

The Fresh Clinics Launch Guide

How to open your own
med spa



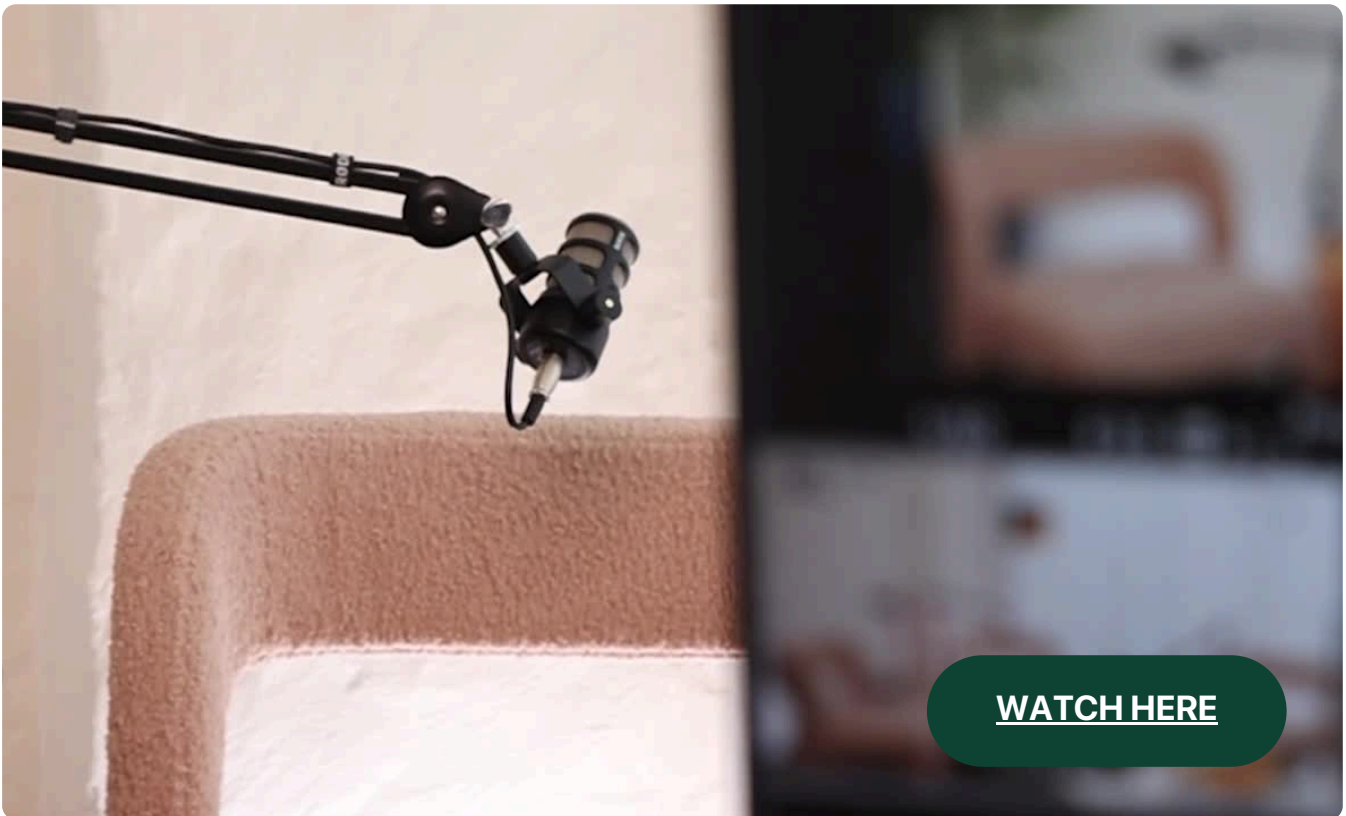
Introduction.

Starting your own med spa is an exciting step, but it can also feel overwhelming. Between compliance, licensing, equipment, and attracting your first patients, there's a lot to juggle.

The good news? You don't have to figure it out alone.

The U.S. medical aesthetics industry has exploded into a \$17.5 billion market, projected to grow to over \$45 billion by 2030. Patients are increasingly prioritizing self-care and preventative aesthetics, creating incredible opportunities for skilled injectors and nurse practitioners to build thriving, independent practices.

