

## Aesthetic Podiatry: Enjoy Work Again...And Make More Money

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Podiatrists throw off your chains!!!

**Welcome to our first Webinar. Learn aesthetic podiatry and how to enhance your practice and make money from home.**

As podiatrists, we strive for excellence. However, with “managed payments” many of us feel that podiatry feels more like a chore than a choice. We spend our days fighting insurance companies for small payments and patients for \$10 copays. We spend exhausting hours working under crushing workloads, leaving us little to no time for our families and ourselves.

Aesthetic podiatry can help restore beauty as well as function to the foot and restore your bottom line.

We strive to provide all the benefits of standard podiatric services while achieving a more aesthetic outcome. In IAFS’s world we reduce scaring with lasers and have happier patients. And you can take that to the bank.

I have been involved with aesthetic podiatry for over 20 years. Some of the procedures that I perform in my New York office include:

### Pillows For Your Feet®

Our signature treatment to restore lost plantar padding. As we age many of us gain fat and padding, but unfortunately we gain the fat in our hips or in our waists.

And this extra weight has to be borne by the soles of our feet—where we lose padding. I replace some of this lost fat with an injectable implant. The procedure takes only a few minutes, but proper technique and knowledge of how and where to inject is crucial.

### Loub Job®

Relieve pain and increase ROM in a few minutes. Hundreds of patients come every year with significant pain and decreased ROM in the 1st MPJ (and other joints). Hyaluronic acid is injected into the joint space. I call this by the catchy and slightly risqué name, “Loub Job.” I manipulate the joint to achieve an increased ROM. Most patients have significantly decreased pain and increased ROM for up to one year. Patients love it, joint surgery delayed or avoided, no insurance company involved.



### Fabulous Foot Facial®

Dr. Levine’s foray into sublime decadence. I have trained my staff and the staff at some of the best-known spas to perform this treatment. It is deeply relaxing and my patient’s feet look and feel wonderful. Patients love this treatment and keep coming back to my office. And no insurance involved.

### Botox for Hyperhidrosis

This is a very effective treatment, takes about an hour to perform (usually a posterior tibial block is done first), and lasts for about a year. Sweaty, stinky feet no more.

### Laser for Nail Fungus

Quick, easy, painless, and effective.

### Laser Spider Vein Erasure

For spider veins, this is quick, pain-free, and easy. For varicosities this is effective, but, because more heat is absorbed, laser treatment can be painful. For larger varicosities injection sclerotherapy is effective. Patient should wear graded support hose post-treatment, especially for larger varicosities.



### Injection Sclerotherapy

Effective. Minimal pain. Quick. But needs some skill and practice.

### Intense Pulsed Light (IPL) and Lasers

For reducing skin dyschromia and scarring. One must understand how light interacts with the skin and choose the appropriate wavelength. Safe and effective.

### Office Products

As part of an aesthetic practice, one cannot overlook distributing products to your patients. We have developed a line of foot and body products that you can sell to help your patients take the treatments home. And yes, you charge for these products.

### What Is an Aesthetic Podiatric Practice and How Do You Market and Sell Your New Services?

Over the years I received numerous phone calls and emails from podiatrists across the country and the world, all requesting training in Aesthetic Podiatric Medicine. I would like to pass on to the next generation of podiatrists the best practices that have made my practice thrive.

Register for the Webinar at [IAFS.com](http://IAFS.com)

