restrict injectables to physicians, NPs and PAs; and in most states an esthetician may not inject at all. 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 by each state's medical board — some states allow a trained esthetician or laser technician under medical supervision, others require a nurse or a provider. Several states also register laser devices with a radiation-control agency, and devices must be FDA-cleared for the treatment you sell.
- Facility, business and cosmetology licenses — A local business license and certificate of occupancy in most of the US; a state esthetician license for facials and peels; and in a few states a separate health-facility or med-spa registration. Some states require the physician's name on the door and in advertising.
- Insurance and patient privacy — Medical malpractice for every injector and the supervising provider (the director's own policy usually doesn't cover your staff), general and product liability, and federal patient-privacy rules that make before-and-after photos protected health information — written consent for every photo you post.

Milestones: the next 30 days

The first month's to-do list for Lumen Aesthetics Med Spa, 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 medical malpractice, general and product liability quotes for every provider you'll have on staff
- Price one device new, used and leased, and choose the one treatment 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, emergency protocol and photo-consent policy before the first client
- Pre-sell founding memberships and laser packages to your first 30 clients, and ask each for a Google review

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 treatments 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 malpractice and liability insurance and the attorney's ownership structure
- Your credit report and the device as collateral

Sample plan for a fictional business, written by Zarla's free business plan generator. Every figure is a typical US range or calculated from the sample's own numbers — nothing is a market projection. Make it yours in five questions:

zarla.com/business-plan-generator?industry=med-spa