At Fresh Clinics, we've helped thousands of practitioners launch and scale successful med spas. This guide gives you a clear, step-by-step roadmap for building your medspa the right way - from concept to compliance, launch to long-term growth. You'll find practical insights on business models, legal setup, branding, marketing, patient acquisition, and more.



This guide is designed for registered nurses, nurse practitioners, estheticians, or physicians ready to take the next step in medical aesthetics.

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Finding your why & business model

Before you start building, get clear on your why.

Here are a few “whys” that might resonate:

Step 1: Financial Freedom

Build a career where you control your income and create long-term stability. Med spa ownership can offer a strong financial return when managed strategically.

Step 2: Work-Life Balance

Design a schedule that works for you — not the other way around. Spend more time with your family and build a business that supports your lifestyle.

Step 3: Autonomy

Shape the patient experience your way. Choose your treatments, your protocols, and your team based on what you believe in.

Step 4: Passion for Aesthetics

You love helping people feel confident, healthy, and radiant. Owning a medspa lets you turn that passion into purpose every single day.

Step 5: Impact

Create meaningful change in your community by boosting confidence and promoting self-care in a safe, professional setting.



Your “why” is your anchor. When challenges arise, it’s what keeps you focused.

Once you’ve defined your purpose, turn it into a mission statement that clearly captures your values and vision.

Use this formula:

“We [what you do] for [who you serve] by [how you do it differently]. ”

Example:

“We help patients look and feel naturally confident through expert-led, science-backed aesthetic treatments in a safe, supportive environment. ”

Choosing your business model

Once your mission is clear, it’s time to decide how your med spa will operate.

Every model has its own advantages depending on your goals, budget, and level of experience.

There’s no single right way to start. Consider:

- Part time space: Rent a treatment room or suite a few days per week.
- Boutique med spa: Lease your own space, hire a small team, and build your brand experience.



Fresh Tip: Many U.S. providers start small before investing in a full med spa build-out. Fresh Clinics supports new medspas with compliance and clinical setup (including protocols, medical director access, Good Faith Exams, compliant software, and competitively priced products).

Legal Structure & Compliance in the United States

This is the most complex and most important part of launching a med spa. The US has state-by-state variations and a key principle known as the Corporate Practice of Medicine (CPOM).

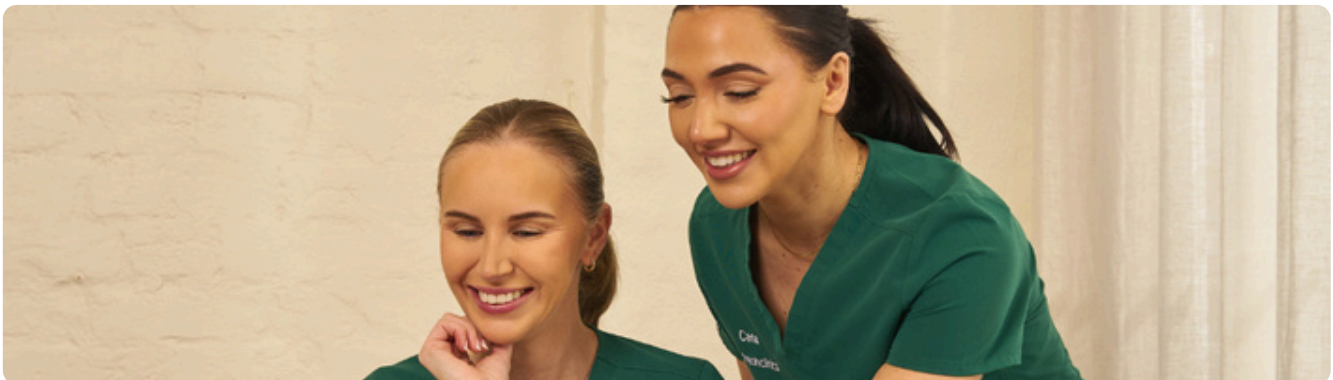
What you need to know:

In many states, non-physicians cannot own a medical practice or employ a physician to provide clinical services. The solution? Structures like Management Service Organizations (MSO) and Professional Corporations (PC) are used.

The PC (owned by a physician) handles the clinical side. The MSO (owned by the entrepreneur/nurse/NP) handles the business side: marketing, HR, billing, and operations. Together, they allow you to operate legally while adhering to CPOM rules.

