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DISCOUNT COSMETIC PROCEDURES - GET WITH THE PROGRAM

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NAPLES: Riverchase Dermatology in Naples is starting a new program for budget-minded individuals who like to keep things tweaked and tightened.

They call it VIP Cosmetic, and it gives discounts for those getting recurring procedures like Botox injections, laser treatments and chemical peels.

Client Elaine Gentle has been getting cosmetic procedures every week for the past four years. "People say I look 34 sometimes 28," she said.

Gentle was one of the first five people to get sign up for the VIP Cosmetics card. She says "you always want to do something to make your skin look nice as you age."

Director of cosmetics Sara Ritacca says many who get recurring cosmetic procedures want to continue getting results with more treatments but can't afford it.

Ritacca says "with the state of the economy right now and disposable income in general not everybody can afford to be putting \$500, \$1,000 every three to four months."

Dr. Andrew Jaffe of Riverchase Dermatology says the VIP Cosmetic card doesn't mean they're pushing clients to get more things done. He says it's just making it more affordable for those who need multiple procedures.

"They're really under no pressure to come back or return, but many of the procedures like tattoo removal takes many sessions to complete the job," Jaffe says.

Gentle paid \$199 dollars for the card, and says it will ultimately save her as much as \$500 per month. "It's fun. It's nice, especially if you got the VIP Cosmetic card," Gentle said. "Why not? It's great."

The VIP Cosmetic card also gives clients access to a network of other cosmetic doctors.

So far the VIP network is only available in Southwest Florida and Hawaii. But Jaffe hopes to expand the program to the east coast soon as well as attract more cosmetic doctors to join the network.

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