



Der Medical Esthetics

DeeDee, the founder of DerMedical Esthetics Inc., knew from the beginning that she wanted to build more than just a business. She wanted to create a place where people could receive life-changing beauty treatments with a compassionate and personal touch that would firmly set her medspa apart from others. The early days of DerMedical Esthetics’ business were marked by a combination of persistence, strategy, and an unwavering commitment to customer satisfaction. Starting out with just a handful of services and a small team, DeeDee worked tirelessly to build a foundation for what would soon become a successful and highly sought out medspa in the heart of Dartmouth.

DerMedical Esthetics didn’t spring up overnight. DeeDee’s business was built incrementally, one well thought out step at a time.

“When we first started, we attached ourselves to another spa,” DeeDee recalled. “We used their aesthetician rooms a few evenings a week, which helped us keep our costs low while establishing our client base. It wasn’t easy, but that’s how it began—small steps, one client at a time.”

For about six months, DeeDee and her small team worked out of this shared space, offering a limited menu of treatments, including Botox and fillers. As their clientele grew, so did their ambitions. DeeDee knew that to truly grow her business, she would need to offer a broader range of services that would address the many aspects of beauty and skincare that her clients needed.

DerMedical was from the beginning an ambitious venture, spearheaded by DeeDee’s passion as a medical director. “We decided to grow,” DeeDee said. “We realized that just offering Botox and fillers wasn’t enough. Our clients needed more, and we wanted to be able to provide them with a full spectrum of treatments, from skincare to lasers, to really address all their needs.”

DeeDee’s decision to expand DerMedical’s services marked a significant milestone: the opening of their first independent location in October 2022. By this point, DeeDee had already built a loyal following, making the transition simpler than starting a business from scratch in a new location. DeeDee began advertising in a number of different ways, including a strong social media presence and a number of different paid advertisements. However, she quickly discovered that some forms of advertising weren’t as effective as she had hoped.

“We spent a lot of money on advertising, but honestly, it didn’t bring in as many clients as we expected. We learned a lot in those early days, and some of it was trial and error,” she explained. For a small business, those losses were significant, but we chalked it up as part of the learning process.”

Despite these small initial setbacks, DeeDee and her team persevered and were soon prospering. They kept up with Facebook ads, and gradually, as they serviced a growing number of satisfied clients, word of mouth

became their most effective form of marketing. As their reputation grew, so did their client base. Positive reviews on Google played a significant role in establishing their credibility. The clinic soon started ranking second in local search results for Botox and filler services in Dartmouth.

“Google reviews have been crucial for us. Clients who had no prior experience with Botox or fillers would find us through Google. We don’t pay for reviews; we simply encourage our clients to leave one if they’re happy with their service. It’s really helped us build trust,” DeeDee noted. This organic kind of growth comes easily to businesses who stand out from the rest in terms of quality of care, and that is exactly what DerMedical Esthetics has to offer to its clientele.

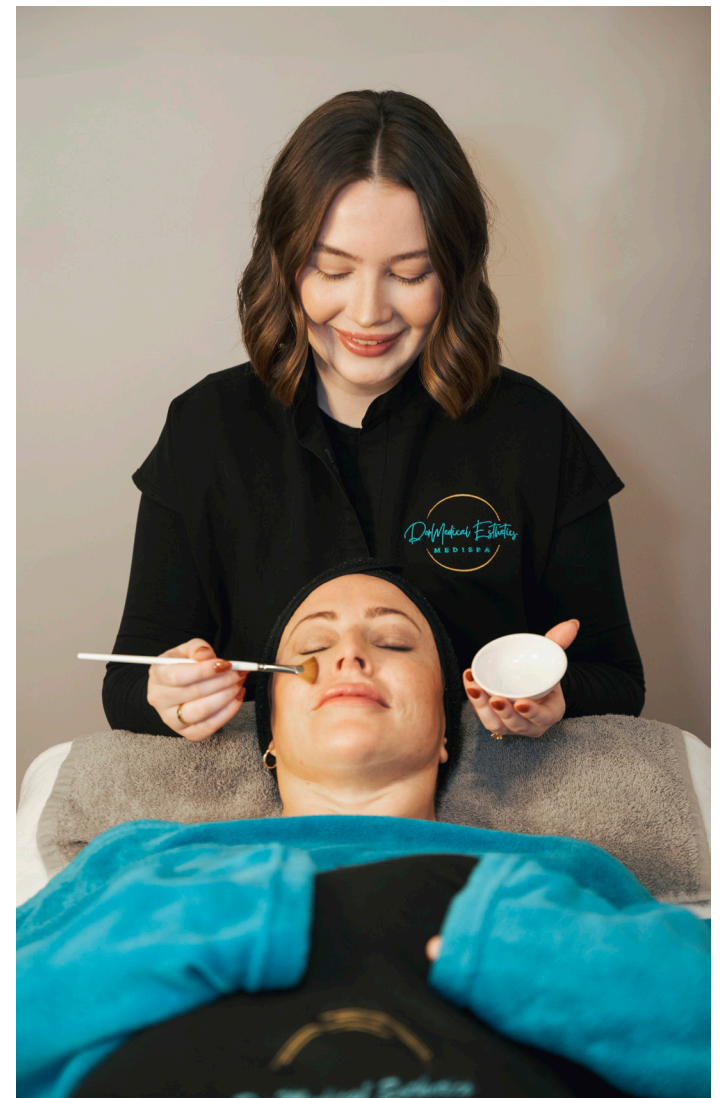
As the business evolved, so did the services they offered. In the first year of operation, DeeDee and her team focused on adding new treatments, including advanced laser services. They connected with a brand that specialized in pharmaceutical-grade products, ensuring that their treatments were not only effective but also professionally administered, and above all, safe. This level of professionalism did not go unnoticed by the community, and it is in no small part a contributing factor to how the business was able to excel and become the success it is today.

