

# MEDICAL SPAS<sup>®</sup>

THE AESTHETICS BUSINESS REVIEW<sup>™</sup>

the medicine environment of the future –TODAY



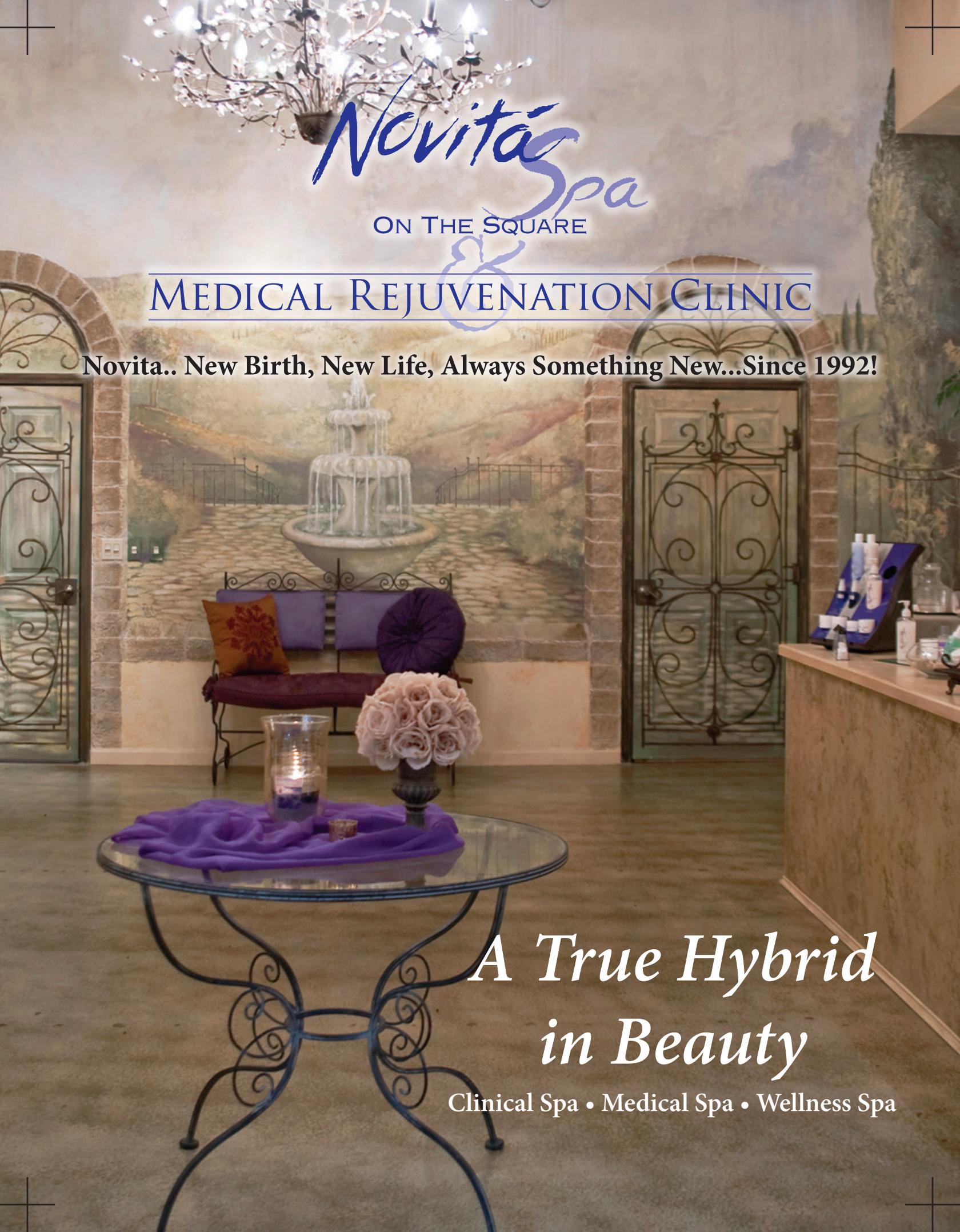
*Novita* Spa

ON THE SQUARE

MEDICAL REJUVENATION CLINIC

MEGAN DIMARTINO, *Founder/President*  
NOVITA SPA ON THE SQUARE & MEDICAL REJUVENATION CLINIC

*Georgetown, TEXAS*



*Novita* Spa

ON THE SQUARE

MEDICAL REJUVENATION CLINIC

Novita.. New Birth, New Life, Always Something New...Since 1992!

