

LE EYE SPA
OCULAR REJUVENATION

REDEFINING DRY EYE AND AESTHETIC CARE IN LAS VEGAS

LUMENIS





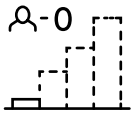
In the heart of Las Vegas, where the desert climate creates uniquely challenging conditions for eye health, Dr. Tami Le discovered her true calling after nearly walking away from optometry.

Feeling unfulfilled by traditional practice, she created Le Eye Spa—a boutique practice that reimagines eye care as a luxurious experience dedicated to dry eye treatment and ocular aesthetics. In a city where residents battle the effects of arid conditions, Dr. Le's innovative approach has transformed both her patients' eye health and her own professional passion.

Dr. Le's journey offers valuable insights for eye care professionals looking to differentiate their practices and deliver transformative patient results.

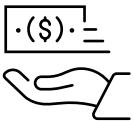
Her success with Lumenis technologies, including **OptiLIGHT** and **OptiPLUS**, showcases how practices can put themselves on the cutting edge, delivering medical relief and aesthetic benefits that change patients' lives.

FAST FACTS: LE EYE SPA



PRACTICE ORIGIN:

Cold start with zero inherited patient base founded in Spring 2024



PRACTICE TYPE:

100% cash-only boutique practice in Las Vegas



TECHNOLOGY:

Lumenis OptiLIGHT IPL & OptiPLUS RF treatments



PATIENT EXPERIENCE:

1-2 hour appointments with spa-like amenities



TREATMENT PACKAGES:

\$400 per IPL session, \$300 per RF session (with package savings)



SPECIALIZATION:

Focused exclusively on dry eye, routine ocular wellness, and aesthetic treatments



DISCOVERING PURPOSE AFTER NEARLY RETIRING

Dr. Le's path to creating her specialty practice wasn't straightforward. After 13 years in traditional optometry, she felt that primary eye care no longer excited her professionally.

That evolved into a vision for a different kind of eye care experience—one that she herself would want as a patient. "I wanted to create a practice that I would want to go to," she states, highlighting the patient-centered philosophy that drives her decisions.

"I thought I was retiring when I left my last position. And then I got bored. I wanted to come back, but I wanted to do something that I really like—more of a personal project."

THE BOUTIQUE PRACTICE MODEL: CASH-ONLY, SPECIALTY-FOCUSED

Le Eye Spa operates on a cash-only model, completely free from insurance constraints. This allows Dr. Le to focus entirely on delivering premium care without being limited by insurance requirements or kneecapped by declining reimbursement rates.

"It's a boutique concierge cash-only practice," she explains. This approach has liberated her to create a practice dedicated exclusively to specialty treatments, leaving behind comprehensive exams, contact lens fittings, and glasses dispensing.

Her service menu is intentionally focused: lid and lash cleanings or microblepharoexfoliation, **OptiLIGHT** with IPL, **OptiPLUS** with RF, low-level light therapy, and a few select additional treatments. This specialization allows her to position herself as an expert in ocular surface disease and aesthetics rather than a generalist.



TECHNOLOGY SELECTION: CHOOSING LUMENIS FOR MEDICAL CREDIBILITY

When researching treatment technologies, Dr. Le was methodical in her approach. While exploring devices at various price points, she prioritized technology with proper medical credentials and eye care industry support.

"I did a lot of research. I wanted that support. And what triggered the decision was that Lumenis had FDA approval for the treatment and management of dry eye due to MGD."

For Dr. Le, Lumenis' commitment to the eye care space was crucial. "I wanted technology that has proven medical benefits—not just 'here's an aesthetic product that might have some .functional benefits

CREATING A PREMIUM PATIENT EXPERIENCE

What truly differentiates Le Eye Spa from other practices is the extraordinary attention to patient comfort and experience. Dr. Le has transformed medical treatments into spa-like . experiences, allocating 1-2 hours per patient appointment

"We pull out the red carpet for the patients," she says. "It feels very much like a spa. Smells good." ".It looks nice. It feels nice, with pillows, blankets, lotions, and more

This approach contrasted with the efficiency-minded models she observed when conducting competitive research. "I saw that in many practices, it was very medical. I had the opportunity to ".do something so different



BUILDING A REFERRAL NETWORK

Dr. Le has implemented creative strategies to build referral relationships with other providers: "When I opened the practice, I had a house party where I invited other doctors, makeup artists, and lash specialists that I thought would be good referral sources."

