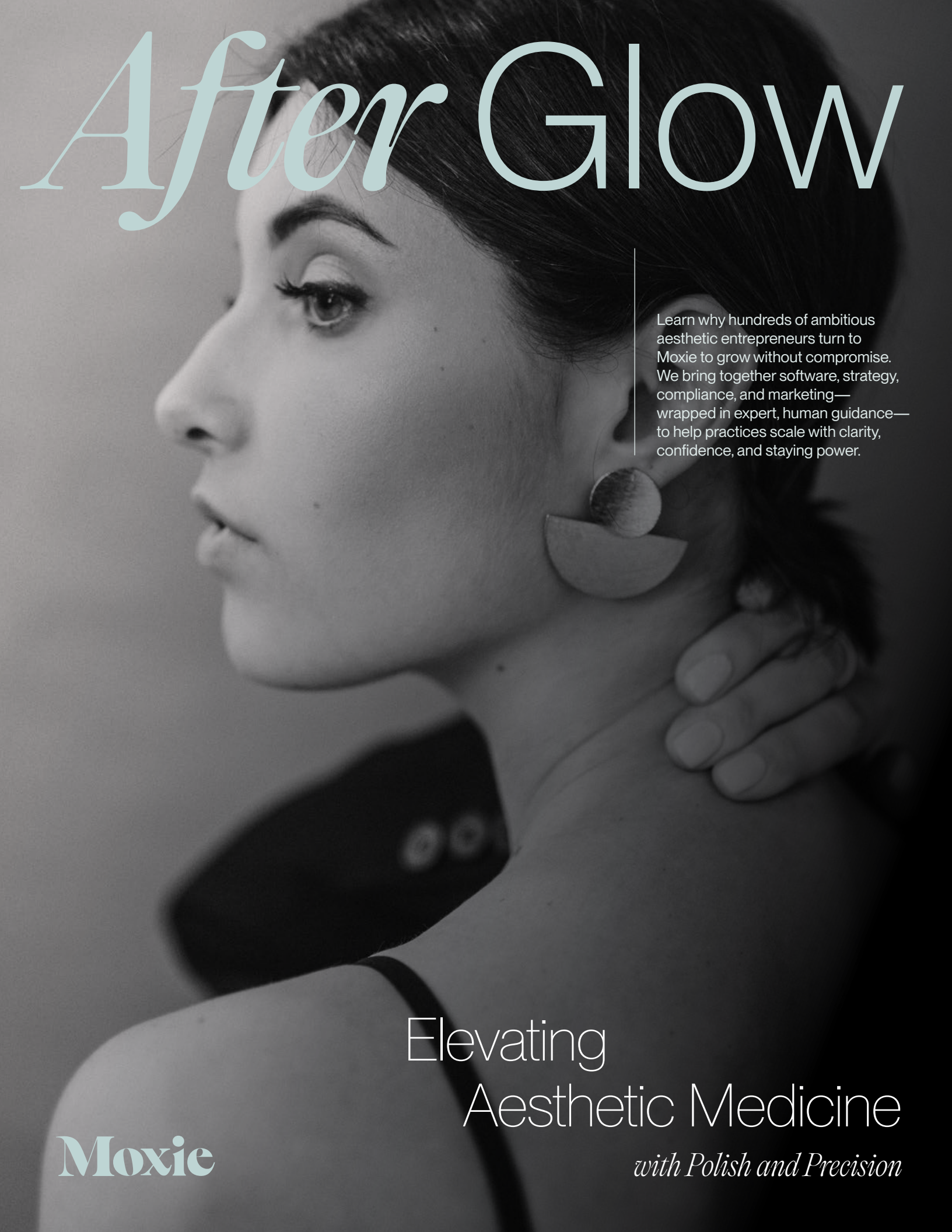




After Glow

Learn why hundreds of ambitious aesthetic entrepreneurs turn to Moxie to grow without compromise. We bring together software, strategy, compliance, and marketing—wrapped in expert, human guidance—to help practices scale with clarity, confidence, and staying power.

Elevating
Aesthetic Medicine

Moxie

with Polish and Precision



1	Meet Moxie
2	Replace 5+ Tools With 1 EMR
3	Take the Guesswork Out of Marketing
4	Double Your Revenue
5	Keep More of What You Earn
6	Learn from Our Experts
7	Manage, Train & Reward Your Team
8	Protect What You've Built

Letter From the Editor—

Meet Moxie

Running a medspa isn't easy. If you're reading this, you already know that.

You've built something remarkable. It takes grit, long nights, and endless decisions to turn a dream into a thriving practice. But too often, that same passion and energy that fueled your start can get buried under the weight of running a business: staffing, compliance, marketing, finances, all on top of caring for your clients.

That's why we built Moxie.

The idea started when a friend left a high-end medspa to open his own. He had the skill, the following, and the drive, but found the process of getting started overwhelming. Every step was expensive and complicated. When he finally opened his doors, it only got harder.

As we talked to more practice owners, we realized his story wasn't unique. The owners we met all shared a few traits: they were talented, passionate entrepreneurs seeking the freedom to focus on what they love, without being crushed by the rest.

We started Moxie to make that possible.

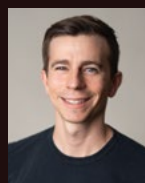
Early on, I got a text from one of the first medspa owners we supported. Even though it was a Sunday afternoon, she said, "It just feels incredible that this is mine. *My business.*"

That's the feeling we seek to create in every medspa owner.

Moxie exists to protect that spark: to make sure that as your practice grows, you don't lose touch with why you started and the work you love.

This publication is our love letter to you—the ambitious, resilient, impossibly hardworking entrepreneur. Inside, you'll explore how Moxie helps top medspas scale with clarity, protect what they've built, and grow with care. Along the way, you'll find expert insights and field-tested strategies to help you lead with confidence and build a business that lasts.

It's an honor to support you, cheer you on, and clear the path so you succeed on your own terms.

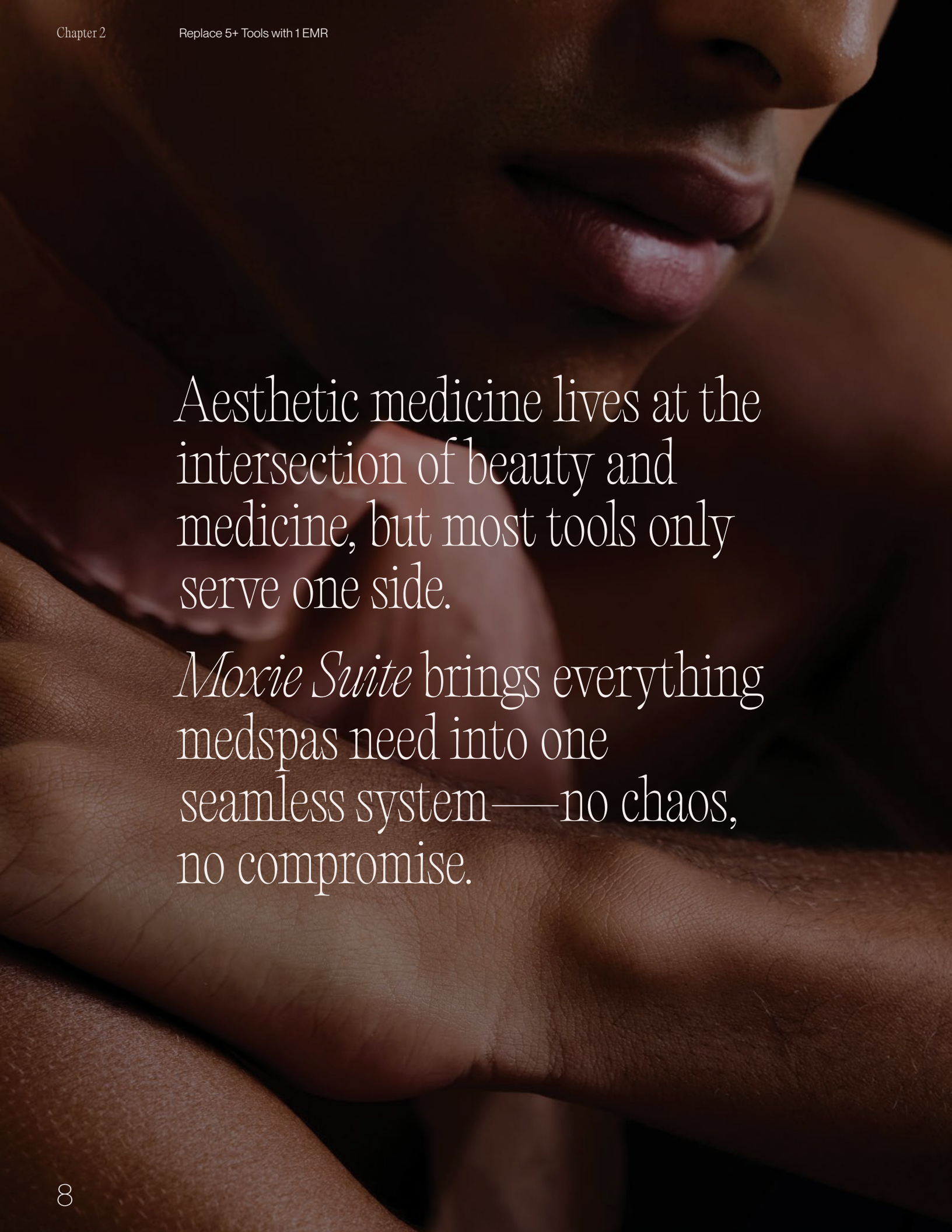


Dan Friedman
Co-Founder & Executive
Chairman





Replace 5+ Tools With 1 EMR



Aesthetic medicine lives at the intersection of beauty and medicine, but most tools only serve one side.

Moxie Suite brings everything medspas need into one seamless system—no chaos, no compromise.

Why “All-in-One” Hasn’t Worked ... Until Now.