*A True Hybrid  
in Beauty*

Clinical Spa • Medical Spa • Wellness Spa



Novita Spa  
ON THE SQUARE

MEDICAL REJUVENATION CLINIC

512.864.2773  
WWW.NOVITASPA.COM

WELCOME TO  
THE NOVITÁ SPA AND MEDICAL  
REJUVENATION CLINIC

*The Original Comprehensive Skin Care Program*

Megan is a pioneer in the development of Clinical-Medical Grade skin care products since 1992. She has developed product lines for leading skin care companies and has been the developer and owner of two clinical skin care lines, Glycolique and Novita Clinicals. The Novita Clinical products and Mineral Cosmetics are sold at the Novita Spa and Medical Rejuvenation Clinic, Georgetown, TX. and at other salons, spas and medical spas nationally.

Megan is a licensed Medical Aesthetician, a nationally recognized educator, speaker and published writer. The experience, background, and knowledge is the foundation for the Novita Spa on the Square and now the addition of the Medical Rejuvenation Clinic. Specific Clinical skin care treatments such as, Chemical Peels, Photo Facials, Microdermabrasion and Micro Current Facials are very important but without continuous use of result oriented home care skin care products, these treatments have only a temporary effect. At the Novita Spa every first time facial guest receives a skin analysis and customized program with their facial and is given a "Try Me" Kit to take home. This will continue their service and true long lasting results!



## ***2013 - The Launch of the Novita Spa and Medical Rejuvenation Clinic***

A true “Hybrid in Beauty.” The definition of hybrid is an “Offspring” of different races, breeds, varieties or species; something made up of mixed origin or make-up. The Novita Spa and Medical Rejuvenation Clinic has married, very successfully, Novita Spa’s philosophy of “Clinical Excellence with a Special Pampering Attitude” with a wide array of “Clinical Spa Services” and with “Medical Aesthetic Treatments” such as Coolsulpt, Botox, Dermal Fillers, Laser Hair Removal, IPL Facials, Vein Removal, Tattoo Removal and much more.

A comprehensive Clinical and Medical Aesthetic Skin Care program is designed for the specific needs of the individual person.

Visit [www.novitaspa.com](http://www.novitaspa.com) for complete information on the  
Clinical and Medical Hybrid Program.

# CLINICAL FACIAL SERVICES



**T** rue Results begin with knowledge. The patient must understand that it is a process and that they must have realistic expectations. Knowledge is power as “they” say and our goal is to build a long lasting relationship with our patients and clients. Results begin to be created at The Novita Spa and Medical Rejuvenation Clinic with a consultation and a comprehensive program designed for each persons needs in mind.

At The Novita Spa and Medical Rejuvenation Clinic each Facial patient begins with The Intro-Rejuvenating Facial. From there they leave with The Miracle Experience “Home Care” System Kit. They have been given a “Continuing Care” plan with other Clinical and Medical Facial treatments. This comprehensive approach will synergistically work to

create true results. Patient retention is very high with this approach.



Miracle Experience System “Try Me”  
Home Care Kit

### **INTRO REVITALIZING FACIAL**

Includes a skin analysis, cleansing, exfoliation, facial, neck and shoulder massage along with a treatment mask and a customized mineral make-up color match application and take home the Novita Spa Facial Essentials.

### **REVITALIZING FACIAL**

Includes a skin analysis, cleansing, exfoliation, facial, neck and shoulder massage along with a treatment mask.

### **SPA BELLA FACIAL**

Includes a skin analysis, cleansing, exfoliation, facial, neck, and shoulder massage, along with a treatment mask.  
*Perfect for a teen starter facial*

### **ACNE EXTRACTION FACIAL**

Includes a skin analysis, cleansing, exfoliation, along with Blue Photo Light Therapy. General extractions and a treatment mask to calm and hydrate the skin.

