

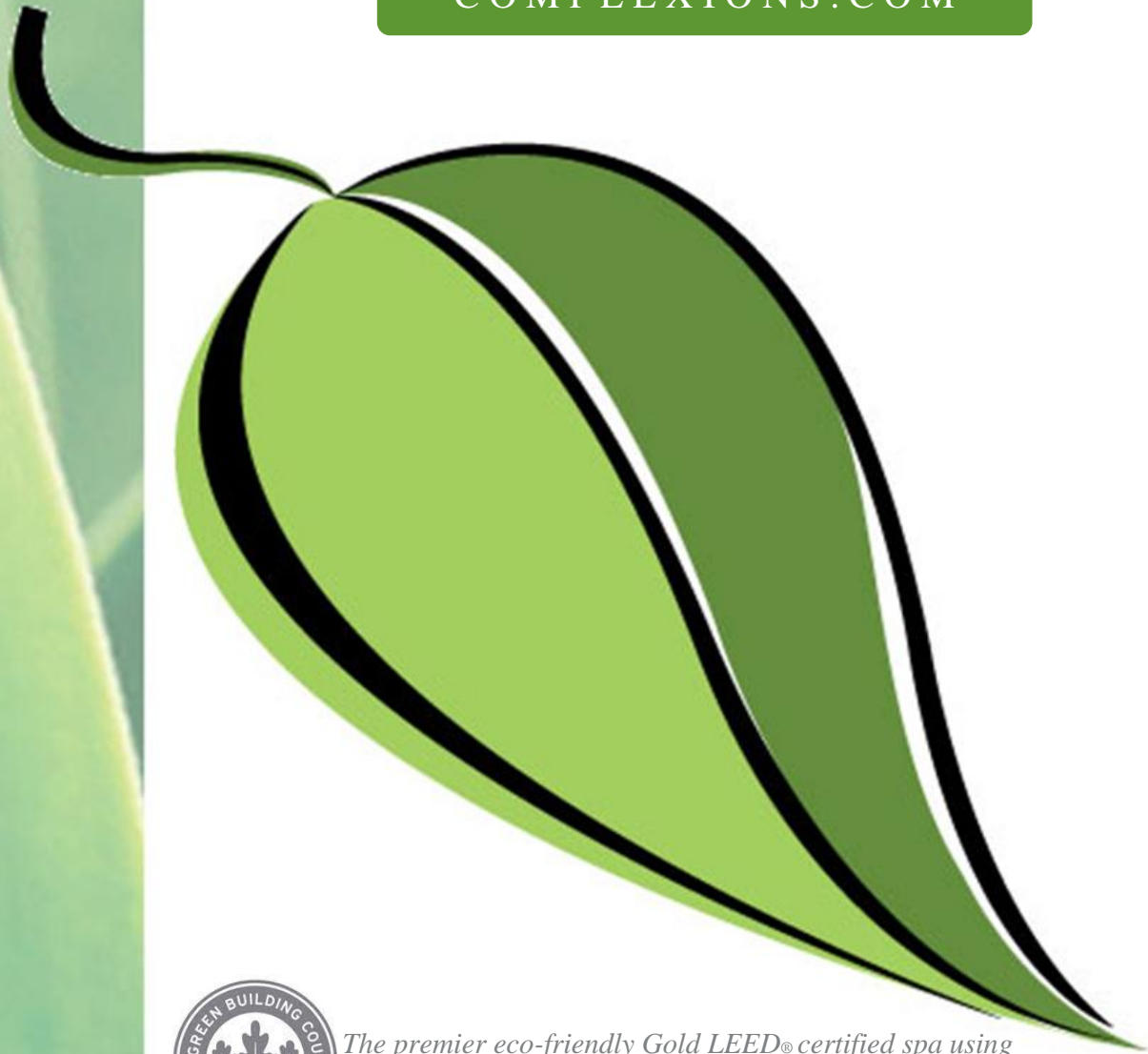


complexions
SPA FOR BEAUTY AND WELLNESS

221 WOLF ROAD, ALBANY, NEW YORK 12205

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COMPLEXIONS.COM

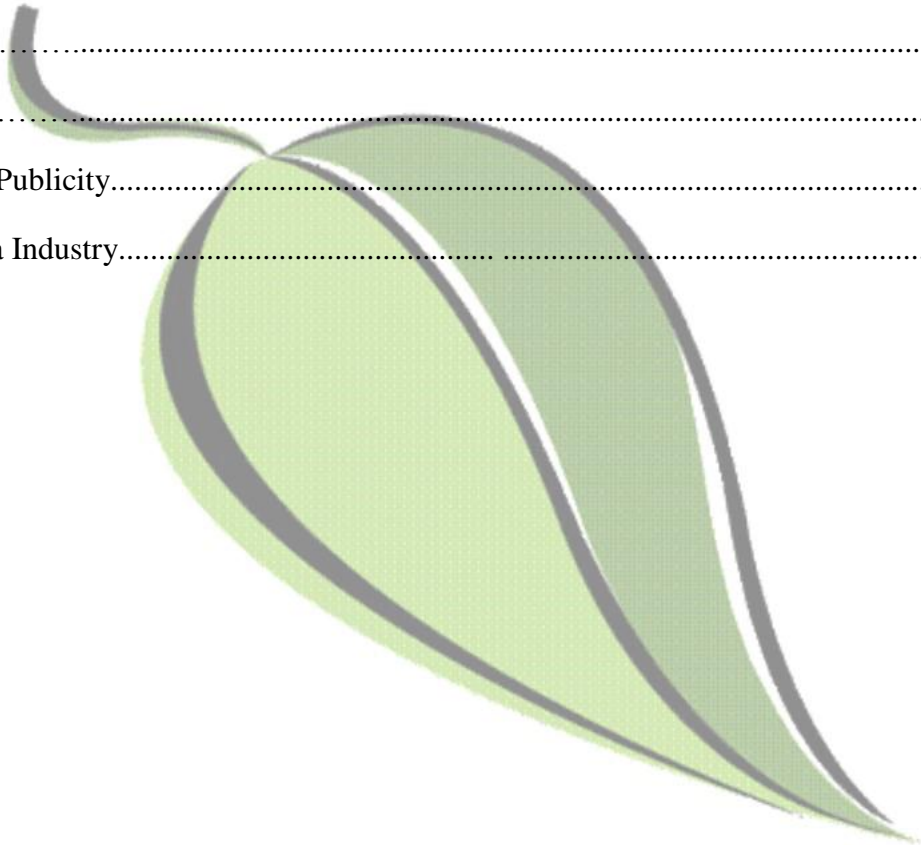