Most medspa owners don’t start with five different systems; they end up there over time. When no single platform fits, you’re forced to cobble together booking, charting, payments, and marketing just to keep the day moving.

But piecing it all together comes at a cost: endless manual work, double entry, and a patient experience that feels stitched together instead of seamless.

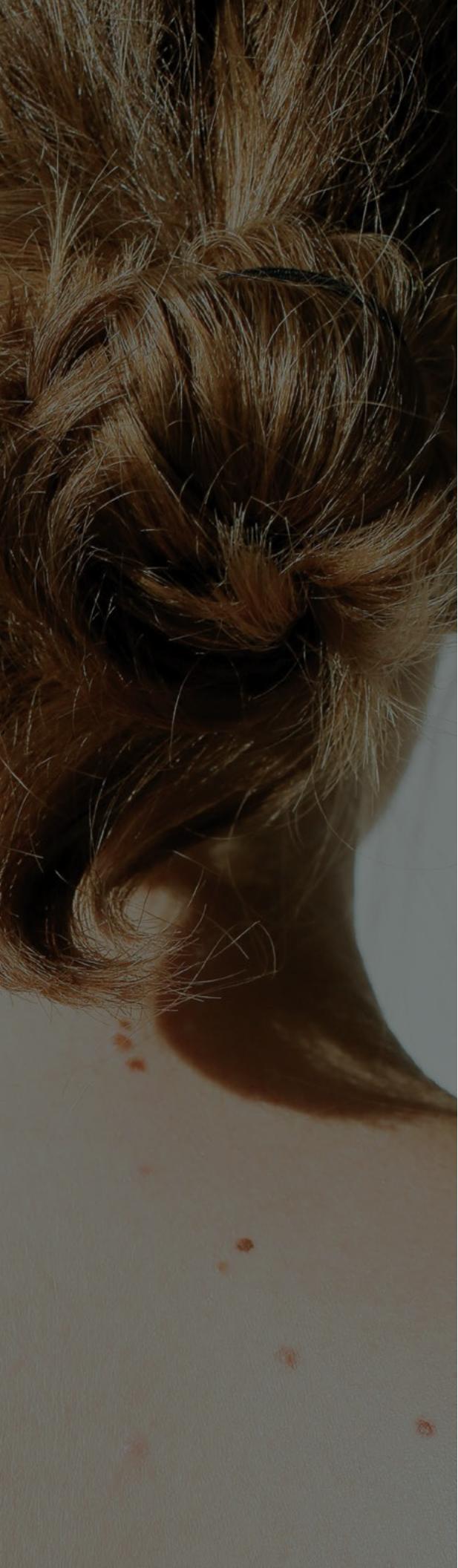


It’s not a surprise that most practices end up here. Until now, you’ve had three imperfect options:

1. **Clinical EMRs built for hospitals, not medspas.**
They’ll keep you compliant, but they’re clunky and completely miss the things that drive growth—like marketing, memberships, and buy now pay later—so you end up stacking extra tools on top.
2. **Beauty platforms that look good but are clinically weak.**
Sleek looks don’t carry much weight in a board investigation. Without proper charting, protocol tracking, or built-in compliance tools, these systems leave practices wide open to legal risk.
3. **“Medspa” tools that weren’t purpose-built for medspas.**
These platforms started in other industries or still try to serve everyone—hair salons, dental practices, even auto shops. With their focus split, they’ll never go deep enough to handle the complexity of a growing aesthetic practice.

A close-up photograph of a woman's back and shoulder. She has light brown hair tied back. A white medical bandage is wrapped around her upper arm. Several small, red, circular marks are visible on her skin.

Moxie Suite
is Made
for *Medspas.*
Period.



Everything you'd expect from an EMR—charting, scheduling, patient records—*and so much more.*

By combining the clinical depth your team needs with the marketing and growth tools that generate revenue, Moxie Suite replaces five or more disconnected systems with one seamless platform built exclusively for medical aesthetic practices.

And while we may be all-in-one, *we're never one-size-fits-all.*



“I don't have to go through 50 different pharma websites. I can literally go to one link and get everything I want from all of these different companies, hit ‘Add to Cart’, and check out.”

Cari Montoya, FNP
The Caring Method

1 / Patient Experience

Craft a patient journey as beautiful as your results.

Appointments that schedule themselves

Customize your online booking page to match your practice—from how services are displayed to setting deposit requirements or limiting which services can be booked online. When a patient schedules, the right forms are automatically triggered and sent back to your team.

A beautiful portal patients actually want to use

Patients can check in, see personalized package suggestions, access treatment protocols, and manage appointments in one easy-to-navigate space.

Secure in-app messaging

Send 1:1 and automated messages, and see the full history of reminders, forms, and follow-ups in one secure hub. Customizable templates keep communication consistent and on-brand.

Memberships and packages that drive 2x more revenue

Sell, track, and redeem memberships directly inside Moxie Suite, with every purchase easily applied and tracked at checkout.

Frictionless financing options

Send Cherry applications directly from Moxie Suite and see approval status in real time from inside the platform. With approved amounts visible before the appointment, you can design treatment plans that patients are ready to say yes to.

2 / Clinical Care

Exceptional results start with exceptional systems.

Built-in good faith exams

View a patient's intake form alongside their GFE review—no more switching tabs or searching PDFs. Quickly toggle off services, flag contraindications, and even block specific products.

Easy charting

Chart directly on patient photos or treatment diagrams, and duplicate past charts with a click. The correct templates and product details auto-load based on services booked, keeping charting fast, accurate, and compliant.

Compliance monitoring

Keep your practice protected with a live dashboard that tracks standing orders, chart sign-offs, GFEs, and more, all customized to your state and team. Built-in alerts catch gaps before they become violations.

3/ Daily Operations

Smoother, stress-free days for you, your team, and your patients.

A calendar to keep you one step ahead

See the full picture of your day at a glance with color-coded appointments and smart icons that highlight first-time patients while flagging missing forms and Good Faith Exams.

Seamless payments

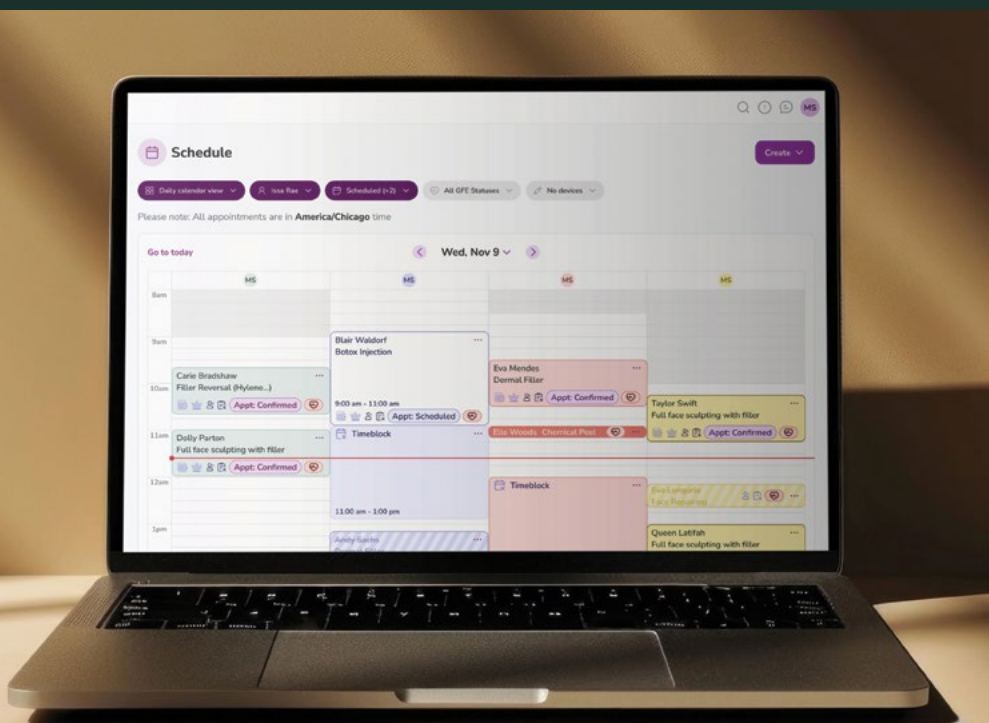
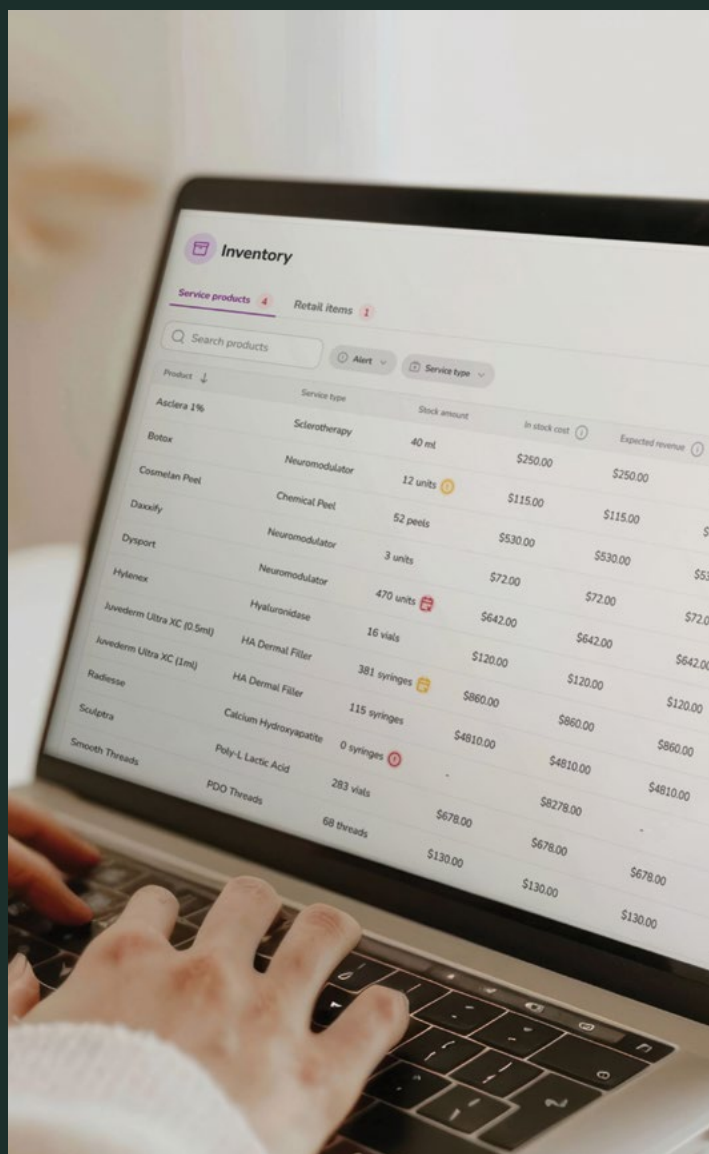
Memberships, credits, and rewards like Allē and Aspire are built right into checkout, with every transaction instantly updating inventory and reporting.

