



Small Business Spotlight

Laser Girl to the rescue: Empowering entrepreneur expands

By Jessica MacLean for the City of Sedona



Pictured in her treatment room at Spa of Sedona, Anita Marcus owns Laser Girl.

“From 2016 to the first quarter of 2019, my gross business income has doubled and then tripled. I’m putting my daughter through college by myself and own my home,” says Anita Marcus, owner of **Laser Girl**.

Moving from Oregon and Hawaii, Marcus put down roots in the red rocks 24 years ago. She entered the world of laser skin treatments as a single mom in need of a good income to support her two children. Marcus earned laser certifications, became an esthetician, and started a business. She is also creating a business opportunity to empower others.

“Through much trial and error and many hard knocks, I have discovered a way to source equipment at a reasonable cost, a prohibitive situation in the past,” says Marcus. “There were two choices coming out of laser school: work for \$15 an hour or purchase a \$150,000 piece of equipment, which does not cover all the bases.”

Not even close. The rows of laser equipment lining her treatment room at Spa of Sedona illustrate this more clearly than a children’s picture book.

Placing second in the recent Moonshot AZ Pioneer Pitch, Marcus wants to be, “the Starbucks of laser treatment,” helping entrepreneurs get into the business for about half of the historical investment, which can in-turn provide the public with access to affordable laser treatments. “I’m going to be selling franchises to other Laser Girls, who can make a fantastic living,” Marcus elaborates.

In 2019, she, “will be opening a third location in the Village of Oak Creek with a doctor of osteopathy, as well as a fourth location in Tucson where two of the women I went to laser school with are going to collaborate.” Laser Girl’s website, lasergirlskin.com, has more information.

Skin is the body’s biggest and fastest growing organ. Marcus executes treatments to help preserve its youthful appearance and to alleviate conditions like fungus, skin tags, acne, rosacea, broken capillaries, ingrown hairs, and spider veins. Maybe that’s Laser Girl’s superpower: protecting health through spider vein reduction and fighting off excess

behaves like younger skin—turning over faster and waking up. Like a gym for your skin. It’s not a facelift, no injections. All these lights and energies are just reactivating the DNA in your skin to act like it did when it was younger,” Marcus explains.

Treatments range from fractional CO2 laser resurfacing to ultrasound with radiofrequency. Marcus performs Intense Pulse Light (IPL) photofacial and Laser Genesis, also known as the lunch time lift. She recently began offering a facial with an added laser treatment, which she selects based on the needs of each client. “Layering treatments by combining modalities, products, and home maintenance

first step to her continued growth was to work with the Small Business Development Center on business planning.” Marcus has continued to expand her venture ever since.

Laser Girl won second place at the Moonshot AZ Pioneer Pitch in April, where Sedona and Verde Valley entrepreneurs competed for prizes while working with mentors to improve their pitch and business development.

“I love the Moonshot team. They met with me and set me up with a contact for an attorney in Flagstaff that I need to speak with regarding my trademark. As well as a franchise professional with 30 years of experience to get me all set up to expand the Laser Girl brand,” says Marcus.

The Sedona Economic Development Department fosters and encourages entrepreneurship because it helps create jobs and attract private investment to Sedona. We help people start, strengthen, and expand Sedona businesses. For information on revolving loans, business education, and other business support resources contact Sedona Economic Development Director Molly Spangler at mspangler@sedonaaz.gov.

Entrepreneurs are also invited to subscribe to the city’s economic development and small business news list. Keep up with news, workshops and training opportunities, unsubscribe at any time.

Visit sedonaaz.gov/eNotify and choose “economic development” in the News or Calendar categories.



Laser Girl Anita Marcus won second place at the VVREO Moonshot AZ Pioneer Pitch in 2019.

hair in undesirable places. She also performs tattoo removal, including green, the most difficult color to remove.

“With age, the skin stops turning over so fast; it stops exfoliating and creating new skin as quickly. Babies have new skin every 14 days, teenagers, every 21. Over the age of 40 it slows down to every four to six weeks. Up to the age of 60, it’s six weeks for new, fresh skin,” says Marcus.

“Whether it’s radiofrequency, laser technology, or microneedling, these pieces of equipment actually do a controlled injury to the skin. The skin perceives that it’s been wounded, invokes its healing response, and

advice gets the best result,” says Laser Girl. Every aspect is customized for the individual.

During a recent advanced modalities training on layering laser treatments, Marcus discovered that she was already applying the method in her practice. The instructor credited this to instinct. Despite her woman’s intuition, Marcus takes a training class every six weeks, “to keep up.” That doesn’t seem to be a problem.

“When I first met Anita, I was impressed by her determination and entrepreneurial spirit. She has the ability to empower people and create jobs,” Sedona Economic Development Director Molly Spangler recounts. “I knew the



Anita Marcus is using her knowledge of sourcing laser equipment to help other entrepreneurs.