

# ENNU Med Spa: Comprehensive Operations and Services Guide

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## Executive Summary

ENNU Med Spa represents a premier aesthetic medical practice operating across multiple locations in Kentucky and Indiana, delivering the highest quality aesthetic services and injectable treatments. This comprehensive guide consolidates critical operational information including service offerings, pricing structures, staff directories, location details, and treatment protocols to provide a complete reference for employees, management, and operational planning.

The practice operates under a sophisticated multi-location model with specialized staff deployment, offering a comprehensive range of services from basic facial treatments to advanced medical aesthetic procedures. With a team of highly qualified medical providers, registered nurses, and licensed estheticians, ENNU maintains consistent service excellence across all locations while adapting to local market needs and patient demographics.

This document serves as the definitive reference for understanding ENNU's operational structure, service capabilities, and organizational framework, enabling informed decision-making and consistent service delivery across all practice locations.

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## Company Overview

### Mission and Philosophy

ENNU Med Spa operates with a fundamental commitment to providing the highest quality aesthetic services and aesthetic injectables in the region. The practice's core philosophy centers on helping clients achieve ultimate skin health through the strategic utilization of proper medical-grade products and the integration of appropriate, evidence-based skin health procedures.

The ENNU approach distinguishes itself through its medical foundation, ensuring that all treatments are grounded in scientific evidence and delivered by qualified medical professionals. This medical-first approach provides clients with confidence in both the safety and efficacy of their treatments, while maintaining the luxury and comfort expected from a premier aesthetic practice.

### Service Philosophy

ENNU's treatment philosophy emphasizes personalized care, with each service customized to meet individual client needs and skin conditions. The practice recognizes that effective aesthetic treatment requires a comprehensive understanding of skin physiology, aging processes, and the complex interplay between various treatment modalities.

The integration of medical-grade products with advanced treatment techniques ensures that clients receive not just immediate aesthetic improvements, but long-term skin health benefits. This approach reflects ENNU's commitment to sustainable beauty outcomes rather than temporary cosmetic fixes.

### Quality Standards

All ENNU services are delivered according to strict medical protocols, with comprehensive safety measures and contraindication screening for every treatment. The practice maintains rigorous standards for staff qualifications, with treatments performed exclusively by registered nurses, licensed estheticians, and medical providers including Advanced Practice Registered Nurses (APRNs) and Medical Doctors (MDs).

The practice's commitment to quality extends to product selection, with ENNU offering only curated selections of medical-grade skincare products from established brands such as ZO Skin Health and Neocutis, ensuring clients have access to products that deliver superior outcomes and complement their in-office treatments.

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## Location Directory

### Primary Locations

ENNU Med Spa operates through a strategic network of locations designed to serve the greater Louisville metropolitan area and surrounding regions. Each location is equipped to provide the full range of ENNU services, with specialized staff assignments to ensure optimal service delivery and client experience.

#### Springhurst Location (Flagship)

**Address:** 4211 Springhurst Blvd, Suite 101, Louisville, KY 40241

The Springhurst location serves as ENNU's flagship facility, offering the most comprehensive range of services and housing the largest staff complement. This location features separate contact lines for medical and aesthetic services, reflecting the practice's dual focus on medical treatments and cosmetic procedures.

#### Contact Information:

- Medical Services: 502-638-4908
- Aesthetic Services: 502-890-7035
- Fax: 502-618-2949

The Springhurst facility is strategically positioned in one of Louisville's most affluent and rapidly growing areas, providing convenient access for clients throughout the eastern Louisville metropolitan area. The location's dual phone system allows for specialized scheduling and consultation services, ensuring that clients receive appropriate guidance for their specific treatment needs.

#### Fern Creek Location

**Address:** 8001 Bardstown Road, Louisville, KY 40291

The Fern Creek location extends ENNU's reach into the southeastern Louisville market, providing convenient access for clients in this established residential area. This location maintains full service capabilities while serving as a regional hub for the southern Louisville market.

#### Contact Information:

- Office: 502-638-4906
- Fax: 502-231-0220
- Call Center: 502-425-0500

The Fern Creek facility's positioning on Bardstown Road, a major Louisville thoroughfare, ensures excellent visibility and accessibility for clients throughout the southern Jefferson County area. The location's integration with the centralized call center system provides seamless scheduling and customer service support.

### **Crestview Hills Location**

**Address:** 330 Thomas More Parkway, Suite 101, Crestview Hills, KY 41017

The Crestview Hills location represents ENNU's expansion into the Northern Kentucky market, serving clients in the Cincinnati metropolitan area's Kentucky suburbs. This location provides full-service capabilities with specialized staff to serve the unique demographics and preferences of the Northern Kentucky market.

#### **Contact Information:**

- Office: 859-878-1468
- Fax: 859-360-2513
- Call Center: 859-878-1469

Located in the prestigious Crestview Hills area, this facility serves an affluent client base with high expectations for service quality and treatment outcomes. The location's proximity to Cincinnati provides access to a broader metropolitan market while maintaining the personalized service approach that defines the ENNU experience.

### **New Albany Location**

The New Albany location extends ENNU's services into the Indiana market, serving clients in the Louisville metropolitan area's Indiana suburbs. While specific address information was not provided in the source documents, this location maintains full staffing with medical providers, injectors, and estheticians to serve the Indiana market.

This strategic expansion into Indiana reflects ENNU's commitment to serving the entire Louisville metropolitan area, regardless of state boundaries, and provides convenient access for clients who prefer to receive services closer to their Indiana residences.

### **Lexington Location**

The Lexington location represents ENNU's expansion into Central Kentucky's largest metropolitan area, providing services to clients throughout the Bluegrass region. This location is staffed with qualified medical providers to ensure consistent service delivery and treatment quality.

The Lexington market represents a significant growth opportunity for ENNU, with a sophisticated client base that values high-quality aesthetic services and has the economic means to invest in premium treatments and ongoing skincare regimens.

## **Support Infrastructure**

### **Central Support Center**

#### **Contact Information:**

- Phone: 502-425-0500
- Fax: 502-638-4910

The central support center provides coordinated administrative services across all ENNU locations, ensuring consistent customer service, scheduling coordination, and operational support. This centralized approach allows individual locations to focus on service delivery while maintaining high standards for administrative functions.

### **New Vitalis Pharmacy**

**Address:** 4139 Cadillac Court, Suite 201, Louisville, KY 40213

#### **Contact Information:**

- Phone: 502-890-2030
- Fax: 502-890-2031
- Extension: 2030

The integration of New Vitalis Pharmacy into the ENNU network provides clients with convenient access to specialized medications and supplements that complement their aesthetic treatments. This pharmacy partnership ensures that clients can access prescription medications for hormone replacement therapy, erectile dysfunction treatment, and other medical services offered through ENNU's medical providers.

The pharmacy's specialized focus on aesthetic and wellness medications ensures that clients receive products specifically formulated and sourced for optimal outcomes in conjunction with their ENNU treatments. This integration represents a comprehensive approach to aesthetic wellness that extends beyond in-office procedures to include ongoing pharmaceutical support.

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# Staff Organization

## Organizational Structure

ENNU Med Spa operates with a sophisticated staffing model that ensures appropriate medical oversight and specialized expertise at each location. The organization maintains a clear hierarchy of medical providers, registered nurses, licensed estheticians, and medical assistants, with specific role assignments designed to optimize both service quality and operational efficiency.

The staffing model recognizes that providers may work at multiple locations as needed, providing flexibility to meet varying demand patterns while ensuring that all locations maintain adequate coverage for their full range of services. This cross-location flexibility also ensures that clients can access their preferred providers even when scheduling at different ENNU locations.

## Medical Providers

### Advanced Practice Registered Nurses (APRNs)

ENNU's medical provider team consists primarily of Advanced Practice Registered Nurses who bring extensive clinical experience and specialized training in aesthetic medicine. These providers are qualified to perform medical assessments, prescribe medications, and oversee complex treatment protocols.

#### **Pam Kinney, APRN** - Springhurst Location

Pam Kinney serves as a senior medical provider at the flagship Springhurst location, bringing extensive experience in aesthetic medicine and patient care. Her role encompasses comprehensive patient evaluations, treatment planning, and oversight of complex aesthetic procedures. Ms. Kinney is supported by dedicated medical assistant Jill Harrett, ensuring seamless patient care and efficient clinic operations.

#### **Oliver Olson, APRN** - Fern Creek Location

Oliver Olson provides medical provider services at the Fern Creek location, ensuring that clients in the southern Louisville area have access to qualified medical oversight for their aesthetic treatments. His expertise encompasses both traditional medical care and specialized aesthetic procedures.

#### **Vivien Rosenberger, APRN** - New Albany Location

Vivien Rosenberger leads medical services at the New Albany location, providing Indiana clients with access to qualified medical care and aesthetic treatments. She is supported by medical assistant Briana Keller, ensuring comprehensive patient support and efficient service delivery.

#### **Jennifer Crowell, APRN** - Crestview Hills Location

Jennifer Crowell serves in a dual role as both medical provider and injector at the Crestview Hills location, demonstrating the versatility and advanced training that characterizes ENNU's provider team. This dual qualification allows for streamlined service delivery and comprehensive patient care. She is supported by medical assistant Lauren Locke.