### **BACK FACIAL**

Relax while your back is cleansed and exfoliated with steam. A treatment mask is applied along with an aromatherapy massage.

### **PARAMEDICAL ALPHA-BETA PEEL**

The gentle Alpha-Beta peel immediately improves the color, tone, texture of your skin and minimizes pore size. It stimulates, firms and tightens the skin, stimulates collagen and elastin to minimize fine lines. Also has dramatic results for acne, scarring, hyperpigmentation and rosacea.

### **MEDICAL GRADE MICRODERMABRASION FACIAL**

The Diamond tip microdermabrasion is a deep exfoliation to minimize the appearance of fine lines, hyperpigmentation & acne scarring while stimulating collagen and elastin production.

### **LED PHOTO REJUVENATION FACIAL**

Utilize the amazing benefits of light to restore the skins natural cellular activity. The skin is repaired from within promoting collagen production, increase oxygenation and kill bacteria on contact. Anti-aging, acne, rosacea, broken capillaries, facial veins, excessive redness, age spots sun damage, and enlarged pores. A safe, economical alternative to laser treatments. Great for all skin types and conditions.

### **MICROCURRENT AGE DEFYING FACIAL**

Age defying results! A noninvasive face-lift including facial contouring, increased circulatory benefits, increased natural production of collagen and elastin, and increased penetration and effectiveness of the Novita Clinicals product line.

### **ULTIMATE FACIAL**

This advanced result oriented facial treatment layers two each of these modalities; Alpha-Beta Peel, Photo Therapy, Microdermabrasion or Microcurrent Therapy. *Truly Amazing Results!*

### **HYDRA FACIAL**

A new breakthrough in Clinical Skin Care Treatment Technology. Combining Skin Resurfacing with Deep Hydration!



The Novita Clinical “Core”  
Facial Essential System

# MASSAGE SERVICES & BODY TREATMENTS



Massage and Wet Room - Part of Couples  
Massage Room

The Novita Spa and Medical Rejuvenation Clinic is a Comprehensive Clinical Spa doing Traditional Massage of all kinds, Structural Body Work, Body Treatments and Wraps, Detox Body Treatments, Salt Scrubs, Cellulite Treatments and Traditional Body Contouring Treatments. The Massage Department has a luxurious couples Massage Room that is also a Wet Room with a shower. This enhances all The Novita Massage and Body Treatments. There are two Dressing Rooms with showers. The client can enjoy maximum results and relaxation with a steam or Infrared Sauna before the massage and body treatments then shower and dress for the remainder of the days activities.

The Novita Clinicals Body Essentials are used in all the Novita Massage and Body Treatments and are suggested for “Home Care” to continue the results the client experienced!

Many Medical patients enjoy a Steam Treatment, Infrared Sauna and Massage the day of their Medical Aesthetic Treatments. This is the “True Hybrid” in action.



**Retexture**  
For Stretch Marks &  
Hyperpigmentation



**Satin**  
Firming - Toning Body Gel

**Body Glo**  
Salt Glo Body Polish

# MEDICAL REJUVENATION PROGRAM

In 2013, The Novita Spa on the Square integrated Medical Aesthetics Services to the already successful and trusted Clinical Aesthetic Spa Services. This integration began the “Hybrid” approach to true, long lasting results and client retention.

Dr. David M. Turner, MD joined the Novita Spa and Medical Rejuvenation Clinic’s staff as Medical Director. Dr. Turner is a board certified Plastic Surgeon practicing Reconstructive and Cosmetic

Surgery in Austin, Texas since 1987. Dr. Turner does monthly Plastic Surgery consultations at The Novita Spa and Medical Rejuvenation Clinic. His nursing staff does injection procedures weekly at The Novita Spa and Medical Rejuvenation Clinic.

Along with Botox and other Medical Injection Procedures we do a host of Medical Aesthetic treatments such as IPL-BBL Facials, Laser Hair Removal, Vein Removal and many other laser procedures.



