

ILM – Autoresponders

1. Welcome to ILM – Thanks for Joining Newsletter/Overview of Services

Dear Prospect,

Welcome to the ILM newsletter! We look forward to sharing strategies, tips, recommendations and other value added information with you from the world of laser medicine in the coming weeks.

As a long time provider of laser medicine training to individuals all over the country, we have a great deal of knowledge that we can pass along to you as you seek to learn more about laser medicine training and the programs that are available.

One thing we all know: *This field is hot and growing in popularity all over the place!*

So the question becomes, how do you take advantage of the opportunity? How can you learn the necessary skills and turn this skillset into a lucrative and fulfilling career?

That's where the **Institute for Laser Medicine (ILM)** can help.

Why ILM?

ILM is the only program offering courses whenever and wherever you need them. We make laser education fun, interesting and accessible to anyone who wants to enter the profession. And how long does it take? Just **ONE WEEK** of onsite, hands-on training.

Imagine starting a brand new career, in a growing field in just 30 days! It's not only possible...it's happening for many of our graduates.

What else makes the ILM program so special?

- Feature experienced thought leaders in laser medicine designing our curriculum and teaching our programs
- Partner with the Esthetic Advisor Laser Academy to train exclusively on the latest evidence-based strategies for achieving safe results
- Provide a convenient and flexible approach to learning
- Offer a range of affordable financing options
- Emphasize treatment safety as well as effectiveness
- Encourage questions and foster a love of learning
- Provide unmatched hands-on training at our state of the art medical spa
- Teach students to develop a repertoire of treatment strategies
- Know and value each student as an individual
- Exclusively train using laser equipment from Palomar Medical

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Questions? **Contact us** today.

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Until next time,

Jayson Dupre
CEO, Institute for Laser Medicine
1-855-51-LASER
info@ILMPrograms.com

2.Program Details

Dear Prospect,

Tell me if this scenario sounds familiar: it's the end of the month. You're looking at all the bills piling up and experiencing anxiety. How are you going to pay them? Which ones do you pay now and which ones can wait a few weeks?

Unfortunately, this is a financial reality for thousands of people across the country. Why? Because individuals and families like yours are stuck in dead end jobs or perhaps, just lost a job. Times are tough.

Well, maybe its time to "retool". Maybe its time to start a profession in a growing field. Think about it – there aren't many industries out there that are actually experiencing growth. But laser medical treatment is!

And here's the other thing: maybe you would be happier doing something that you love to do – perhaps helping others feel better, look better and improving lives – one at a time.

So what does the ILM program look like? What specific topics will you learn?

ILM 40 Hour Course Outline

1. Skin
 - A. Three layers of skin
 - B. Definitions of burns and blisters
 - C. Limiting epidermal heat absorption with cooling methods
 - D. Melanocytes and melanin production
 - E. Fitzpatrick scale
 - F. Ethnicity
 - G. Glogau scale
 - H. Diseases and Disorders of the skin
 1. Skin Cancers
 2. Melasma
 3. Genital herpes
 4. Oral herpes
 5. HPV and genital warts
 6. MRSA
 7. Cleansers, Disinfectants, Sanitizers
2. Hair
 - A. Definition of types of hair
 - B. Melanin in hair
 - C. Growth cycles
 - D. FDA definitions of hair reduction
 - E. Medical conditions that can cause hair growth
3. Laser Biophysics
 - A. Laser history
 - B. Laser acronym broken down
 - C. Electromagnetic spectrum
 - D. Retinal hazard region
 - E. Corneal hazard region
 - F. Ionizing vs. non ionizing radiation
 - G. Laser composition
 1. Properties of lasers
 2. Wavelength
 3. Absorption coefficient
 4. Laser mediums and types of lasers
 5. Selective Photothermolysis
 6. Tissue Interaction
 - a. Reflection
 - b. Transmission
 - c. Scattered
 - d. Absorption
 7. Pulse duration
 8. Joules and Fluence
 9. Spot size
 10. Thermal Relaxation Time (TRT)
 - H. Wavelengths of light and their uses in aesthetic lasers