Real-time inventory tracking

Log lot numbers and expiration dates once—when the shipment arrives or during charting—and Moxie keeps everything synced automatically. Low-stock alerts and real-time profit tracking help you buy smarter and avoid costly waste.

One-stop shop for supply ordering

Restock injectables, peels, and skincare from your favorite brands at VIP pricing—up to 55% off—without juggling multiple vendors or meeting high minimums. Order only what you need, when you need it.



“We’re able to schedule appointments seamlessly, communicate with patients, order and track inventory, bookkeeping... it’s all basically at our fingertips.”

Michelle Cote, PA-C
Étoile Aesthetics

4 /

Back Office & Growth

Behind-the-scenes systems that power front-of-house success.

Done-for-you marketing content

A library of ready-to-use templates for feeds, stories, and carousels, all easily customizable to your brand.

Payroll and benefits for your team

Run payroll directly in Moxie Suite with pay stubs, W-2s, and tax forms generated automatically. Add on optional benefits like health insurance, 401(k), and workers comp to retain top talent.

Integrated bookkeeping

See every dollar flowing through your practice in real time, updated every 30 minutes. With payments, payroll, and reporting fully connected, you'll always have a complete view of your business's financial health.

360° business insights

All your data—from appointments and client records to sales and inventory—lives in one place. With your Practice Success Manager, you'll know exactly what's working, what's not, and what to do next.



“Moxie Suite is our photo platform, it’s our compliance platform, it’s our scheduling platform. It’s our consents, and all of our forms, and all of our documentation. It’s all-in-one, which makes it really easy.”

Dr. Rebecca Weiss, DO
Paradise Medspa



Moxie Bookkeeping

Overview Bank transactions Reports

May, 2024 < > Last month

Revenue $\uparrow 10\%$
\$10,206.20 vs. Apr

Expenses $\uparrow 12\%$
\$5,456.24 vs. Apr

Net profit $\uparrow 39\%$
\$4,749.96 vs. Apr

Profit & loss



Expenses Revenue



June Books In progress

2/4 done

Bookkeeping tasks

① Costco transaction on November 12th
On November 12th, you made a purchase at Costco for \$185.29. Can you share what this transaction was for?

Describe this transaction in a few words...

Save changes

- ① ATM withdrawal on November 10th
- ✓ Amazon transaction on November 7th
- ✓ Check withdrawal on November 5th

Show all





Take *the* *Guesswork* Out of Marketing

The aesthetic marketing world is full of noise: flashy campaigns, trendy tactics, and endless posting with no clear return on your most valuable asset: your time.

Moxie's in-house marketing team leverages millions of data points from hundreds of practices to know exactly what works—and what doesn't—to deliver high-ROI strategies without the high agency fees.

1/ Be the Practice Patients *Find First*

Hyper-local SEO that puts you on the map

Did you know about 80,000 people google “Botox near me” every single month? Moxie optimizes your website and Google Business Profile so your practice ranks higher in local searches, helping you get discovered by the right clients at the very moment they’re ready to book.

Tools to build a 5-star reputation

Being found is just the first step; building trust comes next. Capture feedback effortlessly with automated review requests, boosting your Google rankings and making your practice the obvious choice for new patients.

Website design that converts browsers into bookings

We’ll start with a compliance and SEO audit to ensure your site is legally sound and built to rank, and if you’re ready for a refresh, we’ll rebuild or migrate your site to Squarespace.

Social content at your fingertips

Moxie’s Brand Bank offers a library of ready-to-use, customizable templates for feeds, stories, and carousels. We add fresh content every month, so you’ll always have high-end, on-brand assets, keeping your feed polished and consistent.

Growing your Instagram following pays off.

35%

Practices with 1,000+ followers see 35% better returns on every dollar they spend to get new clients.

Your reputation is your most valuable asset.

3.5×

Medspas with 50+ Google reviews earn 3.5 times more revenue than those with only a handful.



Host events that do more
than draw a crowd.

\$30K+

From grand openings to
anniversaries, Moxie's event
playbooks and on-site
support **consistently deliver**
\$30K+ in day-of sales, with
record-breaking months to follow.



2 / Acquire the Right Patients, *at the Right Price*

Events that pack your schedule —and your books

Get everything you need to turn a single night into tens of thousands in revenue: from customizable templates and curated offers to high-converting ads, SMS funnels, and RSVP tools that pack the room with qualified leads. Step-by-step playbooks walk you through every detail, helping you host a flawless event and close high-value treatments on the spot.

Meta ads that deliver 3–8× ROI

Most medspas waste thousands each month on ads that look good but don't deliver, often paying \$1,000+ to agencies without clear results. Moxie runs more medspa campaigns than anyone else, using millions of data points to drive 2–3× higher ROI with fully managed, compliant campaigns you can track from first click to final payment.

Industry standard isn't
our standard.

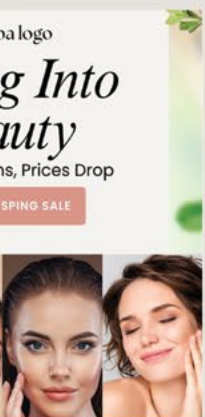
50%

In medical aesthetics, **paying \$350 to gain a new client is considered good.** Moxie marketing delivers nearly half that.

The right members
don't cost you revenue;
they multiply it.

4×

Patients who become members
spend **4×** more revenue each year
than patients who don't.



3/ Cultivate Loyalty that *Powers Your Entire Practice*

Set-it-and-forget-it automations

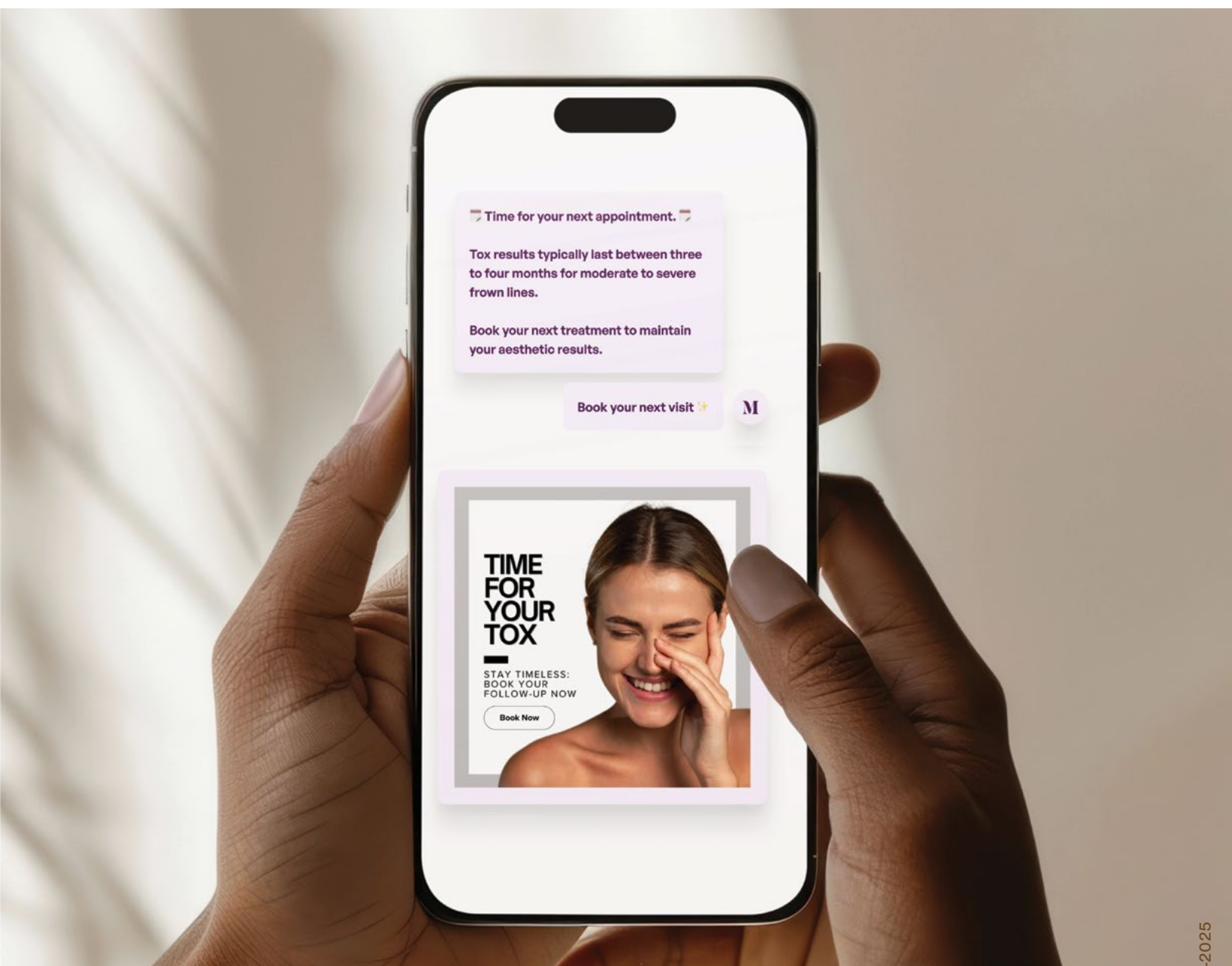
Appointment and rebooking reminders along with lead nurture and win-back campaigns run behind the scenes, without adding to your to-do list.

