

Top 10 Mistakes Entrepreneurs Make When Opening a Medspa

AND HOW TO AVOID THEM



The medspa industry is booming, but many new businesses fail due to avoidable mistakes. Here's what to watch out for.



1 Skipping a Medical Director

Most states require physician oversight. Without one, you risk fines, supplier denials, or forced closure.



2 Using Free or Generic Agreements

Online templates are often noncompliant. Use custom, state-compliant contracts to protect your ownership.



3 Ordering Directly from Manufacturers

Small clinics face long delays and higher costs. Work with trusted distributors like DeWitt Pharma for faster setup and better rates.



4 Skipping Proper Injector Training

Untrained injectors risk complications and bad reviews. Ongoing education leads to safer results and repeat clients.



5 Underestimating Compliance

Laws, suppliers, and insurers demand oversight. Build compliance into your foundation early.



6 Overpaying for a Medical Director

Some charge \$2,500 to \$5,000/month plus fees. Shop around for affordable, transparent contracts to save thousands of dollars.



7 Choosing the Wrong Location

Even great injectors fail in bad markets. Research competitors, income levels, and rent before signing a lease.



8 Neglecting Marketing

"Word of mouth" isn't enough. Budget 10–15% for ads, optimize Google, and collect reviews to stay visible.



9 Expanding Too Fast

Each new location requires its own compliance structure. Grow only when your systems and team are ready.



10 Forgetting Liability & Insurance

No malpractice insurance? One mistake could bankrupt your clinic.

BONUS MISTAKE:

Treating Medspa Like a Side Hustle

A medspa requires serious planning, compliance, and investment. Treat it as a business, not a hobby.