A guest enjoying a glass of wine in the Serenity Relaxation Room.



Eliminate Stubborn Fat Without Surgery or Downtime  
Feel and Look Great from Every Angle.



Recently, the Novita continued..  
New Birth, New Life..Always  
Something New! The Novita  
Spa and Medical Rejuvenation  
Clinic introduced CoolSculpt-  
ing. This non-surgical proce-  
dure is highly effective in selec-  
tively targeting fat cells without  
damage to other cells and tissue  
for permanent body sculpting  
results!

*A One-Of-A-Kind Procedure  
With...One-Of-A-Kind-Results.*

# WELLNESS PROGRAM

**A**t The Novita Spa and Medical Rejuvenation Clinic “The Wellness Program” is a very important component to the Hybrid approach for “True Results” that the patient-client is working to achieve.

The definition of the word Wellness is the quality or state of being healthy in body and mind. Wellness is an active process of becoming aware of and making choices toward a healthy and fulfilling life. Not merely the absence of disease.

The Novita Spa and Medical Rejuvenation Clinic is a Comprehensive Hybrid! All Clinical, Medical and Wellness treatments work together to create true results for the “whole” person.

“True beauty comes from within. It is born from the love and nurturing we give ourselves and others.”

- Megan DiMartino  
August 1997

## MEMBERSHIP PROGRAMS

### *The Luxury Spa Membership*

This is a program that gives value to committed clients who are working to attain “True Results”! They receive a savings on a monthly service whether it is a Clinical Facial, Massage or Body Treatment. They then receive unlimited Steam Sessions and 1 Infrared Sauna Session. They receive a significant savings on the Novita Clinical Products and Mineral Cosmetics. They also receive additional savings on subsequent services and there is a Friends and Family savings as well.

### *Infrared Sauna Membership*

There is a separate Infrared Sauna Membership for those who want to enjoy more than 1 Infrared Sauna Session a Month. This membership offers great savings to the individual who wants to use the Infrared Sauna multiple times a month. They can also use the steam room unlimited times a month. Both wet and dry heat work well together assisting the body to health and wellness.

## CLEARLIGHT INFRARED SAUNA *treatments*



### *Infrared Sauna Treatment*

Infrared sauna treatments are a clinical element in any strategy for regaining and maintaining health. Clearlight Infrared Saunas are leaders in the health and wellness industry.

The benefits of Infrared Sauna treatments include, detoxification, muscle and joint pain relief. It boosts the immune system while assisting with autoimmune conditions.

It supports heart health and increases circulation. Weight loss and caloric burn is enhanced. It promotes relaxation, stress relief and improves and rejuvenates the skin and much more!



*Harmony*

*Balance*

*Integrity*

### *Aromatherapy Detox Steam Room*

Intense steam is one of the most effective detox treatments purging toxins from the body, sinus relief while hydrating and refreshing the skin. Steam loosens muscles and prepares the body before massage for maximum results.

# NOVITA CLINICAL PRODUCTS & MINERAL COSMETICS



**W**elcome to The Novita Clinicals: True beauty comes from within. It is born from the love and nurturing we give ourselves and others. Novita Clinicals line of result oriented products and services, The Facial Essentials, Body Essentials, and Soul Essentials enable you to achieve dramatic results. These products perform true pampering through the harmony and balance of our formulations, and treat the skin's senses and soul through excellent combinations of only the purest essential oils; European cold pressed botanicals; marine extracts; and the most current antioxidant, peptide, hydration, and skin renewal technologies.

Investigating the development of new ingredients in the industry, Novita Clinicals continues to develop new products and enhance existing ones to support bringing your client's skin to a healthy, youthful glow with even tones. Novita means new birth, new life, always something new. We believe that newness comes through continually developing products with true integrity. At Novita Clinicals our intent is to bring to you products with integrity; products that truly work. It is from this intent that our revolutionary system of skin care

and body care continues to emerge.