### **Annette David, APRN** - Lexington Location

Annette David provides medical provider services for the Lexington market, ensuring that Central Kentucky clients have access to qualified medical oversight and comprehensive aesthetic care.

## **Medical Doctors**

### **Rosenberg Reyes, MD** - Springhurst Location

Dr. Rosenberg Reyes provides physician-level medical oversight at the Springhurst location, ensuring the highest level of medical care and treatment planning. His presence provides additional medical authority for complex cases and ensures comprehensive medical oversight of all aesthetic procedures.

## **Injection Specialists**

### **Registered Nurses - Injection Services**

ENNU's injection services are provided by highly trained registered nurses who specialize in aesthetic injectables. These professionals bring clinical expertise and artistic sensibility to ensure optimal treatment outcomes for neurotoxin and dermal filler procedures.

### **Sam Watkins, RN** - Springhurst Location

Sam Watkins provides specialized injection services at the Springhurst location, bringing expertise in neurotoxin and dermal filler applications. His clinical background ensures safe and effective treatment delivery with optimal aesthetic outcomes.

### **Leesa Ennenbach, RN** - Springhurst Location

Leesa Ennenbach serves as an injection specialist at the Springhurst location, providing comprehensive injectable services including neurotoxins, dermal fillers, and specialized treatments such as Kybella and Sculptra.

### **Jenna Cochran, RN** - Fern Creek Location

Jenna Cochran provides injection services at the Fern Creek location, ensuring that clients in the southern Louisville area have access to expert injectable treatments without traveling to other locations.

### **Brooke Vuker, RN** - New Albany Location

Brooke Vuker serves as the injection specialist for the New Albany location, providing Indiana clients with access to comprehensive injectable services and expert treatment planning.

## **Aesthetic Specialists**

### **Licensed Estheticians**

ENNU's esthetician team provides specialized skincare treatments, facial services, and advanced aesthetic procedures that complement the practice's medical services. These professionals bring specialized training in skin analysis, treatment planning, and advanced aesthetic techniques.



### **Hayley Jacobs** - Springhurst Location

Hayley Jacobs provides comprehensive esthetic services at the Springhurst location, including facial treatments, microneedling, chemical peels, and HydraFacial services. Her expertise ensures that clients receive personalized skincare treatments designed to complement their injectable and medical aesthetic services.

### **Bryce Miller** - New Albany Location

Bryce Miller serves as the licensed esthetician for the New Albany location, providing comprehensive facial and skincare services for Indiana clients. His expertise encompasses the full range of ENNU's non-injectable aesthetic services.

## **Support Staff**

### **Medical Assistants**

ENNU's medical assistants provide crucial support for medical providers, ensuring efficient patient flow, comprehensive patient preparation, and seamless coordination of care. Each medical assistant is specifically assigned to support designated providers, ensuring continuity of care and efficient communication.

### **Jill Harrett** - Medical Assistant to Pam Kinney, APRN

Jill Harrett provides dedicated support to Pam Kinney at the Springhurst location, ensuring efficient patient preparation, treatment coordination, and follow-up care management.

### **Lauren Locke** - Medical Assistant to Jennifer Crowell, APRN

Lauren Locke supports Jennifer Crowell at the Crestview Hills location, providing comprehensive patient support for both medical provider and injection services.

### **Briana Keller** - Medical Assistant to Vivien Rosenberger, APRN

Briana Keller provides dedicated support to Vivien Rosenberger at the New Albany location, ensuring efficient patient care and treatment coordination for Indiana clients.

## **Staffing Distribution Analysis**

The current staffing model provides comprehensive coverage across all locations, with particular strength in the Springhurst flagship location. The distribution ensures that each location maintains appropriate medical oversight while providing specialized services tailored to local market needs.

Location	Medical Providers	Injectors	Estheticians	Medical Assistants
Springhurst	2 (1 APRN, 1 MD)	2 RNs	1	1
Fern Creek	1 APRN	1 RN	0	0
Crestview Hills	1 APRN*	0**	0	1



New Albany	1 APRN	1 RN	1	1
Lexington	1 APRN	0	0	0

\*Jennifer Crowell serves dual role as medical provider and injector

\*\*Injection services provided by medical provider

This distribution reflects a strategic approach to staffing that ensures medical oversight at all locations while concentrating specialized services at locations with higher demand volumes. The flexibility for providers to work across locations as needed provides additional operational resilience and service continuity.

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## Service Portfolio

### Injectable Services

#### Neurotoxin Treatments

ENNU offers a comprehensive range of neurotoxin treatments designed to address fine lines, wrinkles, and expression lines. The practice provides multiple neurotoxin options to accommodate varying patient preferences, treatment goals, and budget considerations.

**Botox** represents the gold standard in neurotoxin treatments, with extensive clinical research supporting its safety and efficacy. ENNU's Botox treatments target fine lines and wrinkles in the forehead, frown lines between the eyebrows, and crow's feet around the eyes. The treatment protocol includes comprehensive patient consultation, precise injection technique, and detailed post-treatment care instructions to ensure optimal outcomes and patient safety.

**Xeomin** provides an alternative neurotoxin option that offers similar results to Botox while potentially providing advantages for patients who have developed resistance to other neurotoxin formulations. Xeomin's unique formulation may be particularly beneficial for patients seeking natural-looking results with reduced risk of antibody formation.

**Dysport** offers another neurotoxin alternative with a different diffusion pattern that may be particularly effective for treating larger areas such as the forehead. The unique characteristics of Dysport allow for customized treatment approaches based on individual patient anatomy and aesthetic goals.

All neurotoxin treatments at ENNU are performed by registered nurses under medical supervision, ensuring both safety and optimal aesthetic outcomes. Treatment protocols include comprehensive pre-treatment consultation, precise injection techniques, and detailed post-treatment care instructions.

## Dermal Filler Treatments

ENNU's dermal filler services focus on restoring volume loss to the mid-face, lower face, and lips, providing natural-looking enhancement and age-reversal effects. The practice utilizes premium dermal filler products that provide long-lasting results with minimal downtime and optimal safety profiles.

Dermal filler treatments at ENNU are customized to each patient's unique facial anatomy and aesthetic goals. The treatment approach emphasizes natural-looking enhancement rather than dramatic transformation, ensuring that results complement the patient's existing features while addressing specific concerns such as nasolabial folds, marionette lines, and lip volume loss.

The practice offers both full syringe and half-syringe options, allowing for flexible treatment planning that accommodates varying patient needs and budget considerations. This approach ensures that patients can achieve their aesthetic goals through either comprehensive treatment or gradual enhancement over multiple sessions.

## Specialized Injectable Treatments

**Kybella** represents ENNU's solution for addressing submental fat, commonly known as "double chin." This FDA-approved treatment provides a non-surgical alternative to liposuction for patients seeking to improve their facial profile and reduce the appearance of excess fat below the chin.

Kybella treatments require specialized training and expertise due to the precision required for safe and effective injection technique. ENNU's providers bring extensive experience in facial anatomy and injection techniques to ensure optimal outcomes while minimizing the risk of complications.

**Sculptra** offers a unique approach to facial rejuvenation through collagen stimulation rather than immediate volume replacement. This treatment helps repair the underlying structure of the skin, adding fullness to the face while diminishing the appearance of wrinkles and fine lines through the patient's own collagen production.

Sculptra treatments are particularly effective for addressing smile lines, marionette lines, and wrinkles around the chin. The treatment provides gradual, natural-looking improvement that can last one to two years, making it an excellent option for patients seeking long-term aesthetic enhancement.

**Sculptra Collagen Boost** provides a more accessible entry point for patients interested in collagen stimulation therapy, offering the benefits of Sculptra treatment at a lower price point while still providing meaningful aesthetic improvement.

## Vitamin and Wellness Injections

### B12 Injection Services

ENNU recognizes the important connection between overall wellness and aesthetic appearance, offering vitamin B12 injections to support energy levels, mental clarity, and overall vitality. These services

complement the practice's aesthetic treatments by addressing underlying wellness factors that contribute to healthy, vibrant appearance.

**B12 Injections** provide a simple, effective way to address vitamin B12 deficiency while supporting energy levels and mental clarity. Regular B12 injections can help patients maintain the energy and vitality needed to fully enjoy the confidence that comes with their aesthetic treatments.

**B12 Complex** injections provide enhanced nutritional support through a combination of B vitamins that work synergistically to promote energy production, support weight management goals, and address vitamin deficiencies that may impact overall health and appearance.

## Advanced Skin Treatments

### Microneedling Services

ENNU's microneedling services represent state-of-the-art skin rejuvenation technology designed to address a wide range of skin concerns through controlled micro-injury and subsequent healing response. These treatments are particularly effective for improving skin texture, reducing acne scarring, and promoting overall skin health.

**Traditional Microneedling** utilizes precise needle penetration to stimulate the skin's natural healing response, promoting collagen production and cellular renewal. This treatment is effective for addressing acne scarring, fine lines and wrinkles, loose skin, enlarged pores, brown spots, stretch marks, and various pigmentation issues.

The treatment protocol includes comprehensive skin analysis, customized needle depth selection, and post-treatment care planning to ensure optimal results while minimizing downtime and discomfort. Patients typically require three to six treatments for maximum results, with treatments spaced appropriately to allow for complete healing between sessions.

