

How valuable is your time?

By Dr. Kenneth Osorio, Las Sendas resident

No, this is neither an article on time management, nor an article on how to set your hourly fees.

Rather, it is an article on modern laser hair removal.

Surprised? Don't be. Time is at a premium for today's women who are often juggling the duties of family and career. Most women would love to find a way to save some time every day. Although laser hair removal has many advantages over shaving or waxing, by far, the most substantial is the time savings aspect afforded by this procedure.

But how much time can you really save by eliminating shaving? Let's calculate it. Say a woman spends just 10 minutes a day shaving her legs, over the course of a year she will have spent more than 62 hours completing this meaningless task. To put this in perspective, this is more time than an average work week—actually more like a week and a half of eight-hour days.

In addition, if a person has other problem areas—face, bikini areas, underarms or other areas in need of shaving, the hours just keep adding up. Factor in the time and money wasted on purchasing shaving materials or going in for regular waxings, and it is easy to see how significant the time savings can be by eliminating this tedious task.

Freeing up more than 60 hours a year for bigger and better things sounds great, but what about the expense of laser hair removal? If never shaving your legs again sounds like something only the independently wealthy can indulge in, think again.

Making a simple comparison to waxing can clarify this point. Since removing facial hair of the upper lip or chin is the most popular area requested, let's compare this to waxing. The cost for laser treatment is around \$60 per treatment, when a package of six treatments is purchased. Over two years, the cost is about \$360. If waxing is done twice a month at \$20, after two years, the total cost is almost \$500. In addition, since with laser hair removal there is permanent hair reduction, the savings can continue years after the completion of one's laser treatment.

To make treatments even more accessible, our center offers two additional programs. The first is a one-year, no interest option, with our clinic actually paying the interest on the patient's behalf. So the patient can break treatments into 12 payments with no interest whatsoever.

Furthermore, our treatment regimen is so thorough, we provide a full one-year written guarantee, providing even further value for our patients. We feel this helps patients feel secure in their decisions, as it eliminates any concern about added expense after completion of their treatment.

How can we provide a guarantee, since each person is a unique individual who may respond differently? We realize this, and for this very reason, we do not subscribe to a one-size-fits-all philosophy. For this reason, we have three different FDA-approved lasers available in our center. This allows us to customize treatments, matching different skin tones to the appropriate laser to ensure optimal results. Since our various lasers are backed by literally hundreds of clinical studies, we feel quite confident guaranteeing our treatments.

For what other reason would one consider laser hair removal? One enviable reason is the skin treated with laser hair removal looks and feels smoother than a shaved area. Razor bumps, ingrown hairs and their more serious cousin, pseudofolliculitis barbae, are dramatically reduced. No longer does one need to worry about annoying stubble or painful nicks in the shower. Just eliminating the unsightly and embarrassing hair is often more than reason enough for most folks.

One important point about laser hair removal is that it is best to have it done during winter or spring as tanning is to be avoided during treatment. Since now is the best time to consider laser hair removal, we are offering special incentives this month for all treatment areas. Call Advanced Vein Center and Aesthetics at (480) 844-8346 for more details.

So... what is your time worth?

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