- I. Fractional lasers
 - J. Q switch lasers
 - K. Intense pulsed light
4. Hair Reduction Treatments
- A. Review types of hair and growth cycles
 - B. Possible contraindications for permanent hair reduction
 - C. Possible medications that may cause photosensitivity
 - D. Review Fitzpatrick skin types and ethnic background
 - E. Sun Exposure
 - F. Performing test spots
 - G. Possible side effects
 - H. Rescheduling your client
 - I. Photos of permanent hair reduction
5. Photofacial Treatments
- A. What is a Photofacial
 - B. Indications
 - C. Benefits of
 - D. Possible side effects
 - E. Improvements of skin
 - F. Contraindications
 - G. Possible medications that may cause photosensitivity
 - H. Photos of Photofacial treatments
 - I. Photo Dynamic Therapy (PDT)
6. Regulatory Agencies:
- A. ANSI
 - 1. Classifications of lasers
 - 2. Direct, Specular, and Scattered Radiation
 - B. ASLMS
 - C. OSHA
 - D. FDA
 - E. ARRA regulations pertaining to state of Arizona
7. Laser safety practices
- A. Laser treatment controlled area (LTCA)
 - B. Nominal Hazard Zone (NHZ) including MPE
 - 1. Safety measures
 - 2. Protective eyewear
 - 3. Electrical, fire and chemical hazards
 - C. Non-beam hazards
 - 1. Proper signage
 - 2. Plume production
 - 3. Cryogenic hazards
 - 4. Unprotected wiring and tubing
 - 5. Water, chemical spills
 - 6. Thermal effects on tissue
 - D. Laser Safety Officer (LSO).
 - 1. Duties and Responsibilities

2. Laser Safety Program

E. General Laser Safety

F. Laser Incidents

Appendix

8. Photosensitive medications

9. Topical Anesthesia Options

On top of this comprehensive program is the fact that you can fit the training into your busy life with ease. Students can learn the classroom portion online at their convenience - minimizing disruption to their regular lives and schedules. Once online training is complete, students come to our state of the art medical spa in Philadelphia for hands on instruction by our team of aesthetic laser experts.

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3. Why ILM is the Best Program

Dear Prospect,

Did you know that laser treatment therapy is one of the fastest growing medical procedures in the history of medicine itself? Its true.

Why is this? Because people are living longer, they are trying to hold on to their youth and because medical technology has improved significantly over the past few decades.

From skin resurfacing to varicose vein removal, laser skin treatments cover a wide range of conditions that have been growing in popularity. Plus, treatments have become more affordable due to reduced costs.

“Lasers are an attractive alternative to other skin therapies because they are effective, safe, and can provide the patient with more easily reproduced results,” says Dr. Jeffrey D. Wagner of Wagner and Associates Plastic and Reconstructive Surgery Consultants of Indiana.

Why is the **Institute for Laser Medicine** so highly regarded?

The ILM Difference

We are the only program in the nation offering a **flexible approach to classroom instruction** and hands-on training with real clients. Looking to start a new career in an exciting field? Perhaps you are an aesthetician or cosmetologist looking to expand their services. Whatever your situation might be, the ILM program is a great fit for many professionals.

So, how do we do it?

- Offer students a **revolutionary hybrid course** – providing all required classroom instruction through online video learning.
- We have built a program from the ground up – **leveraging the power of the digital age** to bring you unmatched value and convenience.
- We have an exclusive partnership with the **Esthetic Advisor Laser Academy (EALA)**
- The **most affordable** program in the industry

The result is over 40 online hours of quality instruction built completely around your schedule. How great is that?

Once completed, you will be invited to come to our state of the art medical spa in Philadelphia. The training lasts 7 days and in that time, we will work side by side with you, effectively “minting” you with the tools, processes and final curriculum you need to ensure your total success!

Great training with an easy schedule. At the Institute for Laser Medicine, we will help you confidently enter the field of laser aesthetics with a set of core competencies that will position you for fulfilling, rewarding career.

Don't have any experience in the field? Looking to make a career transition? No problem. Whether you are 18 or 81, involved in the medical field or not, we have students from all backgrounds and levels of experience.