**RF Microneedling** combines traditional microneedling with radiofrequency energy to provide enhanced skin tightening and rejuvenation effects. This advanced treatment is particularly effective for skin tightening, lifting, and plumping, while also reducing wrinkles, shrinking pores, and eliminating acne scars and other blemishes.

The radiofrequency component adds thermal energy to the microneedling treatment, stimulating deeper collagen remodeling and providing more dramatic skin tightening effects than traditional microneedling alone. This treatment is suitable for face, neck, and body applications, providing versatile solutions for various aesthetic concerns.

### Chemical Peel Services

**The Perfect Derma Peel** represents ENNU's premium chemical peel offering, providing medical-grade skin rejuvenation that delivers visible results after just one application. This peel is particularly renowned for its

ability to lighten or remove acne scarring and hyperpigmentation while promoting overall skin renewal.

The Perfect Derma Peel utilizes a carefully formulated combination of acids and active ingredients to provide controlled exfoliation and skin renewal. The treatment protocol includes comprehensive pre-treatment preparation, precise application technique, and detailed post-treatment care instructions to ensure optimal results and patient comfort.

Patients can expect five to seven days of intense peeling following treatment, during which the damaged outer layers of skin are shed to reveal healthier, more youthful-looking skin underneath. The practice provides comprehensive post-treatment support to ensure patient comfort and optimal healing during the peeling process.

**ZO Stimulator Facial** provides a gentler chemical peel option that can be customized to each patient's individual skin needs. This treatment utilizes a combination of lactic, citric, and salicylic acids plus potent concentrations of other active ingredients to provide controlled exfoliation while stimulating collagen and elastin production.

The ZO Stimulator Facial requires no recovery time, making it an excellent option for patients seeking skin improvement without the downtime associated with deeper chemical peels. Regular treatments on a monthly or bimonthly basis can provide cumulative benefits for overall skin health and appearance.

## Facial and Skincare Services

### Specialized Facial Treatments

**Gentleman Facial** services recognize the unique skincare needs of male clients, providing medical-grade facial treatments tailored to men's skin characteristics and aesthetic preferences. These treatments address common male skin concerns such as razor irritation, enlarged pores, and sun damage while providing a comfortable, masculine treatment environment.

The Gentleman Facial protocol is customized to each client's individual skin needs, utilizing medical-grade products and techniques to provide meaningful skin improvement without the feminine associations that may deter some male clients from seeking professional skincare services.

**ENNU Glow Facial** represents the practice's signature facial treatment, combining multiple advanced techniques to provide comprehensive skin rejuvenation and immediate visible improvement. This medical-grade treatment begins with gentle hydrating cleansing and micro-exfoliation to remove surface debris and prepare the skin for deeper treatment.

The treatment continues with a triple-action resurfacing process designed to enhance brightness and clarity while addressing skin texture concerns, fine lines, and wrinkles. The protocol includes application of ZO Aloe Hydra gel to cool, calm, and soothe the skin, followed by therapeutic facial massage to minimize facial stress and maximize relaxation.

**Dermaplaning Facial** provides mechanical exfoliation through the use of a sterile blade to safely remove dead skin cells and vellus hair (peach fuzz), instantly revealing healthier, smoother, and more radiant skin. This treatment is particularly effective for improving skin texture and enhancing the penetration of skincare products.

Dermaplaning is notable as the only facial service that ENNU offers to pregnant and breastfeeding clients, making it an important option for clients who are temporarily unable to receive other aesthetic treatments due to pregnancy or nursing considerations.

## HydraFacial Services

ENNU offers a comprehensive range of HydraFacial treatments designed to provide immediate skin improvement with no downtime. The HydraFacial system represents one of the most powerful non-invasive skin resurfacing treatments available, creating instantly gratifying results through a combination of cleansing, exfoliation, extraction, and hydration.

**Level 1: Signature HydraFacial** provides the perfect introduction to HydraFacial technology, delivering hydrated, amazing skin in just 30 minutes. This treatment is ideal for clients who are short on time, need a skin reset, or want a quick pick-me-up before special events. The Signature HydraFacial leaves skin polished, hydrated, and radiant with no downtime required.

**Level 2: Deluxe HydraFacial** represents the next level of HydraFacial treatment, providing 45 minutes of comprehensive skin rejuvenation with the addition of personalized treatment boosters to target specific skin concerns. The treatment includes relaxing and rejuvenating LED light therapy to enhance treatment benefits and provide additional skin healing and anti-aging effects.

The Deluxe HydraFacial allows for customized treatment planning based on individual skin analysis and aesthetic goals, ensuring that each client receives targeted treatment for their specific concerns while enjoying the relaxing, spa-like experience that defines the ENNU approach to aesthetic care.

**Level 3: Platinum HydraFacial** represents the ultimate luxury in facial treatments, combining detoxifying lymphatic drainage therapy, customized treatment boosters, and blue or red LED light therapy during a comprehensive one-hour experience of total skin transformation.

The Platinum HydraFacial provides the most comprehensive approach to skin rejuvenation available through the HydraFacial system, addressing multiple skin concerns simultaneously while providing maximum relaxation and luxury. This treatment is ideal for clients seeking the most advanced and comprehensive facial treatment available.

## Men's Specialized Services

### Male-Focused Aesthetic Treatments

**Bro-tox** services provide male clients with access to neurotoxin treatments specifically marketed and delivered with male aesthetic preferences in mind. This service recognizes that men often have different aesthetic goals and preferences compared to female clients, requiring customized treatment approaches and communication styles.

Bro-tox services include the full range of neurotoxin options available at ENNU, including Xeomin, Botox, and Dysport, with treatment planning specifically focused on maintaining masculine facial characteristics while addressing aging concerns and expression lines.

## Men's Health and Wellness Services

**Erectile Dysfunction Treatment** represents ENNU's expansion into men's health services, providing comprehensive solutions to combat erectile dysfunction through specialized medications and testosterone replacement therapy. These services are conducted through ENNU's medical providers, ensuring appropriate medical oversight and comprehensive care planning.

The integration of men's health services into ENNU's aesthetic practice recognizes the important connection between overall health, wellness, and aesthetic confidence. By addressing underlying health concerns that may impact quality of life and self-confidence, ENNU provides comprehensive support for male clients seeking to optimize both their appearance and their overall well-being.

**Hormone Replacement Therapy (HRT)** services provide a full spectrum of hormone replacement programs designed to counteract declining hormone levels and revive quality of life at any age. These medical services are provided under the supervision of ENNU's qualified medical providers, ensuring safe and effective treatment planning and monitoring.

HRT services recognize that hormonal changes significantly impact both physical appearance and overall well-being, making hormone optimization an important component of comprehensive aesthetic and wellness care. ENNU's approach to HRT emphasizes individualized treatment planning based on comprehensive laboratory evaluation and ongoing monitoring to ensure optimal outcomes and safety.

## Product and Supplement Offerings

### Medical-Grade Skincare

ENNU offers a carefully curated selection of medical-grade skincare products from established brands including ZO Skin Health and Neocutis. These products are specifically selected to complement in-office treatments and provide clients with the tools needed to maintain and enhance their treatment results at home.

The practice's approach to skincare product selection emphasizes evidence-based formulations that deliver superior outcomes compared to over-the-counter alternatives. By offering only medical-grade products, ENNU ensures that clients have access to the most effective skincare solutions available while maintaining consistency with the practice's commitment to quality and results.



## Integrative Supplements

ENNU's integrative supplement offerings focus specifically on products that support skin health and complement aesthetic treatments. These medical-grade supplements are selected based on scientific evidence supporting their role in skin health, collagen production, and overall aesthetic wellness.

The integration of targeted supplements into ENNU's service offerings reflects the practice's comprehensive approach to aesthetic wellness, recognizing that optimal skin health requires support from both external treatments and internal nutritional factors.

## Pricing Structure

### Injectable Services Pricing

#### Neurotoxin Pricing Strategy

ENNU's neurotoxin pricing reflects a tiered approach that provides clients with options based on their preferences for specific products and budget considerations. The pricing structure recognizes that different neurotoxin formulations may provide varying benefits for different patients, allowing for customized treatment planning that balances efficacy, longevity, and cost considerations.

Treatment	Price per Unit	Typical Treatment Range	Average Treatment Cost
Botox	\$14/unit	20-60 units	280—840
Xeomin	\$12/unit	20-60 units	240—720
Dysport	\$4/unit	50-150 units*	200—600

\*Dysport requires more units than Botox/Xeomin due to different concentration

The pricing structure allows clients to choose between premium options (Botox) and more economical alternatives (Dysport) while maintaining access to high-quality neurotoxin treatments regardless of budget constraints. This approach ensures that ENNU can serve a broad client base while maintaining appropriate profit margins across all service levels.

#### Dermal Filler Pricing

ENNU's dermal filler pricing provides flexibility through both full and partial syringe options, allowing for customized treatment planning that accommodates varying patient needs and budget considerations.

Treatment Option	Price	Typical Applications
Full Syringe (Premium)	\$675	Comprehensive facial volume restoration



Full Syringe (Standard)	\$600	Standard volume enhancement
Half Syringe	\$399	Targeted enhancement, touch-ups

The dual pricing for full syringes likely reflects different product tiers or treatment complexity levels, providing options for both standard and premium dermal filler treatments. The half-syringe option provides an accessible entry point for new clients or targeted enhancement needs.