Other compliance pillars:

- Medical Director & Delegation Agreements: required in most states.
- Good Faith Exam (GFE): a mandatory patient exam by a qualified provider before prescribing or treating with Schedule drugs (e.g., Botox, fillers).
- HIPAA: your EMR, forms, photos, and emails must be HIPAA-compliant.
- OSHA & infection control: written policies, staff training, and audits are required.
- CPOM compliant POS system.



Every state is different. Work with a healthcare attorney to ensure your MSO/PC and delegation agreements are watertight.

Your Compliance Checklist

Before opening your doors, make sure you have:

- A registered business entity and EIN
- A compliant ownership and oversight structure
- Prescribing and supervision protocols in place
- HIPAA-compliant patient record systems
- Appropriate insurance coverage
- Clear clinical policies and consent forms
- Sales tax account for taxable services/products

Fresh Clinics is built to support med spa owners through every layer of compliance, so you can focus on what matters most: delivering safe, high-quality patient care.

Location & Setup

Your location sets the stage for your business. But remember: your first space doesn't have to be perfect from day one.

Options:

- Rent a treatment room in a salon suite
- Lease and fit out your own space



Things to consider:

Your ideal patient base:

Where do your patients live, work, or spend time?

Accessibility:

Easy parking, clear signage, and ground-floor access can make a big difference to patient experience.

Competition:

Is the area oversaturated, or underserved? Competition isn't always a bad thing, but you should understand how you'll differentiate.

Future flexibility:

Can you increase your days, add rooms, or expand services if demand grows?



Industry Tip: Med spas outside of major cities often report stronger client retention and lower overheads. Flexibility in your location model helps reduce startup stress and lets you grow at your own pace.

Equipment, Products & Pricing

One of the most common mistakes new med spa owners make is overspending early. It's easy to feel pressure to invest in every new device or offer every trending treatment, but you don't need it all on day one.

Start with the essentials

Focus first on the equipment and supplies required to operate safely, professionally, and compliantly.

Essential equipment includes:

- Adjustable treatment bed or chair
- Provider stool and treatment trolley
- Medical-grade lighting
- Personal protective equipment (PPE)
- Sharps containers and biohazard disposal
- Pharmaceutical-grade refrigerator
- Emergency and complication management supplies
- HIPAA-compliant booking, charting, and payment software



Industry Tip: Fresh Clinics helps members understand what's required versus optional based on their services and state regulations - so you don't overspend before you need to.

Choosing safe, approved products

Product selection is a critical part of patient safety and compliance.

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Product selection is a critical part of patient safety and compliance.

Always ensure:

- Products are FDA-approved
- Sourced through authorized U.S. suppliers
- Used within your scope of practice and prescribing framework

Using non-approved or gray-market products puts your license, your patients, and your business at serious risk.

Fresh Clinics connects med spa owners with trusted suppliers, product education, and training, ensuring every treatment meets safety and regulatory standards.

Building a strategic service mix:

Your service menu is your business model in disguise.

Step 1: Research your audience.

Most med spa clients in the US are women aged 35–54. Increasingly, younger demographics (millennials, Gen Z) are entering the market, seeking preventive treatments.

Location matters: urban, suburban, and affluent areas each have different demands.

Step 2: Build your core menu.

Start with 3–6 core services you can deliver safely and profitably (e.g., neuromodulators, dermal fillers, basic skin treatments).

Bundle services logically (e.g., injectables + skin packages).

Step 3: Scale gradually.

Once cash flow stabilizes, consider adding advanced options like wellness therapies, body contouring, or regenerative treatments.

Avoid overloading your launch with 15+ treatments; it confuses patients and dilutes your marketing.



Your brand is more than a logo or an Instagram grid. It's the feeling patients get when they land on your website, walk into your space, or recommend you to a friend.

Marketing, on the other hand, is how you communicate that brand to the world. When branding and marketing work together, they attract the right patients and keep them coming back.

A strong brand is clear, consistent, and authentic.

At its core, your brand should reflect:

- Who you are as a provider
- Who you serve as patients
- How you want patients to feel before, during, and after treatment

Start by choosing three words that describe your brand experience. For example: safe, natural, confident, or modern, educational, approachable. These words should guide everything from your visuals to your tone of voice.