These networking efforts have yielded significant results, with ophthalmologists and optometrists regularly referring patients to Dr. Le's practice. Her elite diagnostic technology has become a major referral driver for complex cases requiring specialized testing. Other professionals recognize her advanced equipment produces reliable outcomes their patients need.

She also proactively visits practices that don't have similar technology: "I do marketing at doctors' offices, ophthalmologists, optometrists, concierge doctors, as well as lash technicians."

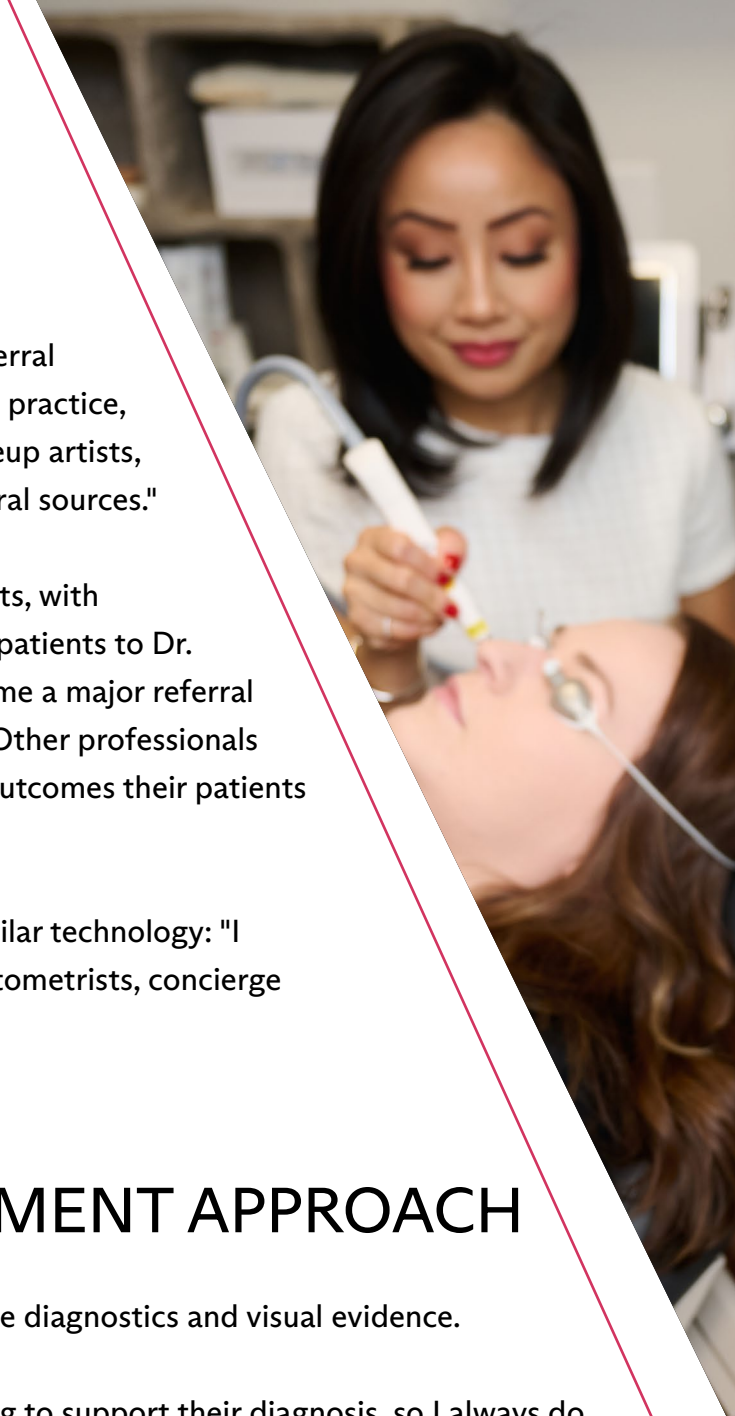
EVIDENCE-BASED TREATMENT APPROACH

Dr. Le builds patient confidence through comprehensive diagnostics and visual evidence.

"First I have to make sure I can show patients something to support their diagnosis, so I always do imaging on every single patient. I show them pictures of their glands. I show them their tear break up time."

This evidence-based approach continues throughout the treatment journey, with consistent metrics tracked at patient visits: "We do tear break up time, tear meniscus height, grading of injection, SPEED score for every patient."

By documenting these metrics, she can demonstrate objective improvement, which is particularly valuable for skeptical patients who have tried multiple treatments without success.

