

Chief of Plastic Surgery at Scripps Memorial Hospital announces partnership with Casa Blanca Salon and Spa

Chief of Plastic Surgery at Scripps Memorial Hospital, John D. Smoot, MD, FACS, has entered into a partnership agreement with Casa Blanca Salon and Spa to offer spa medical procedures by advance reservation at their facility located in Del Rayo Village in Rancho Santa Fe.

Dr. Smoot will now be on-site at Casa Blanca Monday's from 2 p.m. to 5 p.m., Wednesday's from 3 p.m. to 6 p.m. and Saturday's from 10 a.m. to 1 p.m. Services offered will include rejuvenating facial applications utilizing Botox and Restylane, as well as medical grade peels and laser hair removal. Private plastic surgery consultations will also be provided by appointment, for procedures that will be scheduled and conducted at Dr. Smoot's medical center located on the Scripps Memorial Hospital campus in La Jolla. The medical center has a complete on-site surgical suite with two additional physicians and full-time staff of 17 members.

According to Dr. Smoot, "We are very honored to collaborate with the professional team at Casa Blanca Salon and Spa, and it provides more efficient logistical access for our clients who reside in Rancho Santa Fe, Carmel Valley, Del Mar and all points north. This is a superlative complement to our existing medical practice in La Jolla and we look forward to serving new clientele in the surrounding neighborhood. We carefully scrutinized potential spas to develop a relationship with, and Casa Blanca exceeded our expectations and selection criteria. It's a perfect fit for both parties in that Casa Blanca can offer follow-up skin care for facial plastic surgery procedures and medical-grade facial peels, while we can offer easier access for our Rancho Santa Fe clientele in a tranquil, private environment."

Dr. Smoot graduated magna cum laude from the University of Utah, School of Medicine and has 24 years of surgical experience, practicing plastic surgery for 20 of those years. As a Diplomat of the American Board of Plastic Surgery, Dr. Smoot is board certified in plastic surgery and is affiliated with numerous professional associations. In addition to his position as Chief of Plastic Surgery at Scripps Memorial Hospital, he is a non-salaried Associate Clinical Professor at the University of California at San Diego.

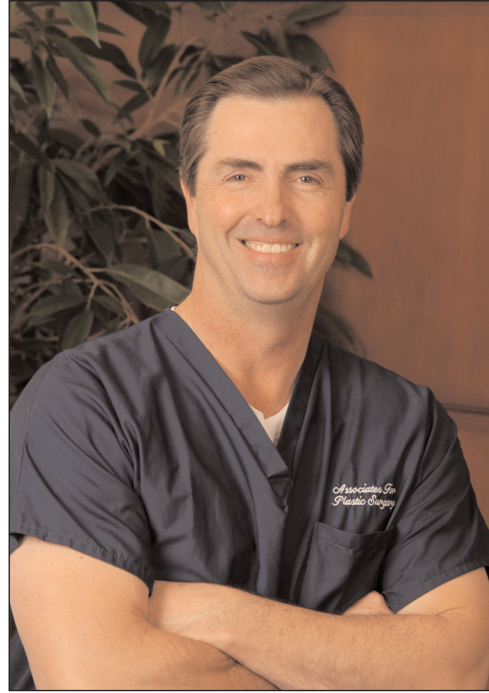
For the past 10 years, Dr. Smoot has been studying the long-term effect of saline and silicone implants in collaboration with the Mentor Corporation, a leading supplier of medical products for the aesthetic medicine market. In early 2008, Dr. Smoot was invited to participate in a post breast augmentation pain study initiated by a leading San-Diego based pharmaceutical company, which is advancing research resulting in new breakthroughs in alleviating adverse patient recovery symptoms.

The partnership with Casa Blanca includes a collaborative effort to establish and build a charitable fund that will support non-profit projects and fundraising events. A percentage of every procedure scheduled through the partnership will be deposited into a financial account allocated for char-

itable purposes that will be dispersed back into the community. This includes all medical procedures conducted by Dr. Smoot as well as spa services provided by Casa Blanca that are referred through and conducted as a result of the partnership. Allocations from the fund will be managed by EMS Marketing Consulting, Inc., a firm that specializes in implementing philanthropic components on behalf of for-profit corporations and business partnerships.

According to Casa Blanca owner Marcina Checketts, "When we entered into discussions with Dr. Smoot and his practice manager, it became apparent that both parties had a strong desire to implement a charitable element into the partnership parameters. For us, this was significant; there aren't many physicians that are willing to make this type of a commitment, particularly in a challenging economic atmosphere. Dr. Smoot is an incredibly caring, and genuinely kind individual who is also devoted to his family, as we are to ours. We have both been blessed with healthy children and successful businesses, and we equally believe in the philosophy of helping others who may not be as fortunate. We couldn't have designed a more perfect union."

More information regarding Dr. Smoot's practice can be located at www.smootchaffoomd.com or by calling 858-587-9850. Information regarding the services provided by Casa Blanca is listed at www.casablancasalonspa.com, or by calling 858-759-8998. EMS Marketing Consulting, Inc. can be reached at 858-864-8536.



Chief of Plastic Surgery at Scripps Memorial Hospital, John D. Smoot, MD, FACS.

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For more information call 858-756-4117, option #1 or log on to www.animalcenter.org.

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