The premier eco-friendly Gold LEED® certified spa using centuries-old beauty rituals from around the world.

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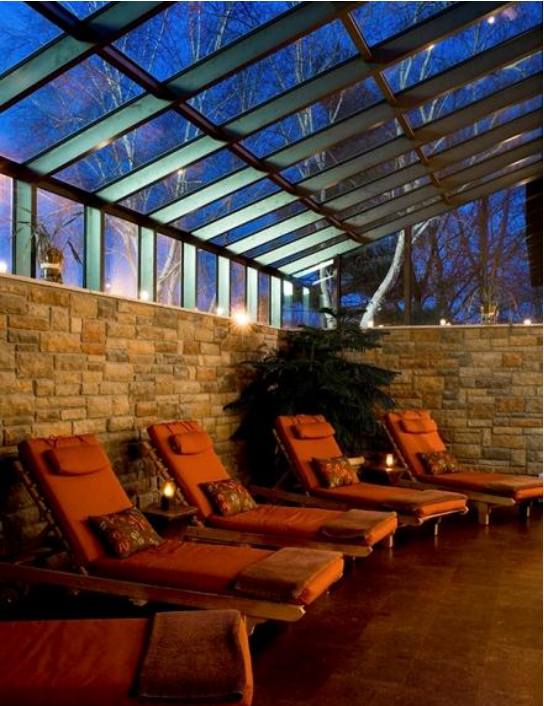
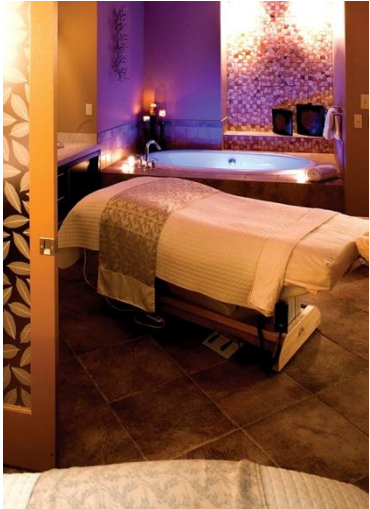
QUICK FACTS

