



THERE'S LOVE AND BEAUTY AT THIS MEDSPA



THE STORY

There are not one but 2 married couples working at the Renu Medspa in Chevy Chase, MD. They include the founders, Dr. Phillip Schoenfeld and his wife Michelle along with new additions, esthetician Jenny Lu and her massage therapist husband Jason Hamacher



Dr. Phillip and Michelle Schoenfeld

Q: Michelle have you been with Renu since it opened and did you and your husband have a lot of discussions about working together before you did it?

A: I have been with Renu since the very beginning. I helped choose the name, design the logo, decorated the space. My husband and I had talked about opening up a cosmetic facility for several years, but it wasn't until about 6 months before we opened Renu in 2005 that we really focused on the idea working together on a daily basis. He felt strongly that if the Med Spa was to be successful, I needed to be part of it. His confidence in my abilities was incredibly flattering but I was a little concerned about how it would affect our relationship. I expressed my concerns but he was so enthusiastic that I couldn't help but want to be part of it. I was also extremely excited to be on the forefront of the budding Med Spa industry and I agreed to open and run Renu with him as long as it didn't interfere with our marriage. 2 1/2 years later I can honestly say that it has made our relationship even stronger. I would attribute our success in the work place to our mutual respect for each other professionally.

Q: Dr. Schoenfeld what would you say are the advantages about having your wife work with you?

A: There are numerous advantages to having your spouse working with you. When you run a small business a great deal of personal sacrifice and time is necessary in order to get your business up and running. Your spouse is likely the one person who cares as much about the success of the business as you do. In my particular situation, my wife Michelle, brings an enormous amount professional experience to our business that I did not learn in my medical training, but is absolutely necessary to negotiate the

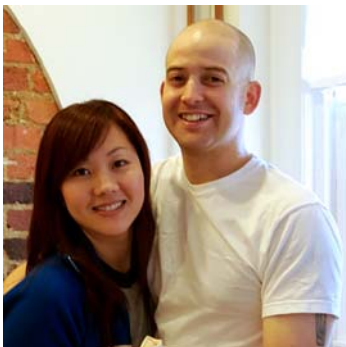
competitive marketplace our business is in. I think we have a new appreciation for each others talents. I am able to see how good she is in her part of the business, and she is now able to witness first hand how intense my day can be between treating patients in Renu and surgery. On a more personal level, nothing makes me happier than seeing my wife during the day, a privilege that few physicians ever get. It boosts my spirits and truly satisfies my emotional needs, which enables me to be more empathetic towards my patients. Frankly, other than an occasional argument over our kids carpool, I really cannot think of a single disadvantage of having my wife and best friend by my side.

Q: Michelle let's talk about what you offer at Renu--what are the most popular services clients come to you for?

A: Renu is a true Medical Spa. We are not a hair Salon that offers Botox, or a Day Spa with anti-aging facials. We are a state of the art aesthetic medical facility specializing in the latest advances in facial rejuvenation, including everything from facial cosmetic surgery to laser treatments and professional skin care. Our most popular services are the SilkPeel Microdermabrasion which exfoliates your skin while simultaneously infusing it with different topical solutions, our pain-free Isolaz laser treatments for acne, hair removal and repairing sun damage, and our luxurious oxygen facials. Rhinoplasty, Botox and facial fillers such as Restylane and Juvederm are the most requested services with my husband. Our clients realize that there really is a difference when you have these performed by physician who specializes in the face.

Q: Dr. Schoenfeld are there any new plastic surgery procedures that have been developed or are coming soon that we should be excited about in terms of "turning back the clock"?

A: In no field more than the field of cosmetic surgery, are things changing, evolving and hopefully advancing so that our treatments can be safer, better, quicker, and longer lasting. The past few years we have seen enormous growth in the number of cosmetic procedures being performed and the expansion of who is seeking cosmetic surgical procedures, as many of our procedures have become more affordable for a broader range of people. Many of these treatments were touted as the next great procedure. Lasers have been marketed as addressing all of the patients aging concerns, new fillers were brought to market with the promise of lasting longer than any of the previous fillers, facial creams and magnetic wave machines were comparing themselves to the affects of Botox, and new surgical procedures were described as same day surgery with absolutely no downtime. After such a period of expansion and promise, I think we are in a period of study and reflection. I think that good cosmetic surgeons have done overdue critical analysis of many of yesterday's next great treatments and are finding that not everything is what it seems. What I am most excited about is that patients will now be treated more appropriately. Patients are realizing that credentials matter in who they choose to perform their services and good cosmetic physicians are now better able to administer the proper treatment to their patients based on several years of results of their own patients and not based on the biased information a laser company or infomercial has provided.



Jenny Lu and Jason Hamacher

Q: Jenny: you and your husband recently joined Renu together--had you worked together before or is this something new for you?

A: Jason and I have worked together twice before. We actually met on the job 7 years ago at Elan, DC's first medical spa that I helped to start. Jason got my phone number off the employee list and started calling me everyday to tell me something stupid. He wanted to make me laugh, which is hard to do because I'm really uptight! For the last 2 years, we both worked at Georgette Klinger and are very excited to continue working together at Renu.

Q: Jason do you and Jenny discuss work at home or do you leave it at the office?

A: Because we love what we do, Jenny and I end up talking about work just about anywhere. Both of us are forward thinkers, always trying to improve our techniques and tailor to our clients' needs. Our clients really appreciate this, which is why we have strong followings. If your service provider doesn't think about work outside of the office, chances are you might be missing out on a higher level of care.

Q: Jenny can you tell us what you think the most important things you think we can do to keep our skin looking youthful and radiant?

A: Youthful, radiant skin begins with proper home care. Choose medical grade skin care products which correct and enhance the skin better than drugstore, department store, or spa product lines. Medical skin care products have higher active ingredient concentrations and often cost the same or even less than ones from the department store. Instead of paying for marketing and packaging, you're paying for effective ingredients! Renu offers only the best medical skin care lines available on the market. Along with a proper skin care routine, the next most important thing is to get professional skin care treatments to compliment and enhance your results. Microdermabrasion and chemical peels keep your skin steps ahead and allow your home care products to work better, while clinical facials balance the skin and purge the pores. In addition to these treatments, lasers and light based treatments keep the skin vibrant by removing broken capillaries and sunspots.

Q: Jason Renu is now offering Massage Services, can you tell us about some of your specialties and the benefits of massage?

A: I approach massage from a detail oriented, educational standpoint. If I can help a client understand the reasoning behind the way they feel, then we can treat the root of the problem rather than just the symptom. My specialty is deep tissue work enhanced with hot stones. This blend of detail work and heat is extremely relaxing and yields amazing results. Unfortunately many massage therapists don't actually perform deep tissue work and are delivering a heavy-pressured Swedish massage. The techniques of each are subtly different and although both are beneficial and relaxing, deep tissue is an advanced technique that takes a higher anatomical understanding.

In terms of the benefits of massage therapy, they are countless! Frequent massage can generally help bolster the immune system to ward off colds and viruses, aid in detoxification, help insomnia, improve flexibility, and reduce body pain. Massage affects each person differently, so the best way to figure out how massage will help you, is to jump in and make an appointment.

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