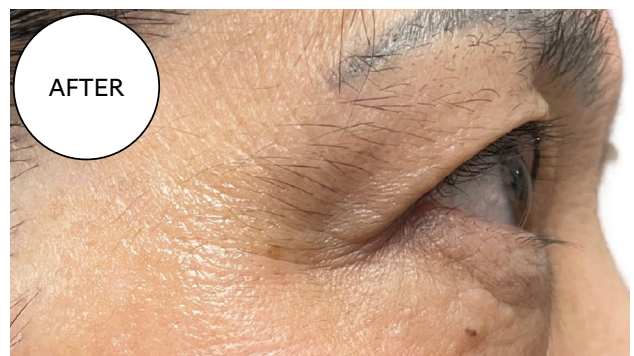


BALANCING MEDICAL BENEFITS WITH AESTHETIC OUTCOMES

One of Dr. Le's most effective strategies is presenting the dual benefits of treatments—both medical necessity and aesthetic effects.

This approach resonates with patients who might initially seek help for signs of dry eye but are delighted by the visible effects on their appearance.

"I think that's the beauty of these treatments—you get both. Patients justify the value, they think, 'OK, great, I get an aesthetic benefit, but it's also medical.'"



PERSONAL TREATMENT DELIVERY AS A DIFFERENTIATOR

Unlike many practices that delegate treatments to technicians, Dr. Le performs all procedures herself. While this limits the number of patients she can see, it has become a significant practice differentiator.

"Patients will say, 'I came here instead of going to another office because you're doing it yourself,' she explains. 'They tell me, I prefer to have the doctor do the treatments instead of a tech.'"

This personal touch reinforces the boutique nature of her practice and allows her to maintain direct relationships with every patient throughout their treatment journey.



TRANSFORMING LIVES ONE PATIENT AT A TIME

Perhaps no patient better illustrates the story of Dr. Le's practice than a war veteran who had exhausted traditional treatment options. "He had plugs, he tried drops—prescription and non-prescription. He had a history of corneal hypoesthesia, neurotrophic keratitis...and he was defeated."

The patient, referred to Dr. Le by an ophthalmologist, arrived skeptical. "He was just very untrusting. Didn't want to really be here, to be honest," she recalls.

After beginning treatment with OptiLIGHT IPL, the patient didn't see immediate improvement. "By the 4th treatment, he said, 'Oh my gosh, this is life-changing.'" His SPEED score, 24 at his original visit, was at 5 by his final visit.

Beyond the medical effects, Dr. Le witnessed a profound transformation in the patient's demeanor and confidence. "When we took his 'After' photo, he was a better-looking person—not just his skin, but his confidence. He held his head up high



WATCH THE VIDEO [▶](#)

THE PROFESSIONAL REVIVAL THAT CHANGED EVERYTHING

Perhaps most remarkably, this new practice has reignited Dr. Le's passion for her profession. After nearly walking away from optometry, she now works more hours than ever—but with a renewed sense of purpose and satisfaction.

"I work way more, but I enjoy it because I'm doing it my way. It took me 14 years in practice to figure out that I needed to do it my way to be truly happy."

Her commitment to success is unwavering: "Failure is just not something that I'm OK with. That's not an option for me, so I just keep going, and if it doesn't work, I do it a different way."

THE FUTURE OF EYE CARE

Her advice to colleagues considering similar technologies is straightforward: "If you want to be able to offer something that's groundbreaking in the eye care industry, something other than the eyedrops patients have tried already, this is a game changer."

For patients in Las Vegas seeking relief from dry eye due to MGD while enjoying aesthetic effects, Le Eye Spa has become the destination of choice—a testament to Dr. Le's vision, determination, and commitment to exceptional care.

To learn more about Le Eye Spa's boutique approach to eye care, visit LeEyeSpa.com or follow Dr. Le on Instagram @leeyespa and @dr.tamile.

OptiPLUS 

OptiLIGHT 



LUMENIS

For more information about Lumenis, [OptiLIGHT](#), and [OptiPLUS](#), visit Lumenis.com.

RISKS AND WARNING (NON-INCLUSIVE LIST)

OPTILIGHT:

Indication for Use: In EU: Evaporative Dry Eye Disease (DED), also known as dry eye syndrome or lipid tear deficiency, due to Meibomian Gland Dysfunction (MGD). This indication is intended for Fitzpatrick skin types I-V.