Building your brand foundations

1 Your med spa name

Choose a name that is:

- Easy to remember and spell
- Aligned with your values and aesthetic
- Available as a business name, website domain, and social handles

2 Visual Identity

Your visual identity includes:

- Logo
- Color palette
- Fonts and typography
- Photography style

Social Media with purpose

Effective med spa content includes:

- Educational posts explaining treatments and expectations
- Behind-the-scenes content showing your process and personality
- Before-and-after imagery (shared compliantly and ethically)
- Patient testimonials and reviews
- Your story - why you started and what you stand for

Showing your face and sharing your journey helps patients feel connected before they ever book.

Paid ads & promotions

Before investing in ads, make sure you have:

- Clear service offerings and pricing
- A booking system that converts
- A consistent brand message

Instead of large discounts, consider:

- Limited-time launch offers
- Bundled treatment packages
- Membership incentives

Marketing that works

We sat down with 200+ nurses, clinic owners, and doctors in Australia to learn more about the trends, challenges, and opportunities they and the industry face in 2025. The result is our [2025 State of Medical Aesthetics Report](#).

From our SoMA Report, we found:

- Referrals are the #1 way patients discover new clinics.
- Instagram and Facebook are next, especially for showcasing your aesthetic style.
- Local strategies like partnerships with businesses help build credibility.
- Med spas with strong branding (consistent messaging and visuals) report faster growth and more word-of-mouth referrals.
- Hosting a small launch event can generate buzz in the community.

Building a team

You don't have to do this alone, but you also don't need a big team right away. Most med spas operate solo for the first few years. In fact, many owners don't bring on another RN or esthetician until 2+ years in, once demand is steady.

What you will need early on is a reliable services team to support your business behind the scenes:

Medical Oversight: If you're not a physician, you'll need a collaborating or supervising prescriber, depending on your state. This relationship supports prescribing, Good Faith Exams, chart review, and complication management.

Accountant or Bookkeeper: To keep your finances organised and set you up for success from day one.

Admin Support (optional): You can manage bookings and DMs yourself at first, but as you get busier, even a few hours of help per week can free up your time.

Marketing/Social Media (optional): Many injectors DIY their marketing at the start, but outsourcing a few hours a week can give you consistency and growth.

Leverage AI: From scheduling posts to drafting content, brainstorming ideas, or automating admin tasks, AI can act as an extra set of hands before you're ready to hire

Most med spas don't add another injector or esthetician until demand is steady and predictable.

Before hiring, ask:

- Are my books consistently full?
- Can I afford payroll without financial strain?
- Do I have systems in place to train and onboard properly?

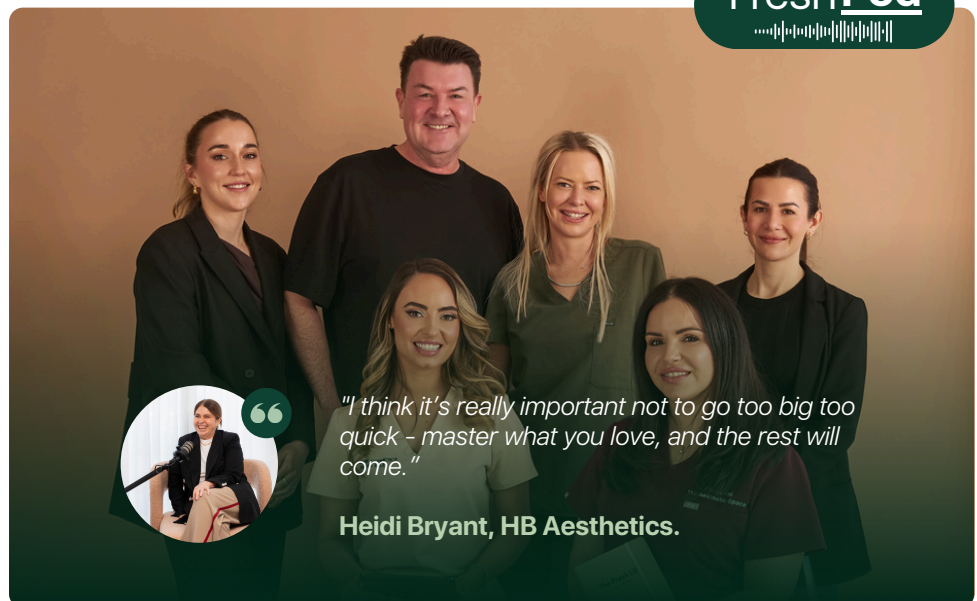
When you're ready to hire:

- Look for people who share your values and patient-first mindset
- Hire slowly and deliberately
- Be clear about expectations, scope, and culture

Start by writing down the tasks that take up your time and ask:

"What's the first thing I'd love someone else to handle?"