Specialized Injectable Pricing

Treatment	Price	Treatment Frequency	Annual Investment
Kybella	\$500 per treatment	2-4 treatments typical	1, 000—2,000
Sculptra	\$800 per vial	2-3 vials typical	1, 600—2,400
Sculptra Collagen Boost	\$200 per treatment	Multiple treatments	Variable

Specialized injectable treatments represent higher-value services that provide longer-lasting results, justifying premium pricing while delivering superior value through extended treatment intervals and enhanced outcomes.

Vitamin and Wellness Injection Pricing

Treatment	Price	Frequency	Monthly Cost
B12 Injection	\$20	Weekly to monthly	20—80
B12 Complex	\$30	Weekly to monthly	30—120

Vitamin injection services provide accessible wellness support with pricing that encourages regular use while maintaining appropriate profit margins for these quick, high-volume services.

Advanced Treatment Pricing

Microneedling Services

Treatment	Single Treatment	Package Option	Package Savings
Traditional Microneedling	\$350	\$900 (3 treatments)	\$150 (14% savings)
RF Microneedling	\$550	\$1,250 (3 treatments)	\$400 (19% savings)

The package pricing structure encourages clients to commit to the recommended treatment series while providing meaningful savings that improve treatment accessibility and client satisfaction.

Chemical Peel Pricing

Treatment	Single Treatment	Package Option	Package Savings
Perfect Derma Peel	\$350	\$900 (3 treatments)	\$150 (14% savings)
ZO Stimulator Facial	\$100	N/A	N/A

Chemical peel pricing reflects the intensity and expected results of each treatment, with The Perfect Derma Peel commanding premium pricing due to its dramatic results and medical-grade formulation.

## Facial and Skincare Service Pricing

### Standard Facial Services

Treatment	Price	Duration	Value Proposition
Gentleman Facial	\$100	60 minutes	Male-specific skincare
ENNU Glow Facial	\$100	60 minutes	Signature treatment experience
Dermaplaning Facial	\$100	60 minutes	Immediate texture improvement

The consistent \$100 pricing across standard facial services simplifies client decision-making while ensuring predictable revenue for these foundational services.

### HydraFacial Pricing Tiers

Level	Treatment	Price	Duration	Key Features
1	Signature	\$170	30-45 minutes	Basic HydraFacial experience
2	Deluxe	\$220	45-60 minutes	Boosters + LED therapy
3	Platinum	\$260	60 minutes	Full luxury experience

The HydraFacial pricing tiers provide clear upgrade paths that encourage clients to invest in more comprehensive treatments while ensuring that entry-level options remain accessible.

## Pricing Analysis and Strategy

### Market Positioning

ENNU's pricing structure positions the practice in the premium segment of the aesthetic market while maintaining accessibility through package deals, partial treatment options, and entry-level services. This approach allows the practice to serve both price-sensitive clients and those seeking luxury experiences.

### Revenue Optimization

The pricing structure incorporates several revenue optimization strategies:

1. **Package Incentives:** Meaningful savings on multi-treatment packages encourage larger upfront investments and improve client retention
2. **Tiered Options:** Multiple price points for similar services allow for market segmentation and revenue maximization
3. **Partial Treatments:** Half-syringe options and entry-level services reduce barriers to initial treatment while creating upgrade opportunities
4. **Premium Services:** High-value treatments like RF Microneedling and Platinum HydraFacial provide opportunities for significant revenue per client

## Competitive Considerations

The pricing structure reflects careful consideration of market conditions and competitive positioning. Neurotoxin pricing provides options across different price points while maintaining competitive positioning. Facial and skincare services are priced to provide value while supporting the practice's premium positioning.

## Financial Planning Implications

For clients, ENNU's pricing structure allows for flexible financial planning through various treatment options and package deals. Annual investment levels can range from several hundred dollars for basic maintenance to several thousand dollars for comprehensive aesthetic enhancement programs.

The practice's pricing structure supports predictable revenue planning while providing flexibility to accommodate varying client needs and market conditions. Package pricing improves cash flow through larger upfront payments while ensuring client commitment to recommended treatment protocols.

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## Retail Product Catalog

### Product Portfolio Overview

ENNU Med Spa maintains an extensive retail product catalog featuring over 75 premium skincare products designed to complement and extend the benefits of in-office treatments. The product selection represents a carefully curated collection of medical-grade formulations from leading aesthetic brands, with particular emphasis on ZO Skin Health and Neocutis product lines.

The retail product offering serves multiple strategic purposes within ENNU's comprehensive aesthetic care model. First, it provides clients with the tools necessary to maintain and enhance their professional treatment results through consistent home care regimens. Second, it represents a significant revenue stream that complements service-based income while providing clients with convenient access to professional-grade products. Third, the product selection demonstrates ENNU's commitment to

comprehensive aesthetic care that extends beyond the treatment room to encompass complete skincare wellness.

## Product Categories and Therapeutic Applications

### Anti-Aging and Skin Renewal Products

The anti-aging category represents the largest segment of ENNU's product portfolio, featuring advanced formulations designed to address the visible signs of aging through multiple mechanisms of action. These products incorporate cutting-edge ingredients including retinoids, peptides, growth factors, and antioxidants to provide comprehensive age-reversal and prevention benefits.

**Premium Anti-Aging Formulations** include the Bio Serum Firm at 275.00, *representing the pinnacle of anti-aging technology with advanced peptide complexes and growth factors.* The Daily Power Defense at 185.00 provides comprehensive antioxidant protection and cellular repair support, while the Illuminating AOX Serum at \$190.00 combines antioxidant protection with brightening benefits for comprehensive skin enhancement.

**Retinoid-Based Treatments** form a crucial component of the anti-aging portfolio, with options ranging from the prescription-strength Tretinoin 0.05% at 80.00 *to the gentler Retinol Skin Brightener formulations available in 0.25 (115.00) and 0.5% (130.00) concentrations.* The Wrinkle & Texture Repair at 165.00 provides advanced retinoid benefits with enhanced tolerability for sensitive skin types.

**Growth Factor Technology** is represented through the Growth Factor Serum at 175.00 *and Growth Factor Eye Serum at 135.00*, providing advanced cellular regeneration support through bioengineered growth factors that stimulate natural repair processes and collagen production.

### Acne and Problematic Skin Solutions

ENNU's acne treatment portfolio provides comprehensive solutions for clients dealing with active breakouts, post-inflammatory hyperpigmentation, and acne scarring. The product selection includes both treatment and maintenance formulations designed to address all aspects of acne-prone skin.

**Medicated Acne Treatments** include three concentrations of Acne Med formulations: 2.5% (28.00), 5 (29.00), and 10% (\$30.00), allowing for customized treatment intensity based on individual skin tolerance and severity of acne. These benzoyl peroxide-based treatments provide antimicrobial action while promoting cellular turnover.

**Cleansing and Exfoliation Products** for acne-prone skin include the Acne Face & Body Wash at 36.00 *and Acne Face & Body Scrub at 37.00*, providing gentle yet effective cleansing and exfoliation specifically formulated for problematic skin. The Mandelic Face & Body Wash (36.00) *and Scrub (38.00)* offer alternative options with mandelic acid for sensitive acne-prone skin.

**Specialized Acne Treatments** include the Complexion Clearing Mask at 50.00 *for intensivetreatment sessions*, *Oil Control Pads* at 75.00 for convenient daily maintenance, and Sulfur Spot Treatment at \$34.00 for targeted blemish control.

## Brightening and Pigmentation Correction

The brightening category addresses hyperpigmentation, melasma, age spots, and overall skin tone irregularities through advanced formulations incorporating vitamin C, kojic acid, arbutin, and other proven brightening agents.

**Vitamin C Formulations** include the 10% Vitamin C in both full size (110.00) *and travel size* (51.00) options, providing potent antioxidant protection and brightening benefits. The Bright Alive formulation at 155.00 (*full size*) *and* 100.00 (travel size) offers advanced brightening technology with enhanced stability and penetration.

**Targeted Brightening Treatments** include the Smart Tone at 75.00 (*full size*) *and* 34.50 (travel size) for comprehensive tone correction, and the Retinol Skin Brightener formulations that combine retinoid benefits with brightening agents for dual-action improvement.

**Professional-Grade Brightening Support** includes the Brighten C Mask at 49.00 *for intensivetreatment sessions*, *with take — homemasks available at* 10.00 each or complimentary for Monthly Elite members.

## Cleansing and Preparation Products

ENNU's cleansing portfolio provides options for all skin types and treatment protocols, ensuring that clients can properly prepare their skin for treatment products and maintain optimal skin health through appropriate cleansing routines.

**Gentle Cleansing Options** include the Ultra Gentle Cleanser at 31.00 *for sensitive skin types*, *the Gentle Cleanser* at 50.00 for normal to dry skin, and the Hydrating Cleanser at \$50.00 for enhanced moisture retention during cleansing.

**Specialized Cleansing Formulations** include the Barrier Balance Creamy Cleanser at 35.00 *for compromised skin barriers*, *and the Neo Cleanse* at 38.00 for advanced cleansing technology with skin conditioning benefits.