- Denise Dubois, owner and president, opened Complexions Spa for Beauty & Wellness in 1987. Ms. Dubois expanded both the offering and the actual size of the facility several times, most recently into a 10,800 square foot building, completed in the fall of 2012. She decided this expansion would take the environment's wellness into account and it needed to insure that Complexions had an eco-friendly carbon footprint.
- Complexions Spa celebrated 25 years in business this fall in conjunction with the completion of the spa's newest expansion.
- Complexions Spa for Beauty & Wellness is the premier eco-friendly Gold LEED® certified spa offering a wide variety of traditional spa treatments and century old beauty rituals from around the world using the finest, natural organic products available for men and women.
- President and owner, Ms. Dubois, an international CIDESCO diplomat, utilizes her many years of advanced training and more than 25 years of experience as a clinical esthetician to provide the highest quality treatments and services to promote overall well-being.
- Ms. Dubois navigated Complexions' business plan and philosophy over the years away from the luxury only mindset to a strong emphasis on health benefits, wellness and de-stressing making it more of a necessity. Today, her business continues to prosper with double digit growth annually. The number one reason people frequent spas are to de-stress.
- Complexions Spa, registered with the U.S. Green Building Council is the first Gold LEED certified spa in the country for new construction. Leadership in Energy and Environmental Design (LEED) is a sustainable building rating system developed by the U.S. Green Building Council.
- This prestigious achievement was awarded because of Complexions' greening efforts of water-use reduction with low-flow toilets, and faucets; recycling or salvaging 75% of their construction waste; utilizing recycled building materials including recycled steel, cork flooring, recycled carpet and flooring tiles made out of recycled tires; Low VOC paints, wallpapers and adhesives; substantial energy reductions; and much more (see Green Design).
- Ms. Dubois and her family did much of the work during the LEED certification process while adhering to a small budget.
- They researched the LEED standards and then physically did much of the work themselves, including sorting the construction waste into separate dumpsters for salvaging.
- Due to Ms. Dubois' substantial energy reductions, New York State Energy Research Development Authority (NYSERDA) awarded Complexions with a bronze plaque and \$31,000 in grant funding as well as a Loan Fund which reduced their overall building loan by 4 interest points saving her thousands of dollars.
- Some of the expansion's highlights, several of which are exclusive to this area, include: Beauty Lounge for special events, wedding parties, and private groups, new yoga, meditation and stress-relieving breathing classes, an expanded hair salon with 15 stations, "Juice Bar" for made to order shakes and healthy juices, and a new outdoor relaxation garden with seating and state-of-the-art patio heaters, in addition to an indoor Relaxation Room.
- Complexions Spa has also been featured in Skin Inc., DermaScope, The Industry Source and Day Spa Magazine where it earned recognition as having one of the top ten most unique spa services on the East Coast.
- Complexions Spa was one of 13 recipients of the ENERGY STAR Small Business Award in 2008. The ENERGY STAR Award is sponsored by the U.S. Environmental Protection Agency. The program recognizes businesses that implement policies and operations that result in drastic reductions in energy use and negative environmental impact.
- The facility houses a medical spa where clients can receive MediSpa services such as laser hair reduction, microdermabrasion, chemical peels, acne care, cellulite reduction treatment, skin and photo-rejuvenation. Complexions works together with dermatologists and plastic surgeons to provide treatments that complement surgery and reduce patients' healing time, as well as assist in optimizing skin condition.