That's often your first hire.



Building your skillset



Your clinical skills are the foundation of your med spa. No matter how strong your brand or marketing is, long-term success depends on your ability to deliver safe, effective treatments and to keep evolving as the industry changes.

In medical aesthetics, education isn't something you "complete." It's something you continually invest in.

Ongoing education helps you:

- Deliver better, safer outcomes
- Stay within your scope of practice
- Navigate complications with confidence
- Expand your service offerings strategically
- Differentiate yourself in a crowded market
- Patients can tell when a provider is knowledgeable and confident. That trust is what turns first-time bookings into long-term relationships.

Fresh Clinics offers members a variety of industry-specific trainings, workshops, and webinars including:

- Marketing and growth support
- Complication management and clinical training
- Clinical compliance and regulatory overviews
- Hiring and talent management sessions



Medical oversight is one of the most critical components of running a compliant med spa in the United States. If you're delivering prescription-based aesthetic treatments, you must have the right clinical governance in place to protect your patients, your license, and your business.

Medical oversight ensures that:

- ✓ Patients receive safe, appropriate care
- ✓ Treatments are prescribed and delivered legally
- ✓ Clinical decisions meet state and federal standards
- ✓ Complications are managed promptly and correctly

Without proper oversight, med spa owners expose themselves to significant legal, financial, and professional risk.

Prescribing & Scope of Practice

Only licensed prescribers, such as physicians, nurse practitioners, or physician assistants, can prescribe prescription medications used in aesthetic treatments.

Depending on your license and state regulations, this may involve:

- A leading network of doctors and nurse practitioners for telehealth
- 100% compliant process with digital records and follow-ups
- No chasing scripts, we handle it all
- 24/7 complication management support from experienced Doctors

Scope of practice and CPOM laws vary by state, and it's essential that every provider works strictly within what their license allows.



Fresh Clinics supports members by aligning scope, prescribing, and workflows, so you never have to guess what's right or wrong.

Good Faith Exams (GFE)

Many states require a Good Faith Exam (GFE) before a patient can receive any medical aesthetic service.

A compliant GFE typically includes:

- Review of the patient's medical history
- Assessment of treatment suitability
- Establishment of a legitimate provider-patient relationship
- Documentation in the patient's medical record and consents

The GFE must occur before treatment, and in many states, it can be completed via telehealth.

Fresh Clinics makes the GFE process easier, with:

- ✓ Access to experienced medical directors
- ✓ Support from trained providers and clinicians
- ✓ Seamless virtual GFEs
- ✓ Documentation that keeps you audit-ready
- ✓ A smoother, safer experience for both patients and providers



Clinical documentation & recordkeeping

Accurate documentation is a non-negotiable part of medical aesthetics.

You must:

- Obtain informed consent before every treatment
- Maintain detailed clinical notes
- Securely store before-and-after photos
- Document prescriptions, GFEs, and follow-ups
- Ensure records meet HIPAA standards

Poor documentation is one of the most common causes of compliance issues, even among otherwise excellent providers

How Fresh helps:

Our HIPAA-compliant platform is purpose-built for med spas, keeping you audit-ready and supported by a U.S.-based clinical team. Fresh handles clinical oversight while you manage daily operations - protecting your business and license under CPOM laws.

With secure workflows and a CPOM-compliant payment terminal, compliance is one less thing to worry about.

Medical directorship

A medical director is a licensed physician who provides clinical leadership and oversight for your med spa. Their role is to ensure that medical care is delivered safely, ethically, and in accordance with state and federal regulations.



How Fresh helps:

We connect you with experienced, vetted Medical Directors who understand aesthetic medicine, support safe patient care, and help keep your med spa compliant from day one.