**Exfoliating Cleansers** provide mechanical and chemical exfoliation options, including the Dual Action Scrub at 80.00 *for comprehensive exfoliation*, *the Exfoliating Polish* at 68.00 (full size) and 25.00 (*travel size*) *for regular maintenance*, *and the Antioxidant Scrub* at 33.00 for gentle exfoliation with antioxidant benefits.

## Hydration and Barrier Repair

The hydration category addresses varying levels of skin dryness and barrier dysfunction through formulations ranging from lightweight serums to rich barrier repair creams.

**Advanced Hydration Technology** includes the Hyalis formulations in 15ml (78.00) *and* 30ml (120.00) sizes, providing hyaluronic acid-based hydration with enhanced penetration and retention. The Bio Gel formulations in 15ml (79.00) *and* 50ml (197.00) sizes offer lightweight hydration with cellular repair benefits.

**Barrier Repair Formulations** include the Bio Cream in 15ml (73.00) *and* Bio Cream Firmin 50ml (178.00) for intensive barrier repair and anti-aging benefits. The Hydrabalance at \$31.00 provides lightweight moisture balance for combination skin types.

**Specialized Hydration Products** include the Cran Peptide Cream at \$31.00 for sensitive skin hydration with peptide benefits, and various moisturizing masks for intensive hydration treatments.

### Sun Protection Portfolio

ENNU's sun protection products provide comprehensive UV defense through various formulations designed to accommodate different skin types, activities, and cosmetic preferences.

**Daily Sun Protection** includes the Daily Sheer Sunscreen at 70.00 *for everyday wear, the Gel Sunscreen SPF 50 at* 70.00 for oily or acne-prone skin, and the Sheer Fluid SPF 50 at \$70.00 for enhanced cosmetic elegance.

**Specialized Sun Protection** includes the Daily SPF30 at 35.00 *for budget — conscious clients, the Ultimate SPF28 / Mineral Matte at* 35.00 for sensitive skin types, and the innovative Sunscreen Powder at \$65.00 for convenient reapplication and makeup compatibility.

### Professional Treatment Support Products

Several products are specifically designed to support professional treatments and enhance their outcomes through appropriate pre- and post-treatment care.

**Chemical Peel Support** includes various acid formulations such as Glycolic 5% (35.00) *and* 1037.00), Mandelic acid in concentrations from 5% (41.00) *to* 1547.00), and specialized toners and serums designed to prepare skin for and maintain chemical peel results.

**Microneedling Support Products** include the Enzymatic Peel at \$90.00 for gentle preparation, various hydrating and healing formulations for post-treatment care, and barrier repair products to optimize healing and results.

**Injectable Treatment Support** includes products designed to optimize skin condition before injectable treatments and maintain results afterward, with particular emphasis on hydration, barrier function, and cellular repair.

Complete Product Catalog with Pricing

Product Name	Retail Price	Category	Key Benefits
Bio Serum Firm	\$275.00	Anti-Aging	Premium peptide complex, firming
10% Vitamin C Full Size	\$110.00	Brightening	Antioxidant protection, brightening
10% Vitamin C Travel Size	\$51.00	Brightening	Travel-friendly vitamin C
Acne Face & Body Scrub 6oz	\$37.00	Acne Treatment	Exfoliating acne treatment
Acne Face & Body Wash 6oz	\$36.00	Acne Treatment	Daily acne cleansing
Acne Med 10% 1.5oz	\$30.00	Acne Treatment	Maximum strength acne medication
Acne Med 2.5% 1.5oz	\$28.00	Acne Treatment	Gentle acne medication
Acne Med 5% 1.5oz	\$29.00	Acne Treatment	Moderate strength acne medication
Antioxidant Peptide Face Serum 1oz	\$56.00	Anti-Aging	Antioxidant and peptide benefits
Antioxidant Scrub 6oz	\$33.00	Exfoliation	Gentle antioxidant exfoliation
Barrier Balance Creamy Cleanser	\$35.00	Cleansing	Barrier-supporting cleanser
Bio Cream 15ml	\$73.00	Hydration	Intensive barrier repair
Bio Cream firm 50 ml	\$178.00	Anti-Aging	Firming and barrier repair
Bio Gel 15ml	\$79.00	Hydration	Lightweight hydration
Bio Gel 50ml	\$197.00	Hydration	Advanced hydration technology
Bright Alive 50ml	\$155.00	Brightening	Advanced brightening complex
BrightAlive Travel Size	\$100.00	Brightening	Travel-friendly brightening
Brighten C Mask 2.5oz	\$49.00	Brightening	Intensive brightening mask
Brightening Take Home Mask	\$10.00	Brightening	Professional take-home treatment



Brightening Take Home Mask - Monthly Elite	\$0.00	Brightening	Complimentary for elite members
Calming Facial Toner 6oz	\$30.00	Toning	Soothing and calming
Calming Toner	\$50.00	Toning	Advanced calming formulation
Clear Skin Balance	\$43.00	Acne Treatment	Oil control and balance
Clear Skin Restore	\$35.00	Acne Treatment	Acne recovery and restoration
Clearderma 2oz	\$31.00	Acne Treatment	Specialized acne treatment
Complexion Clearing Mask	\$50.00	Acne Treatment	Deep-cleansing acne mask
Complexion Renewal Pads	\$63.00	Exfoliation	Convenient exfoliating pads
Cran Peptide Cream 2oz	\$31.00	Hydration	Sensitive skin hydration
Daily Power Defense 50ml	\$185.00	Anti-Aging	Comprehensive antioxidant defense
Daily Power Defense Travel Size	\$115.00	Anti-Aging	Travel-friendly antioxidant
Daily Sheer Sunscreen	\$70.00	Sun Protection	Daily UV protection
Daily SPF30 2oz	\$35.00	Sun Protection	Affordable daily sunscreen
Dual Action Scrub	\$80.00	Exfoliation	Mechanical and chemical exfoliation
Enzymatic Peel	\$90.00	Exfoliation	Professional-grade enzymatic peel
Exfoliating Polish	\$68.00	Exfoliation	Signature exfoliating treatment
Exfoliating Polish Travel Size	\$25.00	Exfoliation	Travel-friendly exfoliation
Exfoliation Accelerator	\$90.00	Exfoliation	Advanced exfoliation technology
Eye Brightening Creme	\$135.00	Eye Care	Brightening eye treatment
Eye Brightening Eye Cream	\$130.00	Eye Care	Comprehensive eye brightening
Gel Sunscreen SPF 50	\$70.00	Sun Protection	Oil-free sun protection
Gentle Cleanser	\$50.00	Cleansing	Gentle daily cleansing

Getting Skin Ready Kit	\$85.00	Starter Kit	Complete preparation system
glowTone Corrective Serum	\$62.00	Brightening	Tone correction serum
Glycolic 10% 1oz	\$37.00	Exfoliation	High-strength glycolic acid
Glycolic 5% 1oz	\$35.00	Exfoliation	Moderate glycolic acid
Growth Factor Eye Serum	\$135.00	Eye Care	Advanced eye rejuvenation
Growth Factor Serum	\$175.00	Anti-Aging	Cellular regeneration serum
Hyalis 15ml	\$78.00	Hydration	Hyaluronic acid hydration
Hyalis 30ml	\$120.00	Hydration	Enhanced hyaluronic acid
Hydra Calm Mask 2.5oz	\$41.00	Hydration	Calming hydration mask
Hydrabalance 1.7oz	\$31.00	Hydration	Lightweight moisture balance
Hydrating Cleanser	\$50.00	Cleansing	Moisture-preserving cleanser
Illuminating AOX Serum 50 ml	\$190.00	Brightening	Premium antioxidant brightening
Lucy Lip Plumper	\$50.00	Lip Care	Lip enhancement treatment
Lumiere	\$108.00	Brightening	Advanced brightening technology
Mandelic 11% 1oz	\$45.00	Exfoliation	Moderate mandelic acid
Mandelic 15% 1oz	\$47.00	Exfoliation	High-strength mandelic acid
Mandelic 5% 1oz	\$41.00	Exfoliation	Gentle mandelic acid
Mandelic 8% 1oz	\$43.00	Exfoliation	Mid-strength mandelic acid
Mandelic Face & Body Scrub 6oz	\$38.00	Exfoliation	Gentle mandelic exfoliation
Mandelic Face & Body Wash 6oz	\$36.00	Cleansing	Gentle mandelic cleansing
Moisture Balance Toner 6oz	\$33.00	Toning	Hydrating toner
NAVA Skin Care Kit	\$120.00	Starter Kit	Comprehensive skincare system
Neo Cleanse	\$38.00	Cleansing	Advanced cleansing technology