COMPLEXIONS' GREEN DESIGN

- Denise Dubois, owner and president, decided that expansion into a 10,800 square foot facility should also take the environment's wellness into account. The goal of converting a former fabric store needed to insure that Complexions had an eco-friendly carbon footprint.
- High-efficiency, double-pane, low-e, argon-filled windows were used in a sunroom addition added to the original building.
- The windows have a lower solar heat gain factor and low thermal transmittance.
- High-efficiency, roof-top units with a cooling Energy Efficiency Ratio (EER) of 12.5, and an Annual Fuel Utilization Efficiency (AFUE) of 82%, were installed. The equipment is Energy STAR qualified.
- Complexions complements its sustainable building practices by purchasing all of its energy based on its generation by renewable resources such as wind and hydro.
- Decisions on new Energy STAR and energy-efficient appliances including two refrigerators, washers, dryers, and domestic hot water heaters and computers, were the first requirement.
- Reduced water use with low-flow toilets and faucets.
- Landscape design with drought resistant plants which require minimal watering.
- The restrooms, locker rooms, and hair salon at the Spa require specific amounts of air to be exhausted and replaced with fresh outdoor air, as required by local and state codes. Complexions added an energy recovery ventilator to recapture the energy of the exhaust air. This helps reduce the amount of energy needed to heat or cool the outdoor air to the desired space conditions.
- Energy demand is reduced by installing high-efficiency lighting and lighting controls. The lighting design has reduced energy usage to 0.4 watts per square foot, plus many of the work rooms have light sensors to save more energy.
- VIP parking is available for guests who drive a hybrid car and parking spaces are available for bikes.
- Diverted 75% of construction waste from going to the landfills.
- Utilized recycled materials including recycled steel, cork flooring, carpet and flooring tiles made out of recycled tires, ceiling tiles, and doors all contained recycled material.
- Paints, wallpaper and adhesives had to have no VOC scores.
- All wood used in cabinetry came from forests certified through Forest Stewardship Council (FSC), a non-profit organization devoted to encouraging the responsible management of the world's forests.
- All cleaning supplies, laundry detergents and paper supplies come from eco-friendly sources.
- Guests are given "getting green fact sheets" and are also encouraged to be more earth-friendly with discounts on retail products when they buy a Complexions reusable organic shopping bag.
- Complexions Spa estimates to save more than \$10,600 annually in utility bills with its energy-efficient measures. The greenhouse gas savings is estimated at 56 tons annually, the equivalent of the co2 emissions from the electricity use of nearly seven homes for one year.

PHOTOS



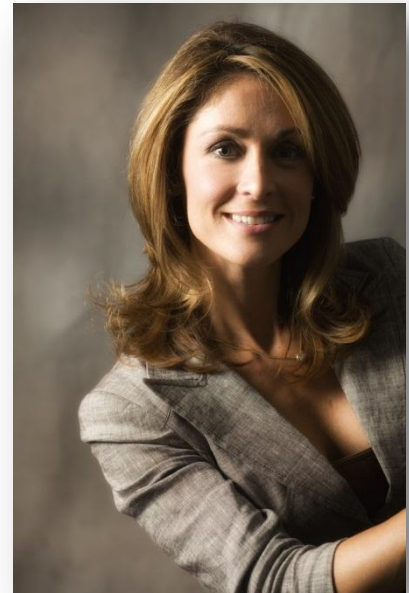
BIO

Denise Dubois graduated from the Catherine E. Hinds Institute of Esthetics in 1984. Having a keen interest in skin care, she began working at salons providing facials and other skin treatments. However, as time passed Ms. Dubois realized that she wanted to use her talents in a manner that had a stronger focus on the wellness of the skin. As a result, she founded Complexions Professional Skin Care in 1987 and differentiated her new business by educating her clients on how the skin works. She gives personal attention to each client's individual skin care needs, working with them to plan skin care regiments together. Each regiment consists of a plan for treatments at home as well as regular appointments with Ms. Dubois. Her advanced training, experience and educational methods are what have proved to be the cornerstones of her success.