Seasonal marketing text blasts

Opt-in to ready-to-launch campaigns that include pre-built SMS funnels, customizable templates for social and print, and highly-converting offers that drive urgency and sales.

Recurring revenue tools inside your EMR

Launch memberships, packages, and beauty banks that clients—and your bottom line—love.





Q&A With Medspa Marketing Expert, Reyna Bovée



Reyna Bovée has seen medspa marketing from every angle—from running campaigns for a portfolio of 50+ high-growth clinics under private equity to guiding individual owners who are just trying to get their first few patients in the door. Now, as Moxie's marketing manager, Reyna shares the real-life strategies she uses to help practices achieve the kind of growth they once thought was out of reach.

Q: My schedule is packed one week and crickets the next. How do I create more consistency?

A: I've worked with practices at every stage—from single injectors hustling to keep the lights on, to multi-location groups backed by private equity—and this is the #1 issue I see.

Here's the truth: most practices don't have a patient retention problem, they have a system problem. They rely on whoever happens to call or walk in that week.

The fix is boring but powerful: automation.

- Send a text at the 90-day mark for your neurotoxin patients: "Hey, you're due for your next treatment. Let's get you booked."
- Remind filler patients at their six-month mark.
- Give them an easy way to rebook before they even leave the chair.

It's not flashy, but I've seen this turn chaotic, feast-or-famine calendars into steady, predictable revenue.

Q: There's so much noise out there about marketing. What really works for aesthetic practices?

A: I've been in this industry for a long time, and I've seen owners waste money on every shiny object you can imagine.

Here's my rule: do fewer things, but do them really, really well. There are two high-ROI moves I recommend:

1. **Host intentional events.** I'm talking carefully planned events that generate revenue that night and create lasting buzz: like themed injectable parties, VIP member nights, or a new product launch
2. **Run Meta ads (the right way).** Don't just boost posts. Use proven offers and ad creative that have been tested across hundreds of practices. That way, you know you're not gambling with your ad dollars.

When you focus on just these two things, you'll see consistent, measurable growth. Everything else? It's just noise.

Q: My Instagram looks great, but it's not turning into sales. What am I missing?

A: Instagram is great for visibility, but it's not the place where most patients make their final decision. Your Google Business Profile is where the real conversion happens, and most practices completely overlook it.

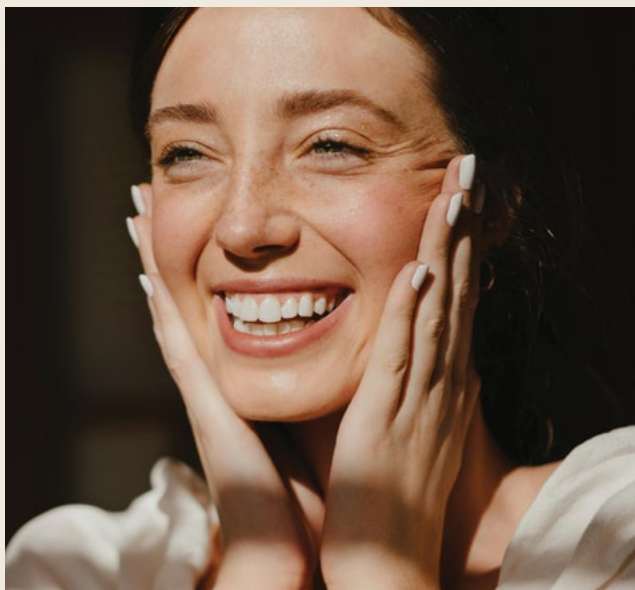
Think of it like your front porch: If it's clean and welcoming, with five-star reviews and recent photos, people feel safe booking. If it's outdated or neglected, they won't even knock, no matter how beautiful your Instagram is.

Here's what does work:

- Ask for reviews after every single happy visit.
- Post updates weekly: promos, events, even simple before-and-after shots.
- Treat Google like a living, breathing part of your marketing strategy.

It's not as fun as Reels, but I promise you'll see a bigger impact.

"You should think of marketing as an investment more than an expense because the more you invest in your marketing, the more you make."



Q: How do I know if my marketing is making money or just costing me?

A: This one's personal for me. Years ago, my husband and I ran a small business where one lead could mean the difference between paying our mortgage or falling short. That fear really stuck with me, even today. It's not just ads and metrics...it's peace of mind. It's payroll. It's knowing you can go home on time and still have a thriving business.

Most medspa owners think their ads are working, but they don't actually know. That's why I teach them to track three key numbers:

1. **CPL (Cost Per Lead):** What you spend to get someone to raise their hand and say, "I'm interested."
2. **CAC (Customer Acquisition Cost):** What it costs to get someone sitting in your chair and paying.
3. **ROI (Return on Investment):** How much profit you generate compared to what you spend.

For example, if you make \$400 in profit on a neurotoxin treatment but spent \$100 to get that patient, your ROI is 300%. When you know these numbers, you can start making smarter, faster decisions.

Double Your Revenue

— With Memberships
and Packages







In today's crowded market, winning a patient is only half the battle—*keeping them is the other*. Moxie gives you tools and coaching to build memberships and packages that clients stick with, multiplying spend by 2× without eroding your margins.



Sell, track, and redeem memberships in one place

Because memberships and packages live inside your EMR, every purchase, perk, and renewal is automatically tracked and seamlessly redeemed.



Available anywhere, anytime

Sell memberships, packages, and gift cards wherever your clients are—in person at checkout or through your beautiful, branded ecommerce store, open 24/7.



Unlimited ways to build and bundle your services

Combine discounts, products, services, and perks in countless ways, giving you total freedom to design experiences your patients won't find anywhere else.



Upsells without the hard sell

Personalized package suggestions appear exactly when clients are ready to buy—while booking, checking out, or browsing—so upsells happen naturally (and more often!) without any extra work.



Smart rebooking reminders

Built-in reminders prompt your team to rebook at checkout, ensuring clients don't walk out without their next appointment already scheduled.



Automated messages to bring patients back

From overdue appointments to holiday promos, Moxie runs timely text campaigns that keep your practice front and center.



Powerful reporting paired with expert coaching

Use data-backed insights to develop strategic retention programs that are as popular as they are profitable.

Patient Retention—*by the Numbers*

Competition is rising—

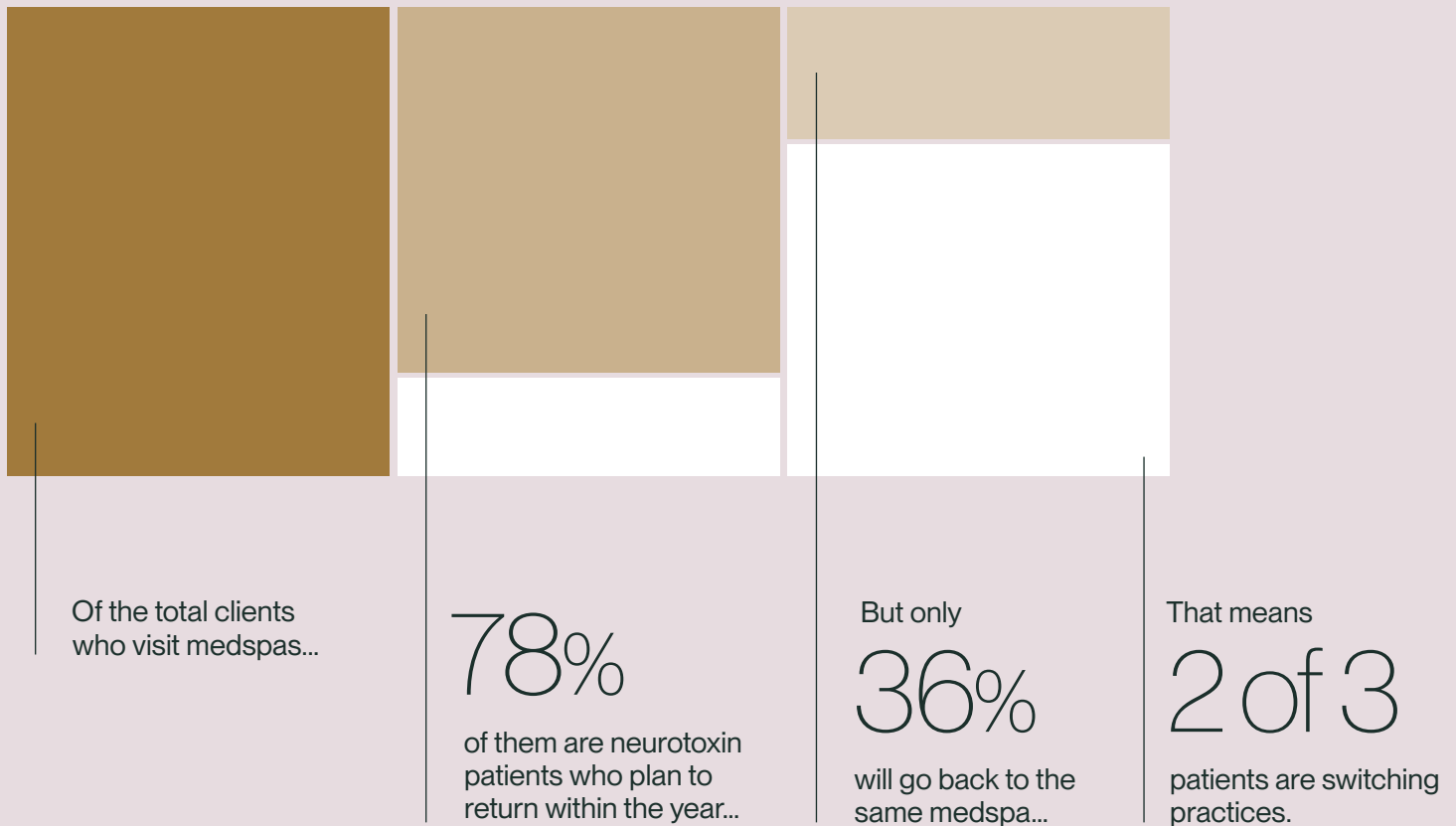
1 in 5

Medspas opened in
the past year.