What Else Should You Know about the ILM Program?

- We use a proprietary, personalized approach to teaching laser aesthetic treatments
- Feature thorough classroom instruction on how to do treatments that are just as safe as they are effective
- Very small student to teacher ratios
- Hands-on training with real clients in a safe, supervised environment
- Emphasis on practical day-to-day treatment considerations
- Ongoing support and update education updates following program completion

Plus, once you graduate, we offer personalized guidance and support for career opportunities around the country – and no one else does this!

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4. Career Potential

Dear Prospect,

If there is one thing that is clearly on the minds of anyone seeking higher education, it is this: **what are the job prospects coming out of the program.**

No one wants to spend time, money and their energy to pursue a program that does not result in promising career opportunities. And that's one thing that's so great about the ILM program.

If you're looking for a career with high earning potential and rapid growth that benefits from technologic medical advances – medical aesthetics is for you!

Fact: ***85% of our students have a job within 3 months of graduating from the program.***

Why is this? Number one, because the laser treatment field is growing like crazy. Everyone wants to retain their looks and people everywhere have decided it's a worthwhile investment. Number two, because it's an easy, affordable way for people to look their best.

Think about it: nothing works quite as well as laser treatment. Diets, exercise and lifestyle changes are only part of the equation. And how many botched plastic surgeries have you seen? The answer? Laser treatment.

So, in terms of career potential, it's huge. There is more than enough available work for thousands of new laser treatment specialists. In fact, there simply are not enough professionals in the field currently to address the demand! Now that's a not industry!

Earn \$75K or More Annually!

- ILM provides -- hands down -- the best, most affordable and flexible training in laser aesthetics in the country.
- Once completed, graduates can go on to work in this rapidly growing industry and earn \$75,000 or more per year. (This isn't the high side – this is an average. In fact, some graduates are making double this amount!)
- Begin a new career as a Laser Hair Removal Technician, Skin Rejuvenation Expert, Laser Tattoo Removal Specialist, Med Spa Owner, Cosmetic Injector, Aesthetic Nurse or Cosmetic Physician
- Most states do not require a prior medical background, prior training, or work experience
- Ideal for experienced nurses and aestheticians as well as those who want to start something completely new

- Provides the right balance of classroom learning and hands on experience.

ILM Connect You with Contacts in your Area

We're not just a school. We also help place you in a job. Once you complete the program, our team will connect you with contacts in your area who will help you network for a position in laser aesthetics. And our career development team will remain a resource to you throughout your career as well – offering refresher courses, support, and networking events.

You can become certified in the field of laser and medical aesthetics regardless of your skill level or background. Within two weeks of training or less, you can be working with confidence and have the skills necessary to deliver safe, high-quality services to a wide range of clients.

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So what's stopping you? Enjoy a lucrative and exciting new career!

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5. Make Convenient Payments

Dear Prospect,

We all like to be part of something that is popular and fast growing, right?

Well, the laser skin treatment industry **is booming**. In fact, over \$4 billion dollars was spent in treatments just last year. Procedures such as laser hair removal and BOTOX®, and many more are being requested from young and old alike, men and women, wealthy and even the not so wealthy. ;)

Lets face it; the way you look has never been more important. We live in a fast paced, “look at me” world, especially in the U.S, where body image is practically a religion!

Plus, here is the other fact: the laser treatment field is expected to be a **\$5 billion industry by the end of 2012**. Incredible. There is no better time than now to get in on the action.

But, of course, like any professional training school, there is a required fee to complete the program. The 2012 tuition fee for the ILM program is **\$5,900**.

But here is the thing:

After a small down payment of **\$XXXX** , you can make easy, affordable payments over a 4 year period, so your monthly investment is less than \$125. That’s a small price to pay for a career that will, on average, **pay for itself within just 2 months**. That’s right – only 60 days.

What other training program gives you the opportunity to have such a fast ROI? Very few. And again, this is due to the overwhelming opportunity that laser treatment offers.

So what do you need to know about getting started and the cost of the ILM program?