As president and owner of Complexions Spa for Beauty and Wellness, Denise Dubois continues to add services and amenities staying ahead of industry trends. One very important component of Complexions is the medical spa. She implemented medical services after building a solid bond with dermatologists and plastic surgeons. Ms. Dubois has worked for several board certified plastic surgeons in the Capital Region and New York City, as well as many area dermatologists, developing pre- and post-operative skin care programs to optimize surgical results and to reduce healing time, and improve skin condition. She has also developed a program for Age Management Skin Care which incorporates chemical exfoliation, microdermabrasion, facial treatments, injectables, and photo-rejuvenation.

Additionally, she is also a respected speaker, having presented at conferences across the country including the Face & Body Spa Conference and Expo in California and Illinois.

Beyond providing expert services with unwavering consistency, Denise Dubois incorporates a larger cause into her business plan; she is committed to combining wellness services in an environment that supports that philosophy for her guests and employees, and as well as the environment. In the spring of 2009, Complexions Spa for Beauty and Wellness became the first spa in the country to receive Gold LEED® certification for new construction, one of the highest honors granted by the U.S. Green Business Council. She and her family did much of the "grunt" work during the intense LEED certification process while adhering to a small budget. They researched the LEED standards and physically made the adjustments themselves proving a small business can make a big difference. Ms. Dubois found the LEED certification process challenging, but also very rewarding and hopes to inspire other small business owners to follow suit.



CV

221 WOLF ROAD
ALBANY, NEW YORK 12205
info@complexions.com

EDUCATION

- Catherine E. Hinds Institute of Esthetics, 1985
- Shaker High School, 1983
- Attends ongoing advanced training, present

CERTIFICATIONS

- CIDESCO International Diplomat
- Esthetics America, recipient
- Laser Certified Technician
- Certified Dermatological Skin Care Specialist
- Licensed Esthetician
- Licensed Cosmetologist

EMPLOYMENT

- **Owner and President, Complexions Spa for Beauty and Wellness, 1987-Present.**
Experience includes managing all aspects of the business, serving clients, and promoting the growth of Complexions.
- **Medical Esthetician, Complexions Spa for Beauty and Wellness, 1987- Present.**
Performs advanced skin care and laser therapy.
- **Director of Esthetics, The Plastic Surgery Group, 1999-2005.**
Designed and implemented the esthetics department of one of the largest plastic surgery groups in the country.
Designed pre- and post-operative programs to enhance patient outcome for all cosmetic procedures.
- **Dr. Patricia Fox, Plastic Surgeon/Reconstructive Surgeon, 1993-1995**
Operated skin care clinic.
- **Dr. Theta S. Pattison, Dermatologist, 1997-1999**
Operated skin care clinic.
- **Century Same Day Surgery 1998-1999**
Medical esthetician.
Pre- and post-op patient education and healing programs.

AWARDS AND RECOGNITIONS

- **Gold LEED® certification, United States Green Business Council**
First Spa in the nation to receive this award for new construction
- **Top 10 Most Unique Spa Experiences, *Day Spa Magazine***
- **Merretta Gotham Hinds Award for Highest Academic Achievement**
- **Energy STAR Small Business and Congregation Award 2008**
U.S. Department of Energy and U.S. Environmental Protection Agency.
- **Bronze Plaque**
New York State Energy Research and Development Authority.
- **CIDESCO Certified International Beauty**
- **CIDESCO International Diplomat**
- **Best of the Best Salon/Spa of the Year, 2009 by *The Industry Source Magazine***
- **Salon of Distinction, 2009 *Salon Today***
- **Small Business of the Year, 2010 by the Albany-Colonie Chamber of Commerce**
- **Best of the Capital Region, 2010 *Capital Region Living Magazine***
- **Best of Readers' Poll 2011 *Metroland Newsweekly***
- **Best of the Capital Region, 2011 *Capital Region Living Magazine***
- **Best of the Capital Region, 2012 *Capital Region Living Magazine***