20%

That's 20% growth
in 2024.

Keeping patients is harder than ever—



There's no growth without retention—

5×

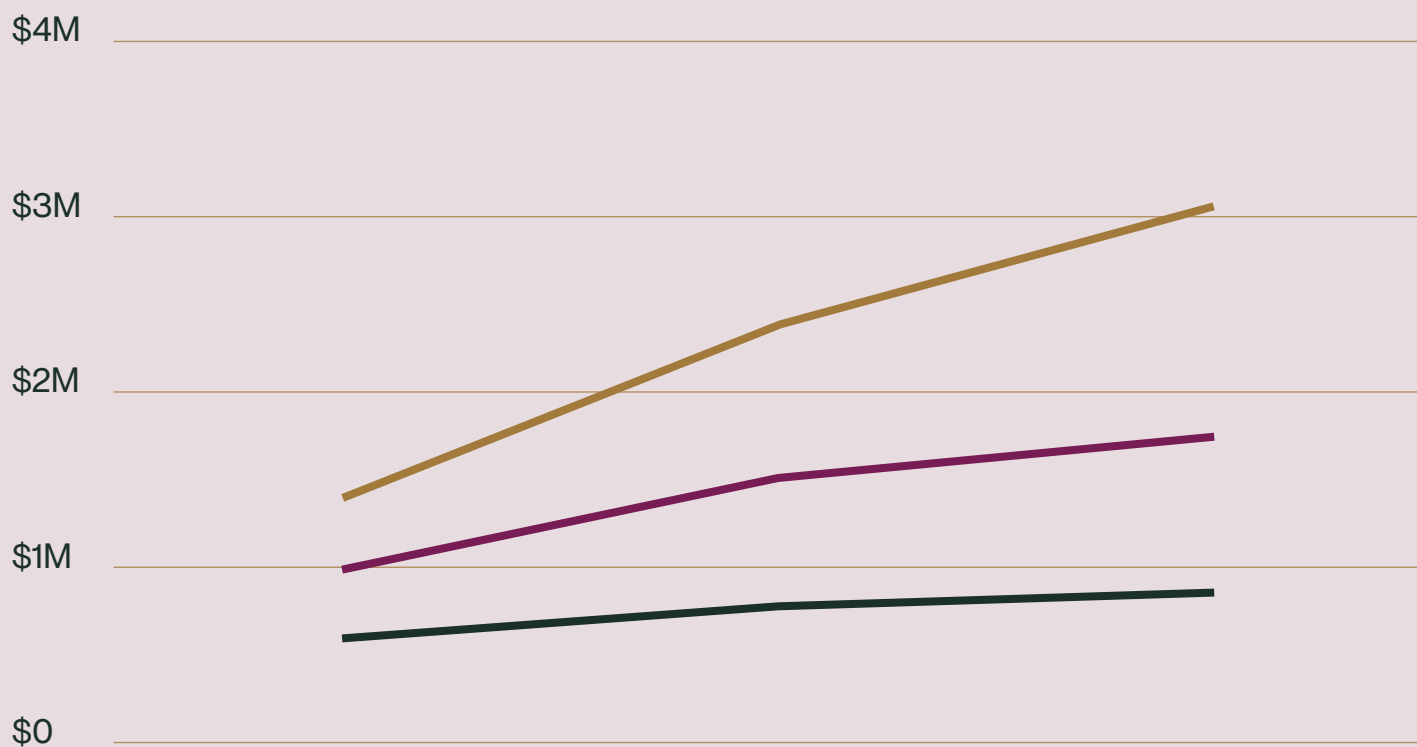
It costs 5× more to win a new patient than to keep an existing one.

42%

of new patients come from existing patient referrals.

Greater retention means more revenue over time—

Revenue Growth by Retention ■ 30% retention ■ 50% retention ■ 70% retention





The Secret to Patients Who Keep *Coming Back*— Q&A With Brittany Bureski

We sat down with Brittany Bureski, a top aesthetic business consultant, to dig into one of her favorite tools: Moxie's Client Retention Report. With more than a decade of experience at industry leaders like Galderma and BTL, Brittany shows how to uncover hidden opportunities and keep clients coming back for more.



Q: What do you think makes Moxie's Client Retention Report so powerful?

A: Most medspas think retention just means repeat visits, but it's so much deeper than that. I look at something called spread—the variety of services a client has received. If someone's only had tox and a follow-up, they're not truly loyal yet. When they're getting multiple treatment types—like tox, skincare, and a peel—that's when you know they're engaged and likely to stick around long-term. The broader the spread, the “stickier” the client.

Q: What's the first thing you look for when you open the report?

A: I start by checking who has a future appointment booked. No appointment? That's your lowest-hanging fruit. You need to get them rebooked before they drift away.

Next, I look at consults that didn't convert. A consult isn't a no; it's just a “not yet.” It's a sign you need to keep the conversation going.

And finally, I scan for “weak spread.” If a client's coming in but only getting one type of treatment, it usually means we're missing opportunities to educate them on a full care plan.

Q: Once you've spotted a pattern, how do you help practices act on it?

A: This is where coaching comes in. If clients aren't rebooking, Moxie can prompt your team to schedule their next visit based on typical treatment intervals. You might say, “Based on today's treatment, we recommend booking your next appointment three months out. If that works for you, we'll get it on the calendar. You'll receive a reminder and can always adjust if needed.”

If consults aren't converting, I ask practices to slow down and prepare. Take five minutes before an appointment to review notes and photos so you walk in confident and ready to build on past conversations.

And for your VIP clients, little touches like early access to a new service or a handwritten thank-you go a long way toward deepening loyalty.

Q: What would you say to someone who's never used a report like this before?

A: Don't worry—most practices haven't, because it's nearly impossible without Moxie. Normally, you'd have to cobble together data from multiple systems. With Moxie, your Practice Success Manager walks through the report with you regularly.

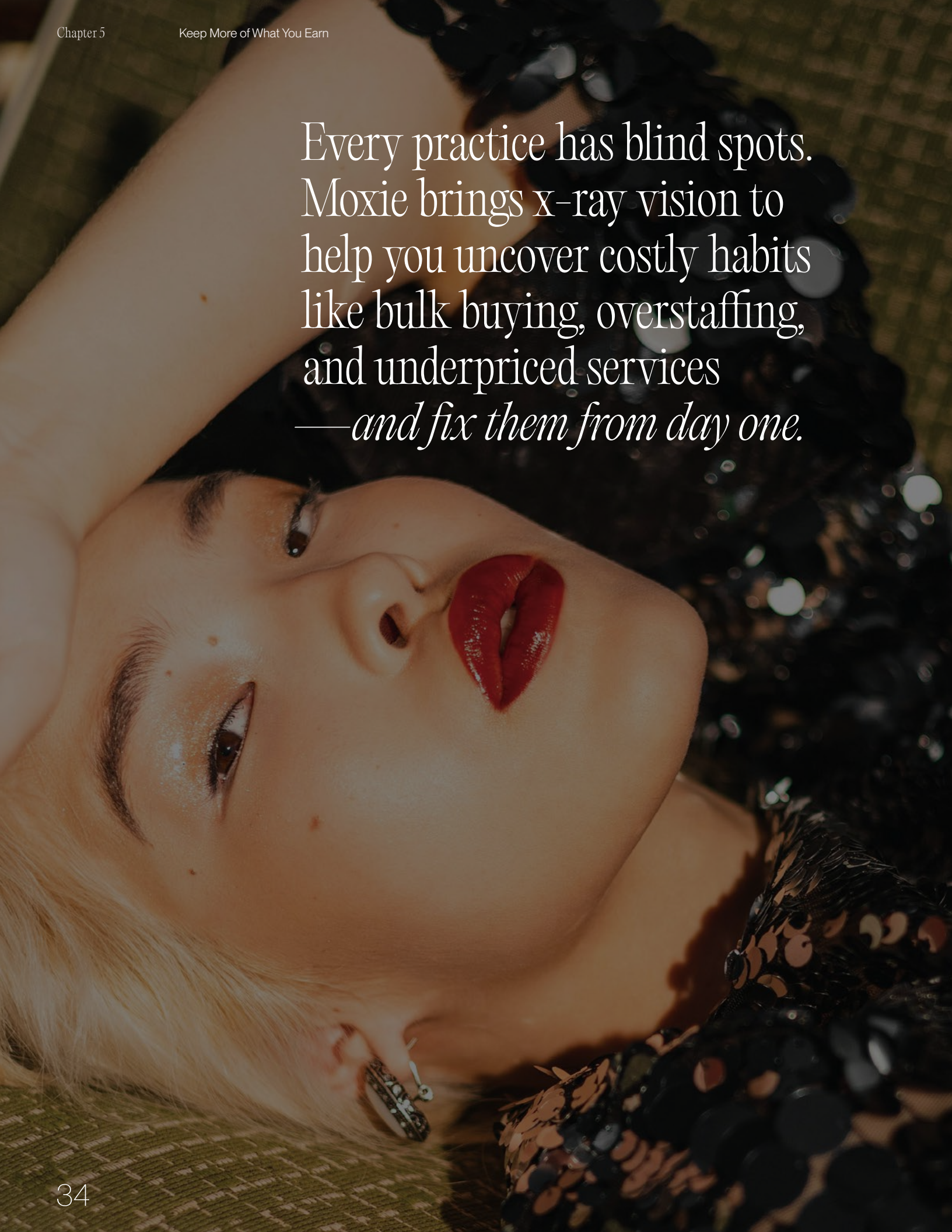
We help you spot patterns, make a plan, and focus on what will move the needle, whether that's tightening your rebooking process or creating new bundles to grow loyalty and revenue. Once you can clearly see who's coming back and where you're losing clients, it's so much easier to make confident, strategic decisions.