In US: Improvement of signs of Dry Eye Disease (DED) due to Meibomian Gland Dysfunction (MGD), also known as evaporative dry eye or lipid deficiency dry eye, in patients 22 years of age and older with moderate to severe signs and symptoms of DED due to MGD and with Fitzpatrick skin types I-IV. IPL is to be applied only to skin on the malar region of the face, from tragus to tragus including the nose (eyes should be fully covered by protective eyewear). IPL is intended to be applied as an adjunct to other modalities, such as meibomian gland expression, artificial tear lubricants and warm compresses. The indications are only relevant where they were approved by the Regulatory Authorities.

Treatment with OptiLIGHT is contraindicated for patients with the following conditions in the Treatment area: Ocular surgery or eyelid surgery or Neuro-paralysis within 6 months prior to the first treatment; Uncontrolled eye disorders affecting the ocular surface; Pre-cancerous lesions, skin cancer or pigmented lesions; Uncontrolled infections or uncontrolled immunosuppressive diseases; Recent Ocular infections; History of cold sores or rashes in the perioral area, including: Herpes simplex 1 & 2, Systemic Lupus erythematosus and porphyria; Use of photosensitive medication and/or herbs that may cause sensitivity within 3 months prior to the first IPL session; Recent radiation therapy to the head or neck or planned radiation therapy; Recent treatment with chemotherapeutic agent or planned chemotherapy; History of migraines, seizures or epilepsy. Patients eyes must be completely occluded during the treatment. Please refer to the operator manual for a complete list of intended use, contraindications and risks.

The following possible side effects can occur following IPL treatments: Pain/discomfort, damage to natural skin texture, change of pigmentation, scarring, excessive edema, fragile skin, bruising, burns, pruritus and xerosis.

Please refer to the user manual or ask your doctor for a complete list of intended use, contraindications and risks.

OPTIPLUS:

Indication for Use: (US) OptiPLUS is intended to provide topical heating to treat selected medical conditions such as for temporary relief of pain or muscle spasms and to increase local circulation on body and face. The device is also intended to provide, with a massage device, a temporary reduction in the appearance of cellulite. (AU) OptiPLUS intended purpose is to develop localized heat to warm the subcutaneous tissue by means of radio frequency energy, delivered through electrodes in contact with the patient body and face. The biological effects of the OptiPLUS are linked to the increase of the local temperature of the tissues, in the different body areas. These effects bring to several clinical effects, the device indications for use are: treatment of edematous-fibrous-sclerous dermopanniculosis, treatment of skin atrophy and elastosis, treatment of microcirculation and venous insufficiency, treatment of hyperplasia and hypertrophy of adipocytes. (Canada) OptiPLUS intended purpose is to develop localized heat to warm the subcutaneous tissue by means of radio frequency energy, delivered through electrodes in contact with the patient body and face. The biological effects of the OptiPLUS are linked to the increase of the local temperature of the tissues, in the different body areas. These effects bring to several clinical effects, the device indications for use are: treatment of edematous-fibrous-sclerous dermopanniculosis, treatment of skin atrophy and elastosis, treatment of microcirculation and venous insufficiency, treatment of hyperplasia and hypertrophy of adipocytes, treatment of signs and symptoms of evaporative dry eye disease (DED), also known as dry eye syndrome or lipid tear deficiency, due to Meibomian Gland Dysfunction (MGD) - only when used in conjunction with Lumenis' OptiLight (Licence No.: 109995) and meibomian gland expression (MGX).

Treatment with OptiPLUS is contraindicated for patients with the following conditions in the treatment area: OptiPLUS is unsuitable for anyone who is pregnant, has an infection or illness, or is heat sensitive. Treatment over cuts, wounds, piercings, and tattoos must be avoided and areas with injectable fillers and toxins left for a month before treatment. Patients with a metal implant or implanted device (e.g pacemaker) must consult with a qualified physician first. If deemed suitable, the return pad must be placed far away from the implant. Local, oral, or systemic anesthetics cannot be used before or during treatment as patients need to provide regular feedback to ensure their continued comfort. Insulate patients from metal objects, especially any in direct contact (e.g. the bed). A full practitioner consultation is always advisable.

The device is not intended to be used within the orbital rim or on the neck.

The following possible side effects can occur following RF treatments: Moderate burning sensation, burns, erythema, edema, blistering, moderate pain, purpura in exposure area, mild swelling, ear feeling clogged and jaw tightness.

Please refer to the operator manual for a complete list of intended use, contraindications, and risks.