Complication management:

Even with excellent training and technique, complications do occur in medical aesthetics. What defines a high-quality med spa isn't whether complications happen, it's how they're managed.

Every med spa must be prepared for:

- Vascular compromise
- Delayed reactions
- Infection or inflammation
- Patient concerns outside clinic hours

How Fresh helps:

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- ✓ Real-time access to a U.S. -based team of medical professionals
- ✓ Clinical guidance and prescribing at your fingertips
- ✓ 24/7 complication management and patient safety support

Building a Patient Base



Your first patients will likely come from your own network, and that's a great place to start. Word of mouth is powerful.

How to attract your first 50 patients

- **Tell everyone:** Friends, family, colleagues, other local businesses.
- **Create a referral offer:** Offer existing clients a reward for referring someone new.
- **Offer a founding patient special:** Limited-time pricing for early bookings.

Fresh Clinics supports you with launch plans with a referral template and social calendar, training on converting consults into loyal clients, and done-for-you resources for promotions and rebooking.



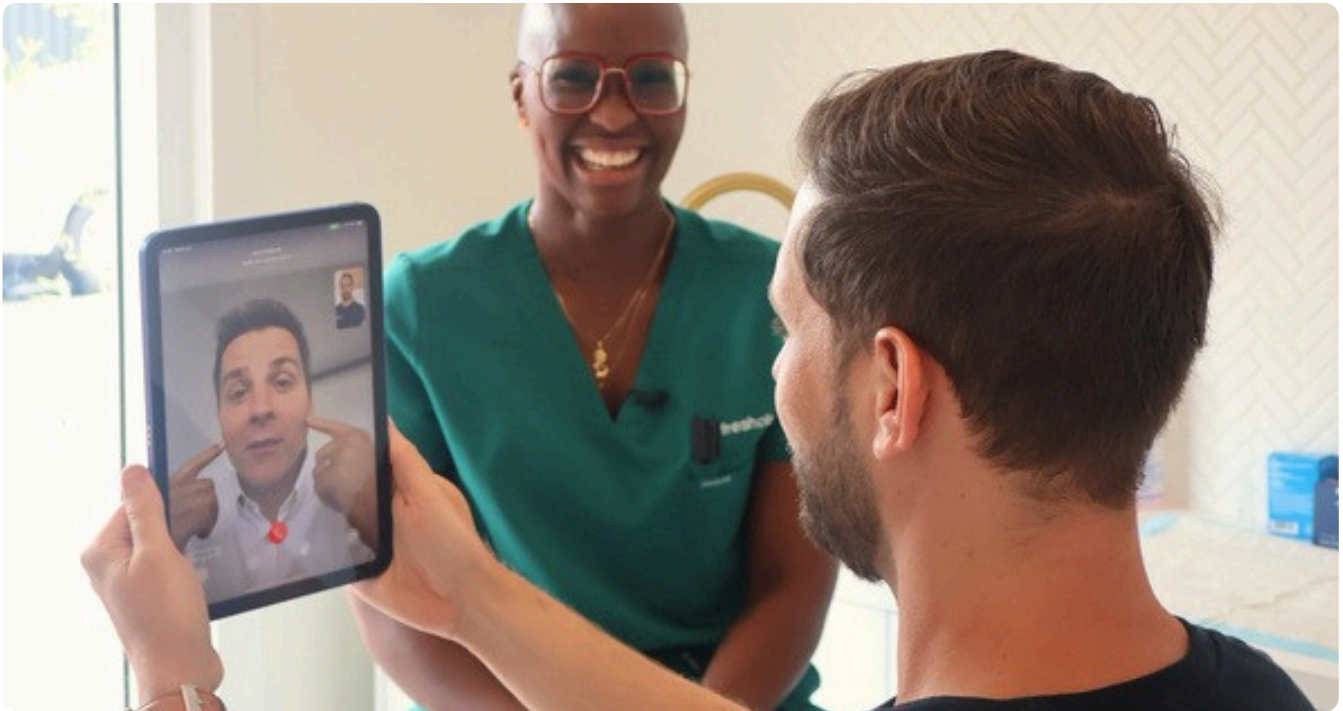
Industry tip: People buy from people they trust.
Show your face, share your story, and let them in.

