

why CLC matters

A Story Thirty Years in the Making

When Lori Suggs opened Cosmetic Laser Center in Wichita Falls in 1997, aesthetic medicine wasn't yet an industry.

Botox wasn't a household name. Most people had never heard of laser hair removal. Medical-grade skincare was still in its infancy. Social media didn't exist, and many of the treatments that are commonplace today hadn't even been developed yet.

What began as a leap of faith would become one of the longest-running independent aesthetic medicine practices in Texas.

The story almost never happened.

Lori's sister had a different business opportunity in mind: opening a dry-cleaning business in their hometown of Vernon, Texas. But a chance introduction to emerging aesthetic technology sparked Lori's curiosity. She saw the potential of a field that few people understood and even fewer could imagine becoming the multi-billion-dollar industry it is today.

She chose beauty.

And Texoma has never been the same.

Pioneering New Technology

From the beginning, Cosmetic Laser Center built its reputation on bringing innovative technologies to the region.

As new aesthetic devices entered the marketplace, CLC was often among the earliest practices to adopt them. The clinic acquired the second microdermabrasion device ever sold in Texas and introduced many patients to treatments they had never before seen available locally.

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CLC was also among the earliest practices in the nation to offer Dr. Zein Obagi's original Nu-Derm® system, helping introduce physician-directed skincare to Texoma at a time when most skincare was still purchased at department stores.

Over the years, the clinic continued to embrace new advancements, including early laser technologies, body contouring devices, skin tightening treatments, injectables, and regenerative aesthetic procedures. Rather than waiting for trends to arrive, Cosmetic Laser Center helped introduce many of them to the region.

Built to Last

The aesthetic industry has changed dramatically over the past three decades.

Economic downturns, changing consumer preferences, evolving technology, and increasing corporate consolidation have transformed the landscape. Many independent practices have disappeared or been acquired by larger organizations.

Cosmetic Laser Center chose a different path.

The practice remains independently owned and operated under Lori's leadership, continuing to serve patients with the same commitment to education, innovation, and ethical patient care that guided its founding. The clinic successfully navigated the economic recession of 2008, protected jobs during periods of uncertainty, and emerged from the COVID-19 pandemic with its team intact and its commitment to patients stronger than ever.

Today, independence remains one of the clinic's defining characteristics.

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Caring for Generations

Perhaps the most meaningful measure of Cosmetic Laser Center's success isn't found in treatment statistics or technology milestones.

It's found in the relationships built over nearly thirty years.

Women who first visited the clinic in their twenties and thirties now return with daughters of their own. Mothers bring daughters. Daughters become mothers. Families who have trusted Cosmetic Laser Center for decades continue to share that trust with the next generation.

For many patients, CLC was the place they experienced their first facial, their first skincare consultation, their first laser treatment, or their first injectable procedure.

The clinic has celebrated milestones with patients, watched families grow, and helped generations of women feel confident at every stage of life.

Looking Forward

Over the past thirty years, Cosmetic Laser Center has administered nearly one million neurotoxin units, performed tens of thousands of aesthetic procedures, participated in clinical studies, and served as a training location for aesthetic professionals.

But those accomplishments tell only part of the story.

The real story is one of vision, perseverance, innovation, and community. As Cosmetic Laser Center approaches its 30th anniversary in January 2027, it stands as a reminder that lasting success isn't built on trends. It's built on trust.

And after three decades, the story of Cosmetic Laser Center is still being written.