“Most medspas think retention just means repeat visits, but it's so much deeper than that. I look at something called spread—the variety of services a client has received... The broader the spread, the stickier the client.”





Keep
More of
What
You
Earn



Every practice has blind spots.
Moxie brings x-ray vision to
help you uncover costly habits
like bulk buying, overstaffing,
and underpriced services
—*and fix them from day one.*



VIP pricing on injectables, devices, and supplies

Unlock up to 55% off top-tier products, without losing your relationships with your pharma reps.



Consolidation that saves money (and your sanity)

From EMR to bookkeeping, Moxie replaces a patchwork of vendors with one seamless system.



Visibility into every dollar earned and spent

See what's really driving—or draining—profit through detailed on-demand integrated reporting, plus P&L reviews run by your Practice Success Manager.



Inventory insights for smarter buying and selling

Track every lot number, cost, and expiration date in one place to avoid waste, stock strategically, and see exactly which products drive the most profit.



Staffing levels that fit your practice

Work with your Practice Success Manager to understand where staff time goes—and where it's wasted—so you can match hours to actual demand.



Market analysis for confident pricing

Evaluate local market rates and actual costs with your Practice Success Manager to set data-driven, competitive pricing that protects your margins.



Treatment-level ROI tracking

Use treatment-level reporting to balance your menu and marketing, focusing on what brings in the most profit without cutting patient favorites.



Marketing that pays for itself

Run proven Meta campaigns with 3-8x ROI and track every patient from first click to lifetime spend, so you know what's working and where to scale.



Preferred rates on payments and financing

Access discounted rates for both Stripe payment processing and buy now, pay later financing tools like Cherry and Affirm.

Should You Buy That Device?



Buying a new device can skyrocket revenue—or sink your profit. Moxie Practice Success Manager and

former medspa franchise leader, Mikyla Race, knows both sides of that story. Here, she shares how to know if your practice is ready, predict ROI before you buy, and use pre-sales as your unfair advantage.

Q: My team really wants a new device, but I'm not sure if it's the right time. Where do I start?

A: The very first thing I look at is utilization. If your team isn't at least 50% booked with the services you already offer, you're not ready. A new device won't magically bring in patients, especially if your core menu isn't at capacity yet.

Q: How do I figure out what services my clients want me to add?

A: Run a quick survey, either in-spa or via text. I love having front desk staff hand it out while clients are numbing or checking out. It feels casual, not like a big deal.

Make sure you ask two simple but powerful questions:

1. Which services are you most interested in?
2. How much would you be willing to pay for this treatment? So many owners are shocked by how patients answer the second question.

Sometimes you think people will pay \$400, and they're only comfortable at \$150—or you find out they'd gladly pay more than you expected. Those insights will save you from making a huge investment in something your market doesn't truly want.

Q: How do I know if the device will pay for itself?

A: Go in with a clear, aggressive plan to hit ROI within 90 days, or six months at the very latest. To do that, you might need to pre-sell packages before the device even arrives, host a launch event, and build a pacing plan.

If you can't confidently hit those numbers, you're not ready—either demand isn't there yet or your team isn't fully prepared to sell and deliver.

Q: What does a successful launch event look like?

A: It starts way before the event itself. I like to build excitement with the team months in advance. I'll drop hints, get them talking about client needs, and make them feel like this new service was their idea. When your staff is genuinely excited, that energy spreads to your clients.

We also qualify RSVPs ahead of time by sharing package pricing before the event. That way, everyone who shows up comes ready to purchase—no awkward sticker shock.

When we launched a Morpheus8 at my previous practice, we had 45 clients show up with credit cards in hand, ready to buy. Because we'd been hyping it up for months, training the team, and prepping clients, we were ROI positive in just 67 days.



“If you can’t confidently
pre-sell enough packages
to cover your device
cost in 90 days, it’s too
soon to buy.”

Profitability —*by the Numbers*

Too many medspas don't have a clear picture of their finances.

1 in 3

medspas don't know where their money is going, with only 63% tracking their expenses consistently.

A lot of money is tied up in inventory.

29%

of total expenses go to COGS—nearly as high as payroll.

The hard part is still to come.

59%

of practices expect expenses will rise even more this year, squeezing already tight margins.

Ready or Not—*Device Edition*

	How full is your schedule right now?
	a. We're booked solid and turning people away. b. We're steady, with a few gaps here and there. c. We're struggling to fill the calendar.
	Are your injectors or estheticians consistently at 50%+ utilization?
	a. Yes, they're close to maxed out. b. Some are, but others have downtime. c. Not even close.
	Have you collected pre-sales or commitments from clients who want this treatment?
	a. Yes, and clients are begging for it and ready to buy. b. We've had some interest, but nothing concrete. c. No, we just think it will be popular.
	Can you realistically generate enough revenue from this device to cover its full cost within 90 days?
	a. Absolutely. We've mapped out a plan and feel confident we can hit our goal. b. Maybe, but it feels like a stretch. c. We're really not sure. A LOT would have to go right for that to happen.
	Do you have a clear marketing plan to promote the new service?
	a. Our campaigns and launch event are already in motion. b. I think we'll post about it on Instagram. c. We'll put something together once we have the device.
RESULTS	Mostly A's: Ready to Invest You've built patient demand, pre-sold packages, and created a plan to fully pay off the device within 90 days. Bring it in and bring it on! Mostly B's or C's: Hold Off Even one gap in your plan can turn a shiny new device into a profit drain. Focus on filling your schedule, locking in pre-sales, and building a rock-solid ROI strategy before you sign the contract.



The Bottom Line: *Mastering Profitability*— Q&A With Rachel Fioroni

Revenue might get the spotlight, but it's profit that determines whether your medspa grows or just grinds harder... for less. As Moxie's Head of Sales and Revenue Operations, Rachel Fioroni knows what it takes to turn hustle into healthy margins. Here, she busts profitability myths and shares how owners can scale smarter to see the payoff they deserve.

Q: Many medspa owners focus on hitting revenue milestones. What's the problem with that?

A: Revenue is exciting—and important!—but it can be deceptive too. It tells you how much money came in, not how much stayed in your business or your pocket. I've seen practices celebrate six-figure months while the owner is barely paying themselves.

Profit margin is the number that really matters. For most medspas, a healthy profit margin is 20–25%. You can run a good practice at 15–20%, but if you're below that, something's off—either your pricing, your expenses, or both.

You can't feed your family with revenue. Only profit pays the bills.



Q: My revenue keeps growing, but my profit isn't. What's happening?

A: That's a classic sign of scaling without control. As practices grow, expenses tend to grow just as fast or even faster. Maybe you've added injectors or devices before your foundation is built, or you're buying more inventory than you can realistically sell.

The result is you're busier than ever, but also feel like you're running on a treadmill—working hard but not going anywhere.

The fix starts with clarity: know your numbers and track where your money is really going. Once you see what's eating your profit, you can decide what to do about it.

“Knowing your numbers isn't about being a finance expert. It's about being in control of your future.”

Q: What's the most common myth about scaling you want to bust?

A: That growth always means adding more—more services, more staff, more devices. If your foundation isn't solid, those “growth moves” can actually hurt your profitability.

Sometimes the smartest play is to maximize what you already have:

- Tighten up your pricing.
- Improve your retention and rebooking systems.
- Build treatment plans that increase average spend per patient.

I always tell owners: slow down to go fast. Get your core business right first, and then scale.

20—25%

A healthy profit margin for most medspas.

Q: Inventory is my biggest expense. Can it really be managed better?

A: Absolutely, and it's often the fastest way to improve profit. On average, medspas spend 29% of their revenue on inventory, but we've seen practices spend as high as 40–50%. And if you're not actively negotiating pricing or tracking usage, you're probably overspending without even realizing it.

At Moxie, we've seen practices cut their product costs by up to 55% through the supplier partnerships we've developed on their behalf and better inventory controls. Every dollar you save on inventory is a dollar you can reinvest, whether that's in your team, your marketing, or finally paying yourself more.

Q: Some owners rely completely on their accountant for the financial side. Is that a problem?

A: Yes, because accountants and advisors don't run your business day-to-day. They focus on taxes and compliance, but they don't know your rebooking rates, your team's performance, or whether that new device you just bought is generating ROI.

Even if you have great support, you need to understand the basics yourself. Knowing your numbers isn't about being a finance expert. It's about being in control of your future.

Q: What final piece of advice would you give to established medspa owners heading into this year?

A: Busy doesn't always mean success. You can have a packed schedule and still not take home what you deserve. The goal isn't just to grow—it's to grow profitably.

When you focus on margins, everything changes. You can pay yourself well. You can invest in your team without fear. You can finally step back from the day-to-day without worrying that the whole thing will crumble.

Profit is what gives you options. It's what turns your medspa from a demanding job into a thriving business, and the life you've been working so hard for.