Launching with Impact

Your launch is your chance to make a strong first impression. It doesn't have to be a huge event, but it should be intentional and exciting.

Your launch checklist

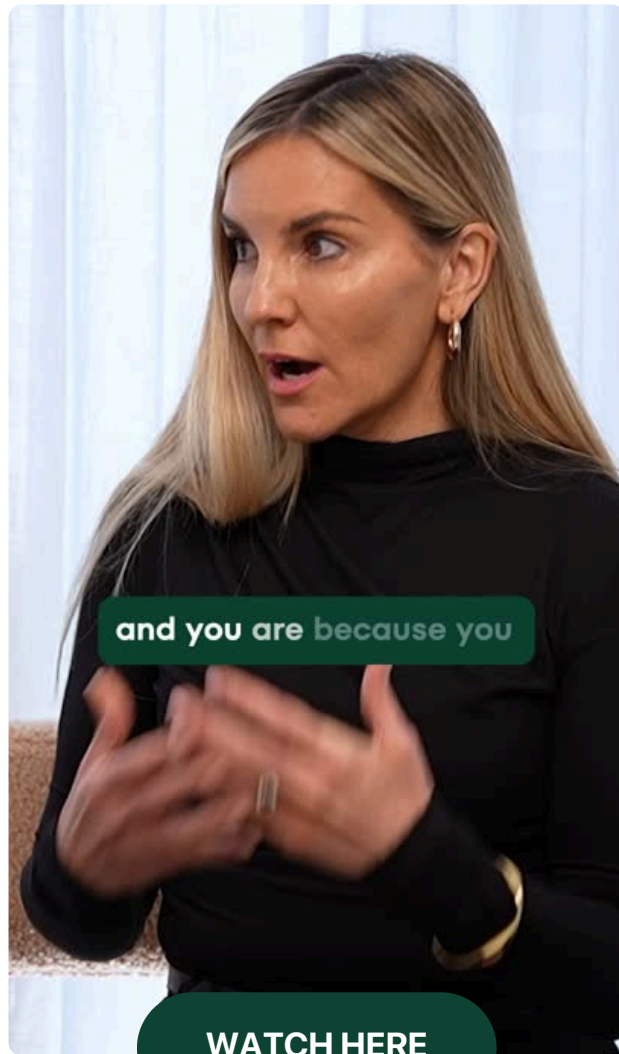
- Website and booking links live
- Social media announcement posts scheduled
- Email or SMS to your contacts
- Opening week special or giveaway
- Optional: a small launch event or open day



Industry tip: Don't wait until you're "perfectly ready" to launch. Even a few balloons, goodie bags, and photos can make it memorable and make patients feel special.

Growth & Optimisation

Launching is just the beginning. To build a sustainable business, you need to track performance and continually optimize. It's tempting to focus only on treatments, but tracking your numbers helps you grow with confidence.



Key metrics to track

- **Revenue per week/month** – is your income growing steadily?
- **Gross profit per week/month** – are you growing profitably and charging patients enough?
- **Rebooking rate** – are patients returning?
- **Rebooking frequency** – are patients returning regularly?
- **Average order value** – how much does each patient spend per visit?
- **New patients per month** – is your marketing working?

How to optimise

- Review your top-performing treatments
- Check where clients are finding you
- Adjust pricing or promotions based on what's working

FRESH POD QUOTE:

"A business health check doesn't have to be scary—it's about taking a step back and looking at the whole picture. Even small tweaks can make a big difference if you're consistent." — Megs Reid, Fresh Business Strategist



Fresh Tip: In our SoMA Report, clinics that consistently tracked KPIs grew 40% faster than those that didn't.

Join Fresh Clinics

Fresh Clinics provides industry-leading solutions that empower injectors and med spa owners to thrive. Our solution has all the essentials - meticulously curated for YOU to ensure the seamless launch and effective operation of your business.

Join Fresh Now!

#1 choice

Globally for cosmetic entrepreneurs.

2,000+

MedSpas launched and supported in the US and Australia

No lock-in or fees

No lock-in contracts or fees to join

Clinical Excellence

Leading clinical compliance and complication management team

Authentic Community

A genuine community of like-minded Healthcare Professionals who support each-other to succeed

200+ hours of free education

Access to 200+ hours of free education each year including virtual and in-person events

