

# TLC Cosmetic Finds Success with a Unique Business Model



Kathryn Grant  
President  
TLC Cosmetic  
Newport Beach, CA

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Bitra Bagheri, M.D.  
Board Certified Dermatologist



By Amy Kamin, Contributing Editor

Doctors who started out practicing internal medicine, obstetrics and gynecology, are now exploring and succeeding in the beauty business. This trend in non-core physicians entering aesthetic medicine is expanding at an unprecedented rate. TLC Cosmetic, based in Newport Beach, Calif., had an unusual introduction into aesthetics, which evolved out of the non-core specialty of ophthalmology.

Partnering in 1999 with TLC Vision, Inc., Tom Tooma, M.D., a premiere ophthalmologic surgeon, spearheaded ten TLC Laser Eye Center locations in Southern California. TLC provided him with immediate credibility and brand recognition as a proven industry leader with 84 locations across the country. At that time, Dr. Tooma opened the doors as a laser eye center and since then has personally performed an impressive 80,000 Lasik surgical procedures.

One year ago Dr. Tooma joined forces with Kathryn Grant – a seasoned medical aesthetic professional with high profile position experience, including a vice presidency at Lumenis (Santa Clara, Calif.) – and embarked on a new venture. Dr. Tooma discovered that upon the completion of his patients' Lasik surgery, they had a new concern. Since glasses no longer concealed their eyes, patients now noticed lines and wrinkles. They started to request procedures to eradicate them. This prompted Dr. Tooma's creation of TLC Cosmetic that he and Ms. Grant, in her role as president, operate. Ms. Grant had a desire to offer patients the serenity of a spa experience with the efficacy of a medical practice. Their mission was to achieve this goal while maintaining the excellent patient care that TLC was offering in ophthalmology.

Unlike other non-core doctors who personally perform aesthetic services, Dr. Tooma believed that in order to stay true to his core values of excellence and provide a safe medical environment, TLC needed a team of board certified dermatologists with outstanding credentials.

Their signature is a personalized one on one doctor experience starting from the moment the patient walks through the door for a consultation. Even with the high-end experience that they offer, they provide a VIP concierge level of service for those patients who require an even more private experience (due to the location and high profile patient population in Calif.) and extended time with a physician.

TLC's menu of services focuses on the proven technologies that patients seek in the non-invasive cosmetic arena. They are the most advanced, yet proven treatments and technologies focusing on lasers and injectables. Patients want the “tried and true which can offer excellent outcomes,” noted Ms. Grant.

Currently, TLC Cosmetic has three facilities in operation and their rollout vision is one to two per year. According to Ms. Grant, that is generally the time frame that it takes for a new location to become established.

Bitra Bagheri, M.D., a TLC dermatologist, says that it is all about the patient experience. “Our patients appreciate that only a doctor touches the lasers, does the procedures and all of the explaining. This high level professional, personalized and pampered care meets the needs of our patients.”