



*Q the Medical Spa occupies the third floor of the gorgeous, newly renovated Lindsay House.*



by kate hamilton

# Q the Medical Spa at Lindsay House

Located in historic Rochester, New York, Q the Medical Spa shares the gorgeous, newly renovated Lindsay House with the Quatela Center for Plastic Surgery. Medical director and owner Vito C. Quatela, MD, operates both his spa and practice out of the same facility in order to offer clients the best of both worlds with a comprehensive treatment plan. "At the Lindsay House, we pride ourselves on offering a full range of both body and facial cosmetic services," he says.

## UNCOVERING HISTORY

In 1992, Quatela purchased the historic venue—a three-story old home he had admired throughout his childhood. Several years after he bought the building, Quatela restored the landmark to its original condition and transformed it into the perfect setting for his office. As his practice grew, so did the need for a medical spa that was focused exclusively on skin care. In 2000, Q the Medical Spa moved to a separate three-room suite inside Lindsay House and was staffed by a full-time registered nurse and two estheticians. Over time, client demand increased, and the medical spa grew to encompass 3,200 square feet—the entire third floor—including seven treatment rooms.

## CLIMB THE LADDER

"With each client, we begin with a skin analysis and consultation. This information is compiled into a skin

*"When you're results-oriented, people tell you how satisfied they are."*

### Q the Medical Spa at Lindsay House

973 East Ave., Suite 300  
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**Established:** 2000

#### Medical director and owner:

Vito C. Quatela, MD

#### Medical spa director:

Joan Lucas

**Size:** 3,200 square feet

**Staff:** Three estheticians, one massage therapist, one laser hair specialist, one nurse practitioner, one board-certified plastic surgeon and two spa coordinators

#### Signature treatments:

Corrective skin care treatments, massage therapy, energetic facials and body treatments, aqua therapy and deep heat therapy

**Spa hours:** Monday, Tuesday and Friday, 9 AM–5 PM; Wednesday and Thursday, 9 AM–7 PM; and Saturday 9 AM–4 PM

**Product lines:** Iredale Mineral Cosmetics, M.D. Forté, Obagi, PCA Skin Clinical Care Products and Phytobiodermie



V. Quatela



J. Lucas



report card that lists their concerns, what they can do about them and what they need,” says Joan Lucas, medical spa director, in regard to a first-time client experience. With this, the spa consultant works with the client to create a treatment plan that involves services with which the individual is comfortable, whether they include corrective treatments or more invasive menu items performed in the surgical wing of the facility.

At the Lindsay House, Quatela and his colleague, William Koenig, MD, devised the ladder concept—a treatment tier program that increases in intervention at each rung. “The ladder concept basically addresses the fact that surgery is not for all clients,” Quatela explains. “Some will enter a rung of the ladder on a more noninvasive procedure. In fact, some even may find that a facial cream they apply at home on their own is all the treatment they want.”

*Today, the spa offers a menu of energetic spa facials and body treatments, massage therapy, aqua therapy and deep heat therapy.*

Regardless of the rung on which a client enters, each team member discusses the expectations of the service and emphasizes realistic results. “I think we try to teach realistic expectations at every rung of the ladder,” Quatela adds. “Sometimes our role is prevention rather than intervention.”

#### CORRECT AND PREVENT

From its conception, the medical spa arm has provided pre- and post-operative care in the form of glycolic peels, collagen injections and laser hair removal. Today, it offers a comprehensive menu of energetic spa facials and body treatments, massage therapy, aqua therapy and deep heat therapy, as well as its specialty—corrective treatments that include peels, photorejuvenation, laser hair removal, injectables, microdermabrasion, vein treatments and cellulite therapy. “Our focus has been on, and continues to be on, correction,” says Lucas. “We also perform classic spa

*Corrective treatments include peels, photorejuvenation, laser hair removal, injectables, microdermabrasion, vein treatments and cellulite therapy.*







*The spa consultant works with the client to create a treatment plan that involves services with which the individual is comfortable.*



*Body treatments cleanse, rebalance and rejuvenate, and range from peels and laser hair removal to aqua therapy and massage.*

treatments, such as massage therapy and hydrotherapy, but our forte is corrective skin care and nonsurgical cosmetic procedures.”

These treatments focus on aging, renewing and rejuvenating, balancing overall hue and tone, and addressing mild acne issues. All of these offerings are incredibly popular among the spa's female clientele in the age range of 35–55. The Corrective Face Treatment, one of the most requested services, begins with a skin analysis, followed by recommendations for a combination of treatments, including

Botox<sup>1</sup>, Hylaform<sup>2</sup> Gel, collagen replacement therapy, Restylane<sup>3</sup>, photorejuvenation, customized corrective peels and microdermabrasion. The esthetician approaches each phase by keeping in mind the client's skin condition, concerns and the desired end results.

Focusing on correction has enabled Q the Medical Spa to specialize in targeting

<sup>1</sup> Botox is a registered trade name of Allergan, Inc., Irvine, CA.

<sup>2</sup> Hylaform is a registered trade name of Genzyme Corporation, Cambridge, MA.

<sup>3</sup> Restylane is a registered trade name of Medicis Aesthetics Holdings Inc., Scottsdale, AZ.

the necessity of clients continuing their treatments at home. “Clients are results-oriented. They come to Lindsay House because they're looking for correction,” says Lucas. Product recommendations accompany each treatment, so that clients can care for their skin in between visits.

## PAMPERING WITH A PURPOSE

Lucas stresses that this approach allows the team to pamper with a purpose: to create relaxing treatments that garner the real results that clients are seeking. “When you're results-oriented, people tell you how satisfied they are,” she says. In addition to the specialized corrective treatments, the spa offers a variety of face and body menu items, as well as massage, water and heat therapies. Its spa facials capitalize on the principles of traditional Chinese medicine in order to nourish, purify, balance, clarify, mineralize and tone. The Five Color Clay Mask Facial bathes the skin in five unique clay formulas made with kaolin, ylang ylang, lemon, eucalyptus, rosemary and cypress extracts. The different clay colors help to rebalance each part of the face and detoxify parts of the body.

Body treatments cleanse, rebalance and rejuvenate, and range from peels and laser hair removal to aqua therapy and massage. The Marine Body Peel begins with a mild exfoliation of granules soaked in algae, apricot oil, jojoba wax pearl and arnica to help remove dead skin cells for a healthy glow. Warm towels are wrapped around the body for deep absorption, followed by a rinse and an application of a rich essential oil moisturizer.

## EXPERT ADVICE, EXPERT RESULTS

With a dedicated team of professionals, Q the Medical Spa provides a collection of unique services to its clientele. In conjunction with the Quatela Center for Plastic Surgery, clients can choose from among a variety of treatments that pinpoint their specific skin care needs, whether corrective or surgical. “We pride ourselves on the expertise of the team,” concludes Lucas. “In our beautiful facility, clients can relax as we focus on treating them to the fullest extent.” ■