

An Acara Partners Company

# ACARA MedSpas

*Developing, Managing & Marketing Leading Medical Spas*

## Press Release

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FOR IMMEDIATE RELEASE

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### **Medical Spa Industry's First Full-Service Management Program**

*Professional Management Oversight Equals Profitable Medical Spas*

**Branford, CT – March 3, 2007** – Industry Leader, Francis X. Acunzo and the Acara MedSpas corporate team announced their new full service medical spa management program today.

Acara's solution alleviates the day-to-day headaches of managing and marketing your own medical spa. "A MedSpa is a very different animal than a medical practice or retail store, says CEO Francis X. Acunzo. Physicians just don't have the time for the day to day details of running a complex personal care retail operation. However, they definitely see the strategic and financial rewards that come with MedSpa ownership."

Acara's star program component is its ongoing services, which varies greatly from franchise models. "Ongoing Management and Marketing are our specialty. Almost anyone with the right capital can open a medical spa, but most don't know how to run a profitable one," says Acunzo. "High sales, does not equal success unless you are able to produce profits. Are you actually putting money in your pocket or reaching in and taking money out at the end of each month? That's the real question and Acara has the answer." states Acara CEO, Francis X. Acunzo.

Acara MedSpas' Management Program is a turnkey management solution that is implemented by the onsite MedSpa Manager who reports to Acara's experienced corporate team. This allows for the MedSpa's management to stay completely focused on building the

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business through staff coaching, client consultations, and strategic partnership development. The Acara corporate team continually conducts research and development for new products, services, and software systems. In addition, all advertising and marketing materials are developed by Acara's corporate marketing team including sales campaigns, internet marketing solutions, print and radio advertisements, in-house promotions and sales formats.

Acara provides all of the benefits a large multi-site operation enjoys with highly skilled executives operating the business, buying power of a large corporation and the opportunity to share best practices across a group of MedSpas all experiencing similar successes and challenges each day.

"We have a MedSpa braintrust of information and data to work from. Having operated over 45 medical spas and 60 day spas give our locations a distinct advantage and we're just getting started", states Acunzo.

About Acara: Acara MedSpas is an Acara Partners Company. In 2005, under the leadership of CEO Francis X. Acunzo, Acara Partners spearheaded the acquisition and turnaround of a corporate owned medical spa company under their Acara MedSpas division. Acara MedSpas is the industry frontrunner in developing, managing and marketing leading medical spas.

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