Neo Firm	\$135.00	Anti-Aging	Firming and tightening
Nouvelle+	\$150.00	Anti-Aging	Advanced anti-aging complex
Oil Control Pads	\$75.00	Acne Treatment	Convenient oil control
Retinal B3 Serum	\$54.00	Anti-Aging	Retinal and niacinamide
Retinol Skin Brightener .5%	\$130.00	Brightening	High-strength retinol brightening
Retinol Skin Brightener 0.25%	\$115.00	Brightening	Gentle retinol brightening
Rozatrol 50 mL	\$93.00	Rosacea Treatment	Specialized rosacea care
Sal-C Toner 6oz	\$30.00	Toning	Salicylic acid toning
Salicylic Serum 1oz	\$33.00	Acne Treatment	Targeted salicylic acid
Sheer Fluid SPF 50	\$70.00	Sun Protection	Elegant sun protection
Smart Tone 45ml	\$75.00	Brightening	Intelligent tone correction
Smart Tone Travel Size	\$34.50	Brightening	Travel tone correction
Soothing Clay Mask 2.5oz	\$41.00	Treatment Mask	Calming clay treatment
Sulfur Spot Treatment 1.5oz	\$34.00	Acne Treatment	Targeted sulfur treatment
Sunscreen Powder	\$65.00	Sun Protection	Convenient powder sunscreen
Travel Wrinkle + Texture Repair	\$100.00	Anti-Aging	Travel anti-aging treatment
Tretinoin .05%	\$80.00	Anti-Aging	Prescription retinoid
Ultimate SPF28/Mineral Matte 2oz	\$35.00	Sun Protection	Mineral sunscreen
Ultra Gentle Cleanser 6oz	\$31.00	Cleansing	Extra gentle cleansing
Vitamin A Corrective II Serum 1oz/Retinol Peptide	\$60.00	Anti-Aging	Retinol and peptide complex
Wrinkle & Texture Repair 50 ml	\$165.00	Anti-Aging	Advanced texture improvement

## Product Pricing Analysis

### Price Distribution Analysis

The ENNU product catalog demonstrates a sophisticated pricing strategy that serves multiple market segments while maintaining premium positioning. The price distribution reveals several distinct tiers that accommodate varying client budgets and treatment intensities.

**Ultra-Premium Tier (200—275):** Products in this category represent the pinnacle of aesthetic skincare technology, including Bio Serum Firm (275.00), *BioGel50ml* (197.00), and Illuminating AOX Serum (\$190.00). These products target clients seeking the most advanced formulations available and represent significant revenue opportunities per unit sold.

**Premium Tier (100—199):** This segment includes advanced anti-aging and treatment products such as Growth Factor Serum (175.00), *BioCreamFirm* (178.00), and Daily Power Defense (\$185.00). These products provide substantial treatment benefits while remaining accessible to affluent clients committed to comprehensive skincare regimens.

**Mid-Tier Products (50—99):** This category encompasses the majority of the product catalog, including essential daily care products, specialized treatments, and professional-grade formulations. Products like Exfoliating Polish (68.00), *GrowthFactorEyeSerum* (135.00), and various vitamin C formulations fall into this range.

**Entry-Level Products (25—49):** These products provide accessible entry points for new clients while maintaining medical-grade quality. Items such as Exfoliating Polish Travel Size (\$25.00), various acid treatments, and basic cleansers allow clients to experience ENNU's product quality without significant financial commitment.

## Revenue Optimization Strategies

The product catalog incorporates several revenue optimization strategies that maximize both individual transaction values and long-term client relationships. Travel sizes provide convenient trial options while encouraging full-size purchases. Product kits and systems offer enhanced value while increasing average transaction amounts.

The pricing structure also supports treatment integration, with products specifically designed to enhance and maintain professional treatment results. This approach creates natural upgrade opportunities and encourages ongoing product purchases that extend treatment benefits and improve client satisfaction.

## Product Integration with Services

### Treatment-Specific Product Recommendations

ENNU's product catalog is strategically designed to integrate seamlessly with professional treatments, creating comprehensive care protocols that optimize results while generating additional revenue streams. Each service category has corresponding product recommendations that enhance treatment outcomes and provide clients with tools for maintaining results.

**Injectable Treatment Support:** Clients receiving neurotoxin and dermal filler treatments benefit from products that optimize skin condition and maintain results. Recommended products include hydrating serums, barrier repair creams, and gentle cleansers that support healing and enhance treatment longevity.

**Chemical Peel Integration:** The extensive selection of acid-based products allows for customized pre- and post-peel care protocols. Clients can gradually build tolerance with lower-concentration products before professional treatments and maintain results with appropriate home care formulations.

**Microneedling Enhancement:** Products containing growth factors, peptides, and hydrating ingredients provide optimal support for microneedling treatments. The catalog includes specific formulations designed to enhance penetration and optimize healing following professional microneedling procedures.

**HydraFacial Continuation:** The product selection includes numerous options that complement HydraFacial treatments, allowing clients to maintain the hydration, brightening, and clarifying benefits achieved during professional treatments.

## Customized Skincare Regimens

ENNU's extensive product catalog enables the creation of completely customized skincare regimens tailored to individual client needs, skin types, and aesthetic goals. The variety of formulations, concentrations, and delivery systems allows for precise customization that addresses specific concerns while accommodating individual tolerances and preferences.

**Anti-Aging Protocols:** Clients focused on age prevention and reversal can be provided with comprehensive regimens incorporating retinoids, antioxidants, peptides, and growth factors in appropriate concentrations and combinations. The product selection allows for gradual introduction and progressive advancement as tolerance develops.

**Acne Management Systems:** The comprehensive acne product line enables creation of complete treatment protocols that address all aspects of acne-prone skin, from gentle cleansing and exfoliation to targeted treatment and maintenance. Multiple concentration options allow for customized intensity based on individual needs.

**Brightening Programs:** Clients seeking improvement in skin tone and pigmentation can be provided with multi-product protocols that combine vitamin C, retinoids, and specialized brightening agents in coordinated regimens designed to maximize results while minimizing irritation.

**Sensitive Skin Solutions:** The catalog includes numerous gentle formulations that allow sensitive skin clients to benefit from active ingredients through carefully formulated products designed to minimize irritation while providing meaningful results.

## Inventory Management and Operational Considerations

### Product Selection Strategy

ENNU's product catalog reflects a carefully considered selection strategy that balances comprehensive coverage of skincare needs with manageable inventory requirements. The focus on established brands like ZO Skin Health and Neocutis provides quality assurance while simplifying staff training and client education.

The inclusion of multiple concentration options for key active ingredients allows for customized treatment approaches while maintaining reasonable inventory levels. Travel sizes provide trial options and convenience while reducing inventory investment for slower-moving products.

### **Staff Training Requirements**

The extensive product catalog requires comprehensive staff training to ensure that team members can effectively recommend appropriate products and create customized regimens. Training must encompass product ingredients, mechanisms of action, appropriate combinations, and contraindications to ensure safe and effective recommendations.

Ongoing education is essential as new products are introduced and existing formulations are updated. Staff members must maintain current knowledge of product benefits, proper usage instructions, and integration with professional treatments to provide optimal client guidance.

### **Client Education and Support**

The complexity and sophistication of ENNU's product catalog requires robust client education systems to ensure proper product usage and optimal results. Clients must understand not only how to use individual products but also how to integrate them into comprehensive regimens and coordinate them with professional treatments.

Written instructions, demonstration videos, and follow-up consultations may be necessary to ensure client success with product regimens. The investment in client education pays dividends through improved results, higher satisfaction, and increased product loyalty.

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## **Treatment Protocols**

### **Universal Safety Protocols**

#### **Pre-Treatment Screening**

ENNU maintains comprehensive pre-treatment screening protocols that ensure patient safety and optimize treatment outcomes across all services. These protocols reflect the practice's commitment to medical-grade care and evidence-based treatment planning.

**Pregnancy and Breastfeeding Considerations:** With the exception of dermaplaning facial treatments, all ENNU services are contraindicated during pregnancy and breastfeeding. This conservative approach

prioritizes patient and fetal safety while ensuring that clients can resume their aesthetic treatments safely after pregnancy and nursing.

**Blood Thinner Management:** Patients taking blood-thinning medications must discontinue these medications for 24 hours prior to injectable treatments and certain facial services. This protocol minimizes the risk of bruising and bleeding complications while ensuring optimal treatment outcomes.

**Medication Interactions:** Patients taking Accutane (isotretinoin) must be off the medication for a minimum of six months before receiving microneedling, RF microneedling, or chemical peel treatments. This extended waiting period ensures that the skin has fully recovered from the effects of isotretinoin and can safely undergo resurfacing treatments.

## Sun Exposure and Tanning Protocols

ENNU maintains strict protocols regarding sun exposure and tanning bed use to ensure optimal treatment safety and outcomes. Patients must avoid active sunburn and tanning bed exposure for specified periods before treatment, ranging from one to two weeks depending on the specific service.

These protocols recognize that compromised skin barrier function from sun damage or recent tanning significantly increases the risk of complications and poor treatment outcomes. By ensuring that skin is in optimal condition before treatment, ENNU maximizes both safety and efficacy.

## Injectable Treatment Protocols

### Neurotoxin Treatment Protocols

**Treatment Duration and Environment:** All neurotoxin treatments are conducted in a controlled clinical environment with treatment times ranging from 30 to 45 minutes depending on the specific product and treatment area. This timeframe allows for comprehensive consultation, precise injection technique, and post-treatment monitoring.

**Post-Treatment Care Instructions:** Following neurotoxin treatments, patients must observe specific activity restrictions to ensure optimal treatment outcomes and minimize complications:

- No lying down for four hours post-treatment to prevent product migration
- No alcohol consumption for 24 hours to minimize bleeding and bruising risk
- No strenuous exercise for 24 hours to prevent increased blood flow that could affect product placement

**Results Timeline and Maintenance:** Neurotoxin treatments typically provide results lasting three to four months, with optimal outcomes visible within 7-14 days of treatment. ENNU recommends maintenance treatments every three to four months to maintain consistent results and prevent the return of expression lines.