Learn
from
Experts
Who've
*Done It
Before*





The Coaches in *Your Corner*



Heather

Led \$26M+ in revenue across one of the largest medspa chains and managed a 130-person flagship spa



Mikyla

Grew an aesthetics franchise from 3 to 50+ locations



Kendra

Directed operations and sales for multiple medspa locations



Abby

Scaled multi-location medspas and launched Europe's first aesthetic subscription model (\$1.2M+ ARR)



Angela

Former medspa CEO who scaled her own brand from one location to four across two states



Sarah

Scaled multiple multi-million dollar wellness, fitness, and aesthetic businesses



Angie

Managed a premier facial plastic surgery practice for 10 years, overseeing two locations and a 25-person team

Your Practice *Glow-up*

Step 1: The Consultation

The first phase with your Practice Success Manager is like a comprehensive patient consultation, but for your business.

Instead of chasing symptoms like low margins, scheduling gaps, or staff turnover, your PSM focuses on identifying the root causes of those challenges. They'll start by understanding your goals, from revenue milestones and expansion plans to how involved you want to be in the day-to-day.

Finally, they'll 'diagnose' using a range of specialized tools—like an operational audit, P&L review, and retention reporting—to uncover new opportunities along with barriers holding you back.

The outcome is akin to your Practice Treatment Plan: a prioritized roadmap that tackles urgent issues now while setting you up for sustainable, long-term growth.

Just like an aesthetic transformation takes multiple visits to achieve lasting results, building a thriving practice is an ongoing journey—moving from diagnosis to growth and maintenance.

Step 2: The Treatment Plan

Each month, you'll sit down for a Monthly Business Review, a holistic check-in where you and your Practice Success Manager take a step back to evaluate your practice's overall health.

And just like an aesthetic transformation takes multiple visits to achieve lasting results, building a thriving practice is an ongoing journey—moving from diagnosis to growth and maintenance.

Step 3: The Transformation

Your Practice Success Manager helps bring out the best version of your practice, much like aesthetic transformations do for your patients.

While every practice's future looks different, the common thread is this: whatever's been keeping you up at night—from team drama to shaky margins to runaway growth—will finally start to feel manageable. You'll have the support to fix what's broken, build on what's working, and create a practice that feels good to run.

Of course, every business evolves as new opportunities, challenges, and competitive pressures come up. But now, you won't be navigating them alone. Your PSM will be there to protect what you've built, sharpen your strategy, and keep your practice at the forefront of the industry.

Every medspa has a treatment menu.
This one's for your business.



Smooth Foundation

TEAM INCENTIVE MAKEOVER

**STRATEGIC HIRING &
COMPENSATION PLANNING**

**DEVICE, SERVICE, AND
INJECTOR ROI ANALYSIS**

**OPERATIONAL WORKFLOW
DESIGN**

PROFITABILITY AUDIT



Vital Infusions

CONFIDENCE BOOST

CALM SHOT

CEO-ENERGY INFUSION



Enduring Results

LEADERSHIP DEVELOPMENT PLAN

EXPANSION STRATEGY

EXIT & SUCCESSION PLANNING



Radiant Growth

TEAM INCENTIVE MAKEOVER

**PRICING, PACKAGING,
& MEMBERSHIP DESIGN**

CALENDAR FILLER

PATIENT JOURNEY TUNE-UP

Practice Success *Signature* Menu

Book Today

WWW.JOINMOXIE.COM

Insider Tips From PSMs Behind Hundreds of *Thriving Aesthetic Practices*

**Don't let inventory run
your business.**

“I see established practices with closets full of product they don't need because they didn't track usage or negotiate pricing. Start managing inventory like a profit center—buy strategically, and let your data guide what you stock and when.”

—Abby



**Master a few things before
adding more.**

“Established practices feel pressure to keep expanding their menu—new device, new treatment, new trend. But growth doesn't always mean more. Take a beat and look at what you already offer. Are you maximizing it? Are your team and your systems ready to handle more? Slow down to go fast.”

—Kendra

Align your strategy with where you actually want to go.

“I always ask owners, ‘Where do you want this practice to be in six months? A year? Five years?’ When you and your leadership team are clear on those answers, every decision—hiring, pricing, marketing—becomes easier. If you don’t have that clarity, you’ll stay stuck reacting instead of leading.”

—Sarah

The little moments matter most for retention.

“When a patient walks in and feels genuinely cared for and understood, they’ll keep coming back—and they’ll bring friends. The practices that win are the ones obsessed with every step of that experience.”

—Ericka

Your team will mirror your leadership.

“As an owner, your team takes their cues from you. If you’re scattered and stressed, they’ll be scattered and stressed. If you’re calm, clear, and consistent, they will be too. The most profitable practices are the ones where leadership sets the tone.”

—Angie

Make the rebook a habit, not an afterthought.

“One of the easiest ways to grow is just... ask. At the end of a treatment, don’t overthink it. Say, ‘I’d love to see you again, when can we get you back in?’ You’d be surprised how many owners and providers don’t do this consistently because they’re worried about a ‘no.’ Your best clients actually want the guidance.”

—Michelle





Manage,
Train,
and
Reward Your
Team



Coaching to elevate each visit

Create a consistent, premium guest experience with coaching that covers every step, from front desk scripts to consultation talk tracks.



Workflows that work for your practice

Replace scattered spreadsheets and one-off training with systems your team can follow, keeping your business running smoothly even when you're away.



One-click payroll, built into your EMR

Run payroll compliantly at a price competitors can't beat.



Benefits that keep the best people around

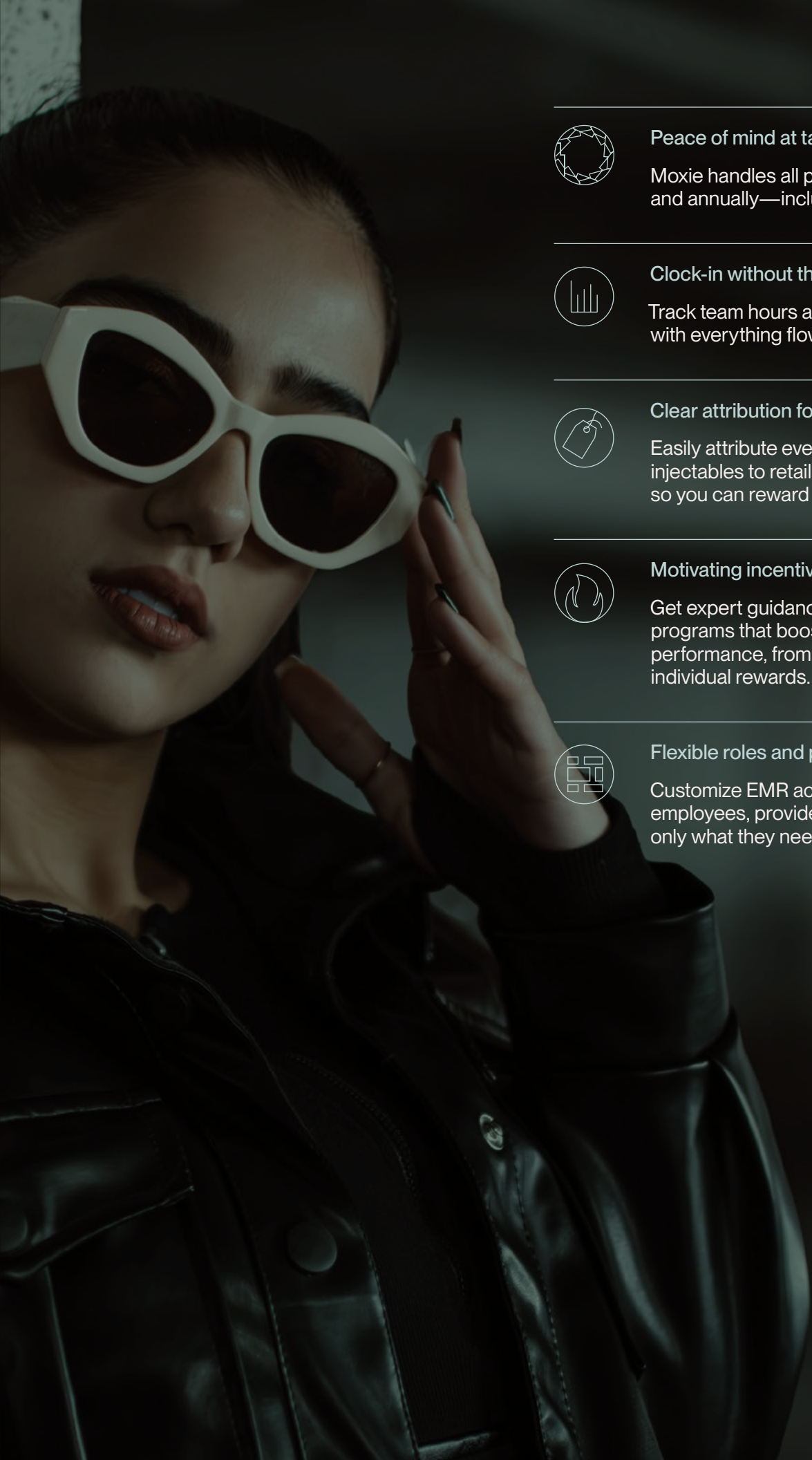
Take care of your team with integrated health insurance, 401(k), and workers' comp.



All your financial data in one place

Moxie Payroll connects directly to Moxie Bookkeeping, keeping payroll, labor costs, and reporting perfectly in sync.

As your practice grows, so does the complexity. Moxie simplifies the hard stuff—*payroll, permissions, SOPs, and training*—so you can scale smoothly.



Peace of mind at tax time

Moxie handles all payroll tax filings—quarterly and annually—including 941s, W-2s, and 1099s.



Clock-in without the hassle

Track team hours and approve shifts in seconds, with everything flowing straight to payroll.



Clear attribution for every sale

Easily attribute every invoice item—from injectables to retail—to the right team member, so you can reward stellar performance.



Motivating incentives, tailored to your team

Get expert guidance on designing incentive programs that boost morale and performance, from team-wide challenges to individual rewards.