“We didn’t want to just add treatments for the sake of expanding our menu,” DeeDee explained. “We wanted to make sure everything we offered was backed by research and supported by evidence. So, we added platelet-rich plasma (PRP) treatments and focused on educating ourselves and our clients about its benefits.”

The addition of advanced technologies such as IPL, Morpheus laser, and high-frequency lasers was a turning point for DerMedical Esthetics. These lasers serve various purposes, from skin rejuvenation to reducing fine lines and wrinkles. More recently, DeeDee’s team added Plasma IQ, a cutting-edge ablative therapy that targets delicate areas like under-eye bags and loose skin around the eyes.

“Plasma IQ is particularly useful for clients with skin concerns that can’t be easily addressed with Botox, like under-eye bags or drooping eyelids,” DeeDee said. “It tightens the skin without the need for surgery, and it’s Health Canada approved, so our clients can feel confident in the safety and efficacy of the treatment.”

DeeDee’s commitment to continually advancing her spa by providing state-of-the-art services and staffing it with skilled and knowledgeable professionals has helped DerMedical Esthetics stand out in the competitive medspa market. What started as a small clinic offering a few services has quickly transformed into a full-service spa equipped and dedicated to meeting the beauty and skincare needs of a wide range of clientele. DeeDee proudly notes that in all of Dartmouth DerMedical Esthetics is the sole medspa to offer such a wide array of services. It is thanks to intensive training, a skilled, knowledgeable staff and a desire to always be on the cutting edge of the industry that DeeDee has seen her





business flourish like this. All of this effort comes to fruition with the continued trust and loyalty of their happy customer base.

“We’ve built a loyal following, and we’re constantly growing,” DeeDee shared. “It’s amazing to see the impact we’re having on people’s lives. Many clients come in feeling self-conscious or dissatisfied with their appearance, but they leave feeling more confident and happy.”

DeeDee’s client base spans a wide range of demographics. While the majority of clients are in their 30s and 40s, looking for Botox, fillers, and skincare solutions to address aging concerns, DeeDee’s team also works with younger clients in their 20s who are interested in preventative treatments. She emphasizes that managing expectations is key to providing a positive experience.

“Some people come in thinking they want drastic changes, but we focus on subtle enhancements that help them look refreshed without feeling like they’ve changed who they are,” DeeDee explained. “Most of our clients want a natural look—something that enhances their features, not alters them.”

From Botox to PRP treatments and advanced laser therapies, DeeDee and her team work with each client to develop a personalized treatment plan that aligns with their unique goals. For some, it’s a little Botox to smooth out fine lines; for others, it’s a full skincare overhaul to address more significant concerns. The key is in tailoring each treatment to the individual, making sure they feel comfortable and supported throughout the process.

“The most rewarding part of my job is seeing the positive changes in my clients,” DeeDee reflects. “There have been times when clients have cried because they’re so happy with the results. They’ve been told that nothing could be done for their skin, but after we’ve worked with them, they see a dramatic improvement. That’s the kind of transformation that makes all the hard work worth it.”

One of the ways DeeDee ensures that clients receive the best care possible is through consistent education and training. As a medical director, DeeDee oversees a highly skilled team of nurses and aestheticians who are regularly updated on the latest advancements in the beauty and skincare industry. By attending seminars, conducting in-house training sessions, and continually expanding their knowledge base, DeeDee ensures that her team remains at the forefront of the industry so that they can provide the best possible services to their customers while helping them to feel at ease, knowing they are in the hands of well-trained professionals.

“We always do training three or four times a year to make sure that we’re offering the best and safest treatments to our clients,” DeeDee said. “Our team is knowledgeable, and they know they can always come to me for advice. It’s about creating a collaborative environment where everyone feels supported.”

This sense of teamwork has contributed to the clinic’s low staff turnover rate, which DeeDee attributes to the positive and inclusive culture she has cultivated. “We’re all in this together,” she said. “The team feels appreciated, and our clients see that when they come in. We focus on creating



long-term relationships, not just with our clients but also with our staff. When they feel valued, they’re more likely to stay, and that’s been key to our success.”

In addition to the wide array of aesthetic treatments offered at DerMedical Esthetics, DeeDee and her team also offer IV therapy. This service is becoming increasingly popular for its ability to replenish vital nutrients and minerals that may be depleted due to aging or lifestyle factors. From

boosting energy to improving immune function and promoting anti-aging benefits, the clinic offers a range of tailored therapies to address specific needs.

“The importance of replenishing things like vitamin B12 and vitamin D cannot be overstated,” DeeDee noted. “Many people, especially younger clients, don’t realize how low their vitamin D levels are until they start feeling fatigued or run down. Our IV therapy helps them feel better and supports their overall well-being.”

DeeDee’s vision for DerMedical Esthetics is clear: continued growth, both in clientele and in services. As more people discover the clinic, she aims to expand not only her team but also the range of treatments offered.

For DeeDee, running a medspa is about helping people feel their best and empowering them with the confidence that comes from looking and feeling great.

“I want our clinic to be a place where people can come to feel their best, inside and out,” DeeDee said. “We’ll continue to expand our skincare line, and we’re always looking for new and cutting-edge treatments that our clients can benefit from. Ultimately, we want to be the go-to medspa in Dartmouth and beyond.”