**Provider Qualifications:** All neurotoxin treatments are performed by registered nurses under medical supervision, ensuring appropriate clinical expertise and medical oversight for these prescription treatments.

## Dermal Filler Treatment Protocols

**Treatment Duration:** Dermal filler treatments require 40-45 minutes to ensure adequate time for consultation, precise injection technique, and immediate post-treatment assessment. This extended timeframe reflects the complexity and precision required for optimal filler placement.

**Post-Treatment Restrictions:** Following dermal filler treatments, patients must avoid alcohol consumption and strenuous exercise for 24 hours to minimize swelling and bruising while allowing the product to settle into optimal position.

**Results and Longevity:** Dermal filler treatments provide immediate visible improvement with results lasting 8-10 months on average. The longevity of results depends on factors including injection site, patient metabolism, and lifestyle factors.

**Individual Treatment Planning:** Each dermal filler treatment is customized based on individual patient anatomy, aesthetic goals, and previous treatment history. This personalized approach ensures natural-looking results that complement the patient's existing features.

## Specialized Injectable Protocols

**Kybella Treatment Protocol:** Kybella treatments for submental fat reduction require 40-45 minutes and provide permanent results through the destruction of fat cells. Post-treatment care includes avoiding alcohol and exercise for 24 hours, with most patients requiring multiple treatments for optimal outcomes.

**Sculptra Treatment Protocol:** Sculptra treatments require 40-45 minutes and provide gradual improvement over 1-2 years through collagen stimulation. The extended results timeline requires patient education about realistic expectations and the gradual nature of improvement.

## Advanced Treatment Protocols

### Microneedling Treatment Protocols

**Traditional Microneedling:** Treatments require 60 minutes to allow for comprehensive skin preparation, customized needle depth selection, and post-treatment care planning. Patients experience approximately three days of recovery time with mild redness and sensitivity.

**Pre-Treatment Preparation:** Patients must discontinue retinol and tretinoin products five days before treatment to prevent excessive skin sensitivity. This preparation period ensures optimal treatment tolerance and outcomes.

**Treatment Series Planning:** ENNU recommends 3-6 treatments for maximum results, with treatments spaced 4-6 weeks apart to allow for complete healing and collagen remodeling between sessions.

**RF Microneedling Protocol:** RF microneedling treatments follow similar protocols to traditional microneedling but require additional safety considerations due to the thermal energy component. Treatment duration is 60 minutes with approximately three days of recovery time.

## Chemical Peel Protocols

**Perfect Derma Peel Protocol:** Treatments require 30 minutes for application and immediate post-treatment care instruction. Patients experience 5-7 days of intense peeling, requiring comprehensive post-treatment support and detailed care instructions.

**Pre-Treatment Preparation:** Patients must discontinue retinol and tretinoin products at least five days before treatment and avoid active sunburn or recent tanning bed exposure for 1-2 weeks.

**Post-Treatment Care:** The Perfect Derma Peel requires extensive post-treatment care including specific cleansing protocols, moisturizing requirements, and sun protection measures during the peeling process.

**ZO Stimulator Facial Protocol:** This gentler peel option requires 60 minutes and involves no recovery time, making it suitable for patients seeking skin improvement without downtime. Monthly or bimonthly treatments provide cumulative benefits.

## Facial Treatment Protocols

### Standard Facial Protocols

**Treatment Duration:** All standard facial treatments require 60 minutes to ensure comprehensive skin analysis, customized treatment planning, and relaxing treatment experience. This duration allows for thorough cleansing, treatment application, and post-treatment skin conditioning.

**Recovery Considerations:** Standard facial treatments require no recovery time, allowing patients to return to normal activities immediately following treatment. This makes facial services ideal for patients with busy schedules or those seeking immediate skin improvement.

**Treatment Frequency:** ENNU recommends monthly or bimonthly facial treatments for maximum results and ongoing skin health maintenance. Regular treatments provide cumulative benefits and help maintain optimal skin condition between more intensive procedures.

### HydraFacial Protocols

**Treatment Customization:** Each HydraFacial treatment is customized based on individual skin analysis and aesthetic goals. The multi-step process includes cleansing, exfoliation, extraction, and hydration, with additional boosters and LED therapy available in higher-tier treatments.

**Contraindications:** HydraFacial treatments are contraindicated during pregnancy and breastfeeding, and patients must be off Accutane for six months before treatment. Recent injectable treatments require a two-week waiting period.

**Immediate Results:** HydraFacial treatments provide immediate visible improvement with no downtime, making them ideal for special events or regular maintenance. The instant gratification aspect makes these treatments particularly popular with clients seeking immediate results.

## Safety and Quality Assurance

### Infection Control Protocols

ENNU maintains strict infection control protocols that exceed industry standards, ensuring patient safety and treatment efficacy. All treatment areas are thoroughly sanitized between patients, and single-use supplies are utilized whenever possible.

### Emergency Preparedness

The practice maintains comprehensive emergency protocols and equipment to address potential complications or adverse reactions. All staff members are trained in emergency response procedures and maintain current certifications in basic life support.

### Continuing Education Requirements

All ENNU providers participate in ongoing continuing education to maintain current knowledge of best practices, new techniques, and safety protocols. This commitment to ongoing learning ensures that patients receive the most current and effective treatments available.

### Quality Monitoring

ENNU maintains comprehensive quality monitoring systems that track treatment outcomes, patient satisfaction, and safety metrics. This data-driven approach allows for continuous improvement in treatment protocols and patient care standards.

## Documentation and Follow-Up

### Treatment Documentation

All treatments are thoroughly documented including pre-treatment assessment, treatment details, post-treatment condition, and care instructions provided. This comprehensive documentation ensures continuity of care and provides important reference information for future treatments.

### Follow-Up Protocols

ENNU maintains systematic follow-up protocols to monitor treatment outcomes, address any concerns, and plan future treatments. This ongoing relationship approach ensures optimal long-term results and high levels of patient satisfaction.

### **Adverse Event Management**

The practice maintains detailed protocols for managing adverse events or complications, including immediate response procedures, documentation requirements, and follow-up care planning. This comprehensive approach ensures patient safety while minimizing the impact of any complications that may occur.

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## **Operational Guidelines**

### **Multi-Location Management**

#### **Staff Flexibility and Cross-Training**

ENNU operates under a flexible staffing model that allows providers to work across multiple locations as needed to meet varying demand patterns and ensure consistent service availability. This approach requires comprehensive cross-training and standardized protocols to ensure that service quality remains consistent regardless of location or provider.

The cross-location flexibility provides several operational advantages including improved staff utilization, enhanced service continuity during staff absences, and the ability to match provider expertise with specific client needs regardless of preferred location. This model requires sophisticated scheduling coordination and clear communication protocols to ensure seamless service delivery.

#### **Standardized Service Delivery**

All ENNU locations operate under standardized service delivery protocols that ensure consistent treatment quality, safety standards, and client experience regardless of location. These standards encompass everything from initial client consultation through post-treatment follow-up, ensuring that clients receive the same high-quality experience at any ENNU location.

Standardization extends to product selection, treatment protocols, pricing structures, and customer service standards, creating a cohesive brand experience that builds client confidence and loyalty across the entire ENNU network.

#### **Quality Assurance Systems**

ENNU maintains comprehensive quality assurance systems that monitor service delivery, treatment outcomes, and client satisfaction across all locations. These systems provide real-time feedback on

operational performance and enable rapid identification and correction of any issues that may arise.

Regular quality audits, staff performance reviews, and client feedback analysis ensure that all locations maintain the high standards that define the ENNU brand while identifying opportunities for continuous improvement.

## **Client Experience Management**

### **Consultation and Treatment Planning**

ENNU's approach to client experience begins with comprehensive consultation and treatment planning that addresses individual aesthetic goals, medical history, lifestyle factors, and budget considerations. This thorough approach ensures that clients receive appropriate treatment recommendations while building confidence in the practice's expertise and commitment to their success.

The consultation process includes detailed skin analysis, discussion of treatment options, realistic expectation setting, and comprehensive cost planning to ensure that clients are fully informed and comfortable with their treatment decisions.

### **Communication Protocols**

Clear communication protocols ensure that clients receive consistent information about treatments, pricing, scheduling, and post-treatment care regardless of which staff member they interact with or which location they visit. These protocols include standardized treatment explanations, written care instructions, and systematic follow-up procedures.

The practice maintains multiple communication channels including phone, email, and in-person consultation to accommodate varying client preferences and ensure that important information is effectively communicated and understood.

### **Scheduling and Coordination**

ENNU's multi-location model requires sophisticated scheduling coordination to optimize provider utilization while accommodating client preferences for specific providers, locations, and appointment times. The scheduling system must balance operational efficiency with client convenience to ensure optimal satisfaction and resource utilization.

Advanced scheduling protocols include consideration of treatment sequences, recovery time requirements, and provider specializations to ensure that clients receive optimal treatment planning and scheduling convenience.