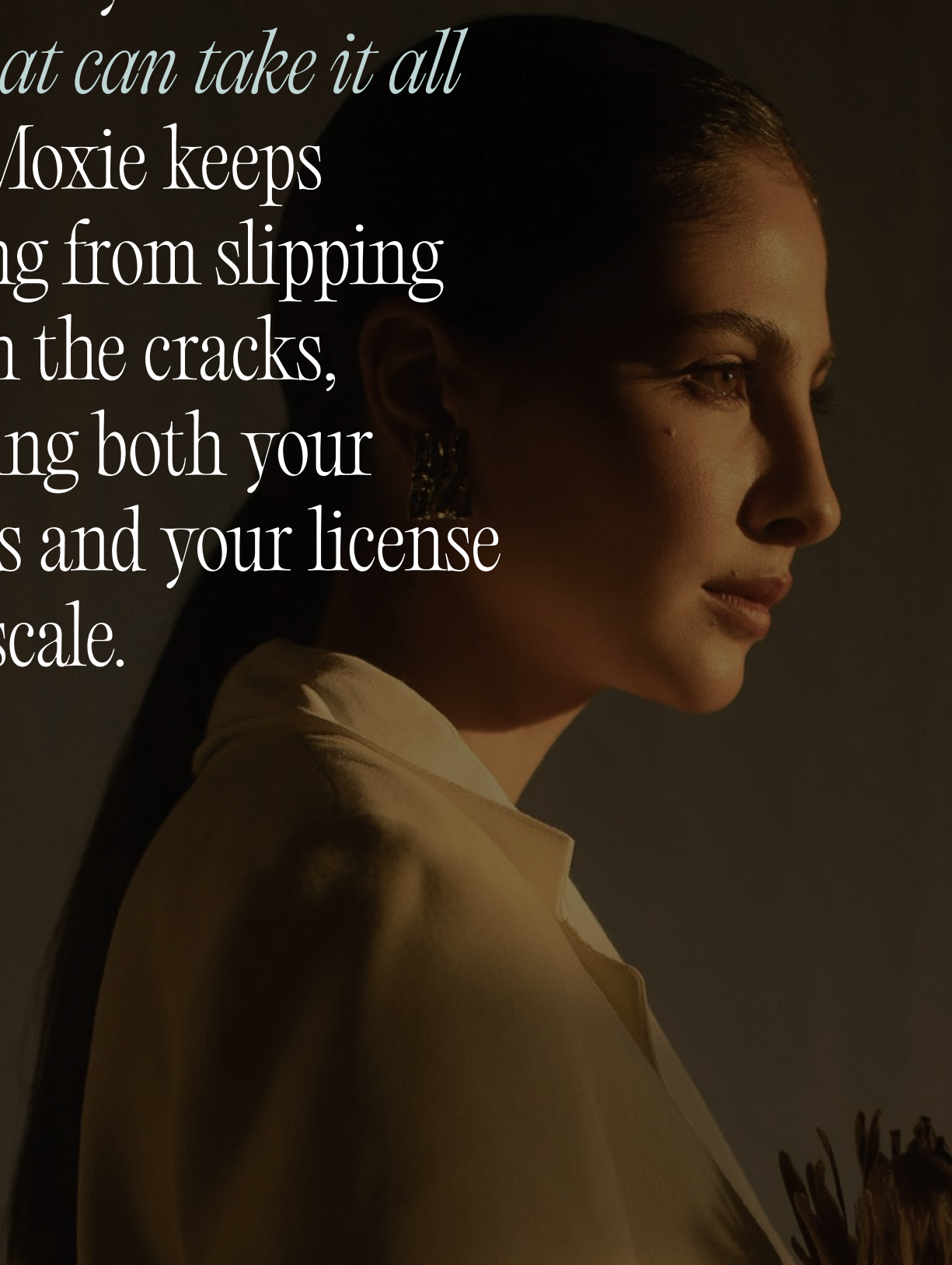
Flexible roles and permissions

Customize EMR access so front desk employees, providers, and managers see only what they need and nothing more.



Protect
What
You've
Built

With growth comes opportunity—*and hidden risks that can take it all away*. Moxie keeps anything from slipping through the cracks, protecting both your business and your license as you scale.

A woman with dark hair pulled back, wearing a light-colored collared shirt and a large, dark, textured earring. She is shown in profile, looking towards the right. The background is dark and out of focus.

Real-time risk monitoring

Track protocols, GFEs, and documentation across your whole practice, with alerts that catch issues before they become violations.

Medical director matching

Find a trusted medical director through Moxie's network, complete with collaborative agreements and 24/7 emergency availability when issues arise.

Customizable SOPs and Protocols

Access lawyer-vetted templates for SOPs, standing orders, and patient consents, tailored to aesthetic medicine.

Automated alerts and reminders

Get notified instantly about missing consents, expired protocols, or lapsed licenses.

Privacy controls for every team member

Limit access to sensitive protocols and documentation by role, ensuring providers, managers, and front desk staff only see what's relevant to their responsibilities.

Organized, audit-ready records

Maintain a complete, built-in audit trail that protects your practice if a board or regulator comes calling.

Multi-state expansion support

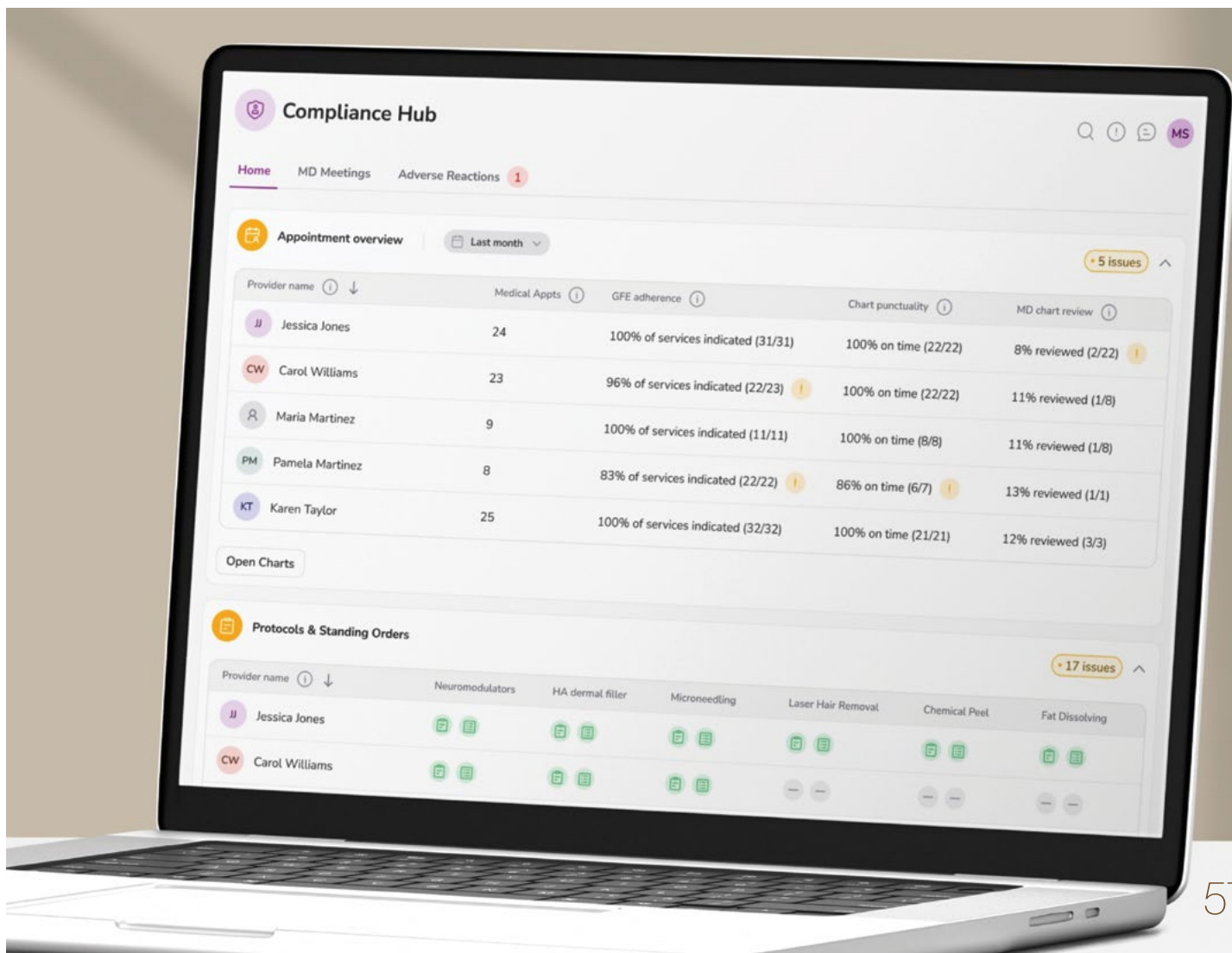
Standardize compliance across locations with state-specific checklists and expert guidance.

Data security you can trust

Moxie is HIPAA attested, giving you peace of mind that patient data stays protected and your practice remains compliant as you grow.

Marketing that plays by the rules

Moxie's marketing strategy delivers consistent growth while avoiding risky language and imagery that can get accounts banned and websites flagged.



Making the *Switch to Moxie*

Whether you're coming from a clunky EMR or a patchwork of tools, Moxie's white-glove onboarding makes the transition smooth, secure, and stress-free.

What's included:

1. *Dedicated onboarding specialist*
2. *Full data migration* (including patient history & memberships)
3. *Setup of services*, forms, protocols, and charting templates
4. *Live training* for you and your team
5. *Go-live support*—and continued coaching from day one



The most iconic medspas
don't happen by accident.

They're built with intention:
powered by bold decisions,
smart systems, and the
kind of support that sees
around corners.

Moxie is here to help you
build not just a business,
but a legacy. Let's create the
future of aesthetic medicine
—*starting with you.*



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Moxie