The Novita Clinicals are revolutionary because of the combination of nature and the use of the most current ingredient technology. It's our ability to develop simple and creative clinical product systems that bring new life to your clinical skin care, body care, and services. "Simple, Synergistic, Systematic, Safe, and Serious Skin Care" is our mantra while developing products for our line. These products give you and your clients the results that they deserve through a simple yet effective synergy that renews and supports health and beauty.

In 1993, Megan DiMartino designed the first Alpha Hydroxy, Beta Hydroxy, Vitamin C Peel (The Para Medical Peel – an amazingly effective and broad spectrum treatment for aging, hyper pigmentation, rosacea, and acne) and our unique pharmaceutical grade ABC complex (Alpha Hydroxy, Beta Hydroxy and stabilized Vitamin C) and is supported by important home care products that enhance and maintain its benefits while balancing and harmonizing the skin. Other result-oriented products were developed to allow you to pamper and balance the client's skin in your care.

Visit our website [www.novitaspa.com](http://www.novitaspa.com) for information on the Novita Clinical products, The Novita Spa and Medical Rejuvenation Clinic and The Novita Spa Continuing Education Center. You'll be glad you did!



**Light'n Up**  
Lightening - Firming creme  
Face - Body - Hands



**PURE ENERGY DUO**  
**Air Supply**  
Vitamin C - oxygen.  
Ultimate Hydra Complex Booster

**AHH! Exhilaration**  
Hydrating Aroma Sense Spray



Miracle Experience System  
"Try Me" Home Care Kit

# NOVITA CLINICAL PRODUCTS & MINERAL COSMETICS

**P**erfect for all skin types, Novitá Mineral Cosmetics actually heals, balances and shields your skin. Novitá Minerals create a unique, protective layer of sunscreen and antioxidants that prevent environmental pollutants from penetrating the skin. It is a physical sun screen that protects with UVA-UVB ingredients. Water resistant and SPF 26.

## *The Benefits of Novitá Mineral Cosmetics*

### **It's a gift from nature**

Novitá Mineral Cosmetics gets its radiant color from the earth's natural minerals. Color pigments are refined and blended into a loose cosmetic powder that reflects the light, minimizing flaws and enhancing your skin's own natural beauty.

### **It is sheer yet gives great coverage**

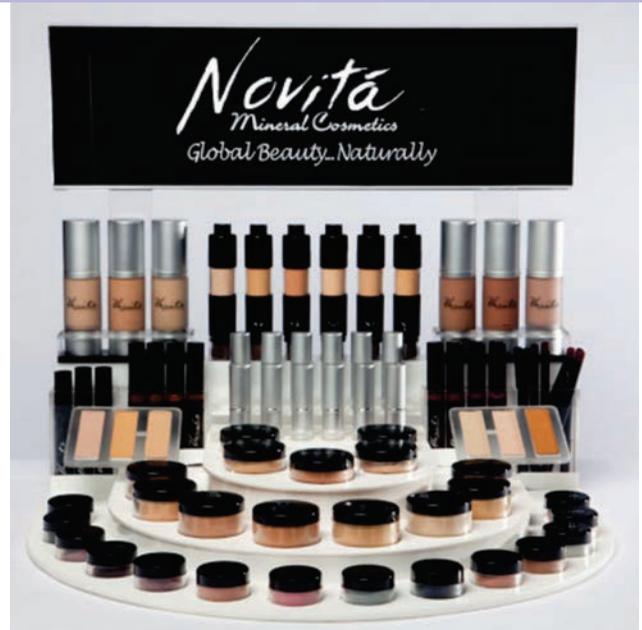
The color saturation of these minerals is amazing. A little goes a long way, yet it's delicate enough to let you layer color over color without that heavy "made up" look. The 4 mill process of Novitá Mineral Cosmetics enables it to cover so completely, while looking barely there, it truly is a gift from Mother Nature.

### **It's actually good for your skin**

Tiny Mineral pigments nurture your skin by forming a sheer protective layer that lets oxygen in, allowing your skin to breathe; yet blocks out free radicals that can damage skin. Novitá Mineral Cosmetics doesn't contain skin-smothering oils that clog and enlarge pores. It's perfume and dye-free, both are known causes for skin allergies. And because it does not have talc or alcohol, drying agents commonly found in other cosmetics, your skin stays hydrated and supple.