Admissions and financial aid

- ILM offers two week training programs in laser aesthetics
- Program runs throughout the year
- Applications are accepted on a rolling basis
- A range of affordable financing options is available
- Finance up to 75% of your program fees
- Get started on your new career **for just \$125 per month!**

Questions? **Contact our Admissions Office** ([LINK](#)) to receive an application and discuss financing.

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6. Take Classes Whenever You Want - FAQs

Dear Prospect,

If there is one thing we know about our time, it's that none of us have enough of it.

We all do it: we make big plans, have all kinds of great ideas, but when it comes down to actually accomplishing them, we realize that with our current jobs and family responsibilities, **there is simply no time left to make the changes we want in our lives.**

So, we are left struggling. How can we effectively make a life change? How do we juggle six, seven or more conflicting goals and/or projects?

The key is tackling it in steps. Taking bite sized pieces. One by one, lesson-by-lesson, you'll make progress and in time, just like the story of the tortoise and the hare, finish the race!

This, effectively, is what the Institute for Laser Medicine program offers. TOTAL FLEXIBILITY. You work on the courses when you have a spare hour or two. It could be late at night when everyone else is asleep. Or perhaps early in the morning. Maybe on your lunch break. And of course, the easiest time to find is probably on the weekends.

Whatever it takes, you have the ability to do ILM course work when it works for you!

So now that you know you can finish the program **on your schedule**, lets address a couple of the other more popular questions that prospective students ask...

Frequently Asked Questions

Q: Who teaches at the school?

At the Institute for Laser Medicine, our faculty is comprised of licensed physicians, aestheticians, Registered Nurses, Medical Assistants, and certified laser technicians to give our students insight across all the domains of expertise in the industry.

In addition, through our partnership with EALA, our classroom learning is conducted by Kristin Groop who was the lead instructor for the National Laser Institute for over seven years. She has developed our laser training courses using the knowledge gained from over 26,000 hours of treating clients, and training over 5,000 students.

Q: What type of equipment do you train on?

Our program uses state of the art equipment to ensure that our students graduate with an industry-relevant set of competencies that will enable them for success wherever they begin working. In addition, the didactic (classroom) portion of our program gives our students conversational fluency and a deep understanding of the space, which makes it very easy for them to pick up nuances associated with any manufacturer's equipment. Much like the first time you get in a new car, you have to familiarize yourself with how to put it in gear and change the radio station, upon completing the program at the Institute for Laser Medicine; you will find similar ease with transitioning to any particular type of equipment.

Have Other Questions?

Whether its related to courses or curriculum, career prospects and services, financial aid or payment plans or any other important program topic, we want to help answer your most pressing questions. **Get in touch with us today** [\(LINK\)](#) and we'll get your questions answered right away.

Also, feel free to check out our **website FAQ section.** [\(LINK\)](#)

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7.Be Your Own Boss

Dear Prospect,

It's common knowledge that **being your own boss** is a good gig to have – if it's the right opportunity.

But, of course, like anything else, it's easier said than done. What looks easy on paper may be very difficult to actually plan, set up and achieve. And being your own boss – regardless of industry or profession – is fraught with **a myriad of challenges**.

But what if you could be your own boss within 2 short months? What if you could set up a practice that focuses on one of the most popular medical procedures in the history of medicine itself? What if ALL the challenges are addressed before you even graduate?

You CAN do this with a laser treatment therapy practice. Dozens of our graduates have done exactly this over the past ten years. It's real. It's possible. And you can do it too!

Why should you consider being your own boss as an owner of a laser treatment therapy practice?

1. **You're in Charge of Your Income.** So how much do you want to earn? With the laser medical field, the sky is the limit. You keep every dollar that you make and your salary is not limited by your employer. Not a bad deal. Plus, you charge the fees that you want to charge. Whether you want to be the "go to" high end salon or a more affordable service, its your call.
2. **You Have Control.** You get to make all of your decisions, no one else is telling you what to do. You make the rules and here is the other thing: you'll always be challenged and never be bored. Think about it: because this field is so popular, you pick and choose the clients you want to work with. That's a perfect scenario for any professional.
3. **You're Responsible for Your Success.** If you're self-employed, you can make as much money as you truly want. When you start your own business, what you do makes the difference. How? The success of the business is in your hands. When you work someone else, it's easy to simply blend in and contribute "just enough" to get by. But who wants that?