PROFESSIONAL AFFILIATIONS

- CIDESCO
- Albany-Colonie Regional Chamber of Commerce
- Society of Plastic Surgical Skin Care Specialists
- ISpa
- NYS Pharmacy Board
- NYS Spa Association
- NCEA
- Esthetics America

VOLUNTEER SERVICE

Alzheimer's Association, Saratoga Hospital, Albany Medical Center, Saratoga Dance Museum, The Salvation Army, Ronald McDonald House, Saratoga Back Stretch Workers, Jockey Club, American Cancer Society, To Life, St. Jude Children's Research Hospital, Board of Pharmacy, Colonie Senior Services Center, Saratoga Academy of the Arts & Sciences, Leukemia & Lymphoma Society, Park Playhouse, Run for Help, Domestic Violence, Phi Delta Kappa International, Miranda, J. Carr Foundation, Capital District YMCA Downtown Albany Business Improvement Dist., Muscular Dystrophy Association, Colonie Youth Center, Old Bags Luncheon, Albany Symphony, Palace Theatre, Proctors, Capital City Rescue Mission, Saratoga Senior Services, Gala on Broadway, Ovarian Cancer Support, Congregation Beth Emeth, Northeast Health Foundation, River of Life, Ladies Auxiliary, Christian Brothers Academy, St. Pius School

RECENT PUBLICITY

TELEVISION

[Tan Safely With Airbrush Tanning](#) - WNYT, Albany, NY

[Best Gifts For Father's Day](#) - WNYT, Albany, NY

[Complexions Spa Goes Green](#) - YNN, Albany, NY

[Complexions Celebrates Earth Day](#) - Fox 23, Albany, NY

[Winter Skin Care Do's and Don'ts](#) - Fox 23, Albany, NY

PRINT & ONLINE MAGAZINES

[Times Union Newspaper \(Hearst Corp\)](#)

[Skin Inc.](#)

[DAYSPA Magazine](#)

[Energy STAR](#)

[Green Building in Gotham](#)

[Salon Today](#)

[Massage Magazine](#)

[American Salon](#)

RADIO

Talk 1300 AM, Albany, NY

THE SPA INDUSTRY

The spa industry is rapidly expanding. The services offered at the spa are no longer widely viewed as luxuries but, to some, as a necessary component of an overall wellness plan. The growth is attributed to many factors including increased health awareness, increased discretionary income, and job-related stress. *Spa Finder Magazine* classifies spas into six categories: destination spas, resort spas, wellness spas, weight management spas, spas abroad, and day spas. However, many spas combine elements to serve multiple market segments. Services at spas range from medical rehabilitation to stress relief and relaxation. Massages, skin treatments, hair and nail treatments, fitness programs, hot tubs, and saunas make up just a fraction of what spas have to offer clients.

Industry Statistics¹:

- Worldwide, spas make up a \$250 billion industry.
- In 2011, U.S. revenue from spas totaled \$13.4 billion, up 4.5% from 2010.
- There were over 156 million spa visits in the U.S. last year.
- The U.S. spa workforce is comprised of over 340,000 employees; worldwide, over 1 million people work in the spa industry. It is projected the industry will continue to grow as more and more Americans become aware of the benefits spas provide.

During the current recession there is an increase in shorter, less expensive treatments, but the frequencies of visits remain steady across the country. This recent development has altered many spas' business models by focusing on growing the client base and offering less expensive treatments, rather than attracting a small market segment and charging premium prices.

¹ "ISPA Releases 2009 U.S. Spa Industry Statistics." [International Spa Association \(ISPA\)](#). 17 Aug. 2012.