### **It protects your skin from aging**

We all know the serious damage the sun does to our skin – and how essential sunscreen is for protection and prevention. Novitá Mineral Cosmetics is a physical UVA-UVB sun block with physical sunscreen ingredients that protects the skin's surface from sunburns, freckling, uneven pigment coloration, premature wrinkling – and even skin cancer. Novitá Mineral Cosmetics has powerful reflective qualities that protect the skin from ravaging UVA and UVB rays.



# A MESSAGE FROM MEGAN



Science and Proven By Results Since 1992.

From the inception in 1992, the products have been sold to Spas and later to Medical Spas throughout the US and exported to Asia and Canada.

My intent has always been to keep the line of products small. Therefore, easy for the consumer to use and not burdensome to the professional Aesthetician and Business Spa and Medical Spa Owner. To accomplish this the products have to pack a powerful punch. I call them a "Simple, Safe and Synergistic System Of Products That Simply Work!"

In 2005, I launched the Novita Spa on the Square in Georgetown, Texas, 20 miles North of Austin, Texas. Prior to this, I was educating and consulting with Spas and assisting Medical Spas to launch with The Novita Clinical Products and Mineral Cosmetics.

I felt it was important to have a flagship location. To have an "education laboratory" base to use and expand the Novita program with unique treatments, concepts and products. The proof is the pudding so to speak.

We have grown over the years. In 2013, I added the Medical Rejuvenation component to the program and the growth continues. Our existing client base has responded amazingly. With new treatments such as CoolSculpt and The Clear Light Infrared Sauna introduced in early 2015 the evolution continues. These services strengthen our base but continue to bring new clients-patients who are looking for trained professionals in their field who can Create "TRUE RESULTS" Simply!

It is time to expand and share this Hybrid Concept. I would like to assist you to become part of The Novita Spa and Medical Rejuvenation Clinic family. I look forward to having you visit in Georgetown.

Be blessed,

Dear Professional Colleague,

My business career began after college in 1970 in the Cosmetic Industry where I worked in the Cosmetic Buying office in Bloomingdales NYC. I then worked in the professional wholesale industry in sales and marketing for two companies in the "Beauty Industry" before starting my own line of "Result Oriented" products in 1992. My first brand Glycolique was a pioneer in Glycolic Acid -Alpha Hydroxy Science.

In 1997, I re-engineered Glycolique to broaden the line and concepts. The Novita Spa Clinical products and Pre-Conditioning Program was launched. Novita... New Birth, New Life,...Always Something New! My commitment has always been to work with the most capable chemists in their field and to create truly result oriented products by utilizing the most current science and quality raw materials. Truly, the products and program have always been ahead of their time. We have re-engineered the products over the years when science dictated. This has been to add the most current science that would enhance the products not change them! In 2013, we re-engineered the entire line again. This time taking out Parabens and Laurel Sulfates. At the same time, we added many Peptide and Antioxidant complexes.

The Novita Spa Clinical Products have always been "Inspired By Nature, Developed With The Most Current

Novita  
Spa  
ON THE SQUARE

MEDICAL REJUVENATION CLINIC

Novita.. New Birth, New Life, Always Something New...Since 1992!

**JOIN US..** And Become A  
True Hybrid In Beauty

*Harmony - Balance - Integrity*

The Novita Spa and Medical Rejuvenation Clinic is a True Hybrid in Clinical, Medical and Wellness Treatments. This synergistic concept will create true and lasting results. The foundation to this unique program are the Novita Clinical products and Mineral Cosmetics. These Medi-Clinical products prepare the patient for their pre and post procedures. The patient will return regularly for all their Clinical, Medical, Wellness Treatments and Continuing Care Products.

For additional information on how to become a Novita Spa and Medical Rejuvenation Clinic contact us via:

**Telephone:** 888-738-0701  
**E-Mail:** info@novitaspa.com  
**Internet:** www.novitaspa.com