4. **You Set Your Own Hours.** This is one of the biggies! You have total freedom – in almost every way. Setting your own hours is a huge advantage. Think about it; who knows you better than yourself? You know your strengths. You make your own schedule, one that works with your family responsibilities. If you want to work really hard one day, and take the next two days off, you can do that when you're self-employed.
5. **You'll Always Be Challenged.** When you work for someone else, you reach a salary cap. You also reach a point where you're no longer challenged. As the owner of a laser skin therapy practice, you gain experience and income, and you'll always be challenged. And that makes it all more interesting!

Of course, there's always some risk when you make a career or other major life change. However, if you want to be your own boss, you can certainly do it in the laser medical field. With ILM, you'll have the skills you need, the peace of mind you want and the ability to **secure your financial future.**

Why We Set the Standard for Laser Treatment Training:

- We meet the tough requirements of the ARRA
- Approved by the Post Secondary Educational Board
- We offer the most flexible and affordable program on earth
- We offer job and career search services after you complete the program
- Combine classroom instruction with one-on-one training for both Laser and Intense Pulse Light treatments
- Accredited courses for physicians, nurses, and other health professionals that provide continuing education credits

ILM offers the most comprehensive professional training school for laser and medical aesthetics – period. All the others either charge too much, take too long or don't offer solid career prospects post graduation. ILM offers all of this and more!

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8. Program Graduates Speak!

Dear Prospect,

At ILM, we know that it's easy for us to tell you how great our training programs are.

We know the curriculum; we see the results. And yes, we may be a little biased! But the proof is "in the pudding" as they say...actual feedback from actual students.

It just makes sense too. If you're going to embark on a new and exciting course of study, whether its an art or music program, a four year college or a professional certification as with ILM, you want to know what the *real story* is.

There simply is no substitute for hearing from actual students or alumni – whether it's your local community college, Harvard University or the Institute for Laser Medicine. ;)

But besides having **some of the best students of any professional medical training program anywhere**, students who love to tell us and others how great the ILM program is, we also have some pretty fantastic instructors. World class in fact.

Who are our instructors? They are made up of leading industry physicians, dermatologists, plastic surgeons, aesthetic nurses, certified laser technicians, and skincare specialists with extensive experience in the aesthetics industry. You benefit from their rich and varied experience and we are very pleased to have them with us!

Plus, the **hands-on clinical portion of the curriculum** -- on site in Philadelphia, working with actual patients is simply the cherry on top of the cake. It wraps the program up nicely and sets you on your way to an exciting and profitable new career!

ILM Student – Alumni Program Testimonials

“The Institute for Laser Medicine has given me the change in my life that I was yearning for. With such an intimate class setting and plenty of one on one time with my instructor, I left feeling more confident about my future than ever before. For the first time I was able to start a job and feel certain of my knowledge and training. Now that I have been working as a Laser Technician for the past 9 months, I cannot argue that the Institute for Laser Medicine fully prepared me for my job and gave me a sense of self-reliance along the way.”

Jill N.

2011 Program Graduate

"I have always been interested in the field of Cosmetic Lasers. I didn't know anything about lasers and never thought it was a field I could get trained in. I discovered the laser class at The Institute for Laser Medicine and immediately applied. As an older student I was very nervous, but the instructors are very knowledgeable, thorough and approachable. The hands-on clinic is so informative and truly completes the training. You never feel abandoned or left on your own. With this experience, I now feel very comfortable working on clients. I know I have the information and skill to treat clients correctly and safely, which is extremely important to me. I am very happy that I enrolled at ILM. I now have the information, experience, and confidence to pursue a career in Cosmetic lasers."

Gerry C.

2012 Program Graduate

With **hundreds of program graduates over the past ten years**, we literally have dozens of testimonials from our alumni. If you want to see more student feedback, feel free to **get in touch** with us. We'd be happy to share some of their stories with you!

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