## **Financial Management**

### **Payment Processing and Options**

ENNU maintains flexible payment processing systems that accommodate various client preferences including cash, credit cards, and financing options for larger treatment packages. This flexibility ensures that financial considerations do not become barriers to treatment while maintaining appropriate revenue collection procedures.

The practice offers package pricing and treatment financing options that make comprehensive treatment plans more accessible while encouraging larger upfront investments that improve cash flow and client commitment to recommended treatment protocols.

## **Revenue Optimization**

Revenue optimization strategies include package incentives, upgrade opportunities, and complementary service recommendations that enhance treatment outcomes while increasing average client value. These strategies are implemented through staff training and systematic client education about the benefits of comprehensive treatment approaches.

The practice tracks key performance indicators including average treatment value, client retention rates, and service utilization patterns to identify opportunities for revenue enhancement and operational improvement.

## **Cost Management**

Effective cost management ensures that the practice can maintain competitive pricing while preserving appropriate profit margins and investing in continued service enhancement. Cost management encompasses everything from product procurement and staff scheduling to facility overhead and marketing investments.

Regular financial analysis and operational review ensure that the practice maintains financial health while continuing to invest in the staff training, equipment upgrades, and facility improvements needed to maintain competitive advantage.

## **Staff Development and Training**

### **Initial Training Programs**

All ENNU staff members participate in comprehensive initial training programs that cover technical skills, safety protocols, customer service standards, and practice policies. This training ensures that all staff members can deliver consistent, high-quality service while maintaining the safety and professionalism that clients expect.

Training programs are customized based on role requirements, with medical providers, injectors, estheticians, and support staff receiving specialized training appropriate to their responsibilities and scope of practice.

### **Ongoing Education Requirements**



ENNU maintains ongoing education requirements that ensure staff members stay current with industry developments, new techniques, and evolving safety standards. This commitment to continuing education ensures that clients receive the most current and effective treatments available while maintaining the highest safety standards.

Regular training updates, conference attendance, and certification maintenance ensure that the practice remains at the forefront of aesthetic medicine while providing staff members with opportunities for professional growth and development.

## **Performance Management**

Systematic performance management ensures that all staff members meet established standards for technical competence, customer service, and professional behavior. Regular performance reviews, goal setting, and feedback sessions provide opportunities for recognition, improvement planning, and career development.

Performance management systems include both individual and team-based metrics that encourage collaboration while recognizing individual contributions to practice success and client satisfaction.

## **Technology and Systems Integration**

### **Electronic Health Records**

ENNU maintains comprehensive electronic health records that ensure continuity of care across all locations while providing secure storage and easy access to client treatment history, medical information, and treatment outcomes. These systems support informed treatment planning and enable effective communication between providers.

The electronic records system includes treatment documentation, before-and-after photography, consent forms, and follow-up notes to provide complete treatment records that support both clinical care and practice management needs.

### **Scheduling and Communication Systems**

Advanced scheduling and communication systems enable efficient appointment management, automated appointment reminders, and seamless communication between locations. These systems reduce administrative burden while improving client convenience and reducing missed appointments.

Integration between scheduling, billing, and clinical systems ensures that all aspects of client care are coordinated and that important information is readily available to all staff members who interact with clients.

### **Inventory Management**



Sophisticated inventory management systems ensure that all locations maintain adequate supplies of products and materials while minimizing waste and optimizing purchasing efficiency. These systems track usage patterns, expiration dates, and reorder requirements to ensure consistent service availability.

Centralized purchasing and inventory coordination across locations provide economies of scale while ensuring that all locations have access to the same high-quality products and materials that define the ENNU treatment experience.

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## Contact Information

### Location-Specific Contact Details

#### Springhurst Location (Flagship)

**Address:** 4211 Springhurst Blvd, Suite 101, Louisville, KY 40241

**Medical Services:** 502-638-4908

**Aesthetic Services:** 502-890-7035

**Fax:** 502-618-2949

**Staff:** Pam Kinney (APRN), Rosenberg Reyes (MD), Sam Watkins (RN), Leesa Ennenbach (RN), Hayley Jacobs (Esthetician), Jill Harrett (Medical Assistant)

#### Fern Creek Location

**Address:** 8001 Bardstown Road, Louisville, KY 40291

**Office:** 502-638-4906

**Fax:** 502-231-0220

**Call Center:** 502-425-0500

**Staff:** Oliver Olson (APRN), Jenna Cochran (RN)

#### Crestview Hills Location

**Address:** 330 Thomas More Parkway, Suite 101, Crestview Hills, KY 41017

**Office:** 859-878-1468

**Fax:** 859-360-2513

**Call Center:** 859-878-1469

**Staff:** Jennifer Crowell (APRN/Injector), Lauren Locke (Medical Assistant)

### **New Albany Location**

**Staff:** Vivien Rosenberger (APRN), Brooke Vuker (RN), Bryce Miller (Esthetician), Briana Keller (Medical Assistant)

### **Lexington Location**

**Staff:** Annette David (APRN)

## **Central Support Services**

### **Support Center**

**Phone:** 502-425-0500

**Fax:** 502-638-4910

### **New Vitalis Pharmacy**

**Address:** 4139 Cadillac Court, Suite 201, Louisville, KY 40213

**Phone:** 502-890-2030

**Fax:** 502-890-2031

**Extension:** 2030

## **Emergency Contact Protocols**

For urgent medical concerns related to ENNU treatments, clients should contact their treating location directly during business hours. After-hours concerns should be directed to the appropriate medical emergency services, with follow-up contact to ENNU during the next business day.

All ENNU locations maintain emergency protocols and equipment to address potential complications or adverse reactions, with staff trained in appropriate emergency response procedures.

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## Document Control

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**Document Owner:** ENNU Med Spa Management

**Distribution:** Internal Use Only

This comprehensive guide represents a consolidation of information from multiple source documents and should be considered the definitive reference for ENNU Med Spa operations, services, and organizational structure. Regular updates will be provided as new information becomes available or operational changes are implemented.

For questions about this document or requests for additional information, please contact the ENNU Support Center at 502-425-0500.

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*This document contains proprietary and confidential information. Distribution should be limited to authorized personnel only.*

**Anti-Aging Protocols:** Clients focused on age prevention and reversal can be provided with comprehensive regimens incorporating retinoids, antioxidants, peptides, and growth factors in appropriate concentrations and combinations. The product selection allows for gradual introduction and progressive advancement as tolerance develops.

**Acne Management Systems:** The comprehensive acne product line enables creation of complete treatment protocols that address all aspects of acne-prone skin, from gentle cleansing and exfoliation to targeted treatment and maintenance. Multiple concentration options allow for customized intensity based on individual needs.

**Brightening Programs:** Clients seeking improvement in skin tone and pigmentation can be provided with multi-product protocols that combine vitamin C, retinoids, and specialized brightening agents in coordinated regimens designed to maximize results while minimizing irritation.

**Sensitive Skin Solutions:** The catalog includes numerous gentle formulations that allow sensitive skin clients to benefit from active ingredients through carefully formulated products designed to minimize irritation while providing meaningful results.

## Inventory Management and Operational Considerations

### Product Selection Strategy

ENNU's product catalog reflects a carefully considered selection strategy that balances comprehensive coverage of skincare needs with manageable inventory requirements. The focus on established brands like ZO Skin Health and Neocutis provides quality assurance while simplifying staff training and client education.

The inclusion of multiple concentration options for key active ingredients allows for customized treatment approaches while maintaining reasonable inventory levels. Travel sizes provide trial options and convenience while reducing inventory investment for slower-moving products.

### Staff Training Requirements

The extensive product catalog requires comprehensive staff training to ensure that team members can effectively recommend appropriate products and create customized regimens. Training must encompass product ingredients, mechanisms of action, appropriate combinations, and contraindications to ensure safe and effective recommendations.

Ongoing education is essential as new products are introduced and existing formulations are updated. Staff members must maintain current knowledge of product benefits, proper usage instructions, and integration with professional treatments to provide optimal client guidance.

### Client Education and Support

The complexity and sophistication of ENNU's product catalog requires robust client education systems to ensure proper product usage and optimal results. Clients must understand not only how to use individual products but also how to integrate them into comprehensive regimens and coordinate them with professional treatments.

Written instructions, demonstration videos, and follow-up consultations may be necessary to ensure client success with product regimens. The investment in client education pays dividends through improved results, higher satisfaction, and increased product loyalty.

## Pricing Clarifications and Notes

### Source Document Discrepancies

During the compilation of this comprehensive guide, one pricing discrepancy was identified in the source documents regarding Kybella treatment pricing. The service header indicates "

*500 per treatment" while the detailed cost section shows*" 50 per treatment." Based on industry

standards and the nature of Kybella as a prescription injectable treatment, the

*500 pricing is considered accurate, and the 50* reference appears to be a typographical error in the source documentation.

### Additional Cost Considerations

Several services in the original documentation include notes that "Each client varies" for cost considerations, reflecting the customized nature of aesthetic treatments where final pricing depends on individual treatment areas, units required, and specific client needs. This variable pricing model allows for personalized treatment planning while ensuring appropriate cost management.

The ZO Stimulator Facial shows a pricing discrepancy between the service description ( *100*) *and the detailed cost section* (90). For consistency and accuracy, the \$100 pricing from the service description should be considered authoritative.

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