

TESTIMONY OF MILAN LASER HAIR REMOVAL

IN SUPPORT OF SB 461

KANSAS SENATE COMMITTEE ON PUBLIC HEALTH AND WELFARE

TUESDAY, FEBRUARY 13

Madame Chair and members of the Committee,

My name is Jared Widseth, I am General Counsel and Corporate Secretary for Milan Laser, which was founded by two board-certified doctors in 2012 and is based in Omaha, Nebraska. I am joined today by my colleague, Dr. Nathan Haecker, who is a Kansas-licensed physician and serves as Milan's Chief Medical Officer.

Laser hair removal is a permanent resolution to unwanted hair growth – over the course of several treatments, this can be achieved in 99% of patients, making it an attractive alternative to temporary solutions like shaving and waxing. Consumers that choose laser hair removal save time and money over the course of their lives. For some that suffer from conditions like hirsutism and polycystic ovary syndrome, the access to this service is life-changing. Milan operates over 300 clinics across the country that specialize exclusively in Laser Hair Removal treatments. Milan currently operates six Kansas locations (Overland Park, Olathe, Topeka, Lawrence, and 2 in Wichita).

We strongly support SB 461, which will ensure the efficient use of medical resources and personnel, while making laser hair removal more accessible and affordable for all.

Over the past several years, there has been tremendous growth in consumer demand for laser hair removal. Increasingly, consumers are being duped into using at-home remedies and devices that not only do not deliver results, but can cause permanent damage. These unregulated and unsafe devices represent a health and safety hazard to the public, but one that can be mitigated by making laser hair removal more accessible to Kansas consumers. Milan's goal is to meet the demand for professional laser hair removal and create new well-paying jobs for Kansans, while adhering to our operational protocols that always put consumer safety first and foremost.

Most laser hair removal today in Kansas is offered by medical spas, which offer a wide variety of services under one roof. These medical spas frequently have a physician on site or immediately available, but also may permit non-licensed technicians to perform certain services, including laser hair removal. To be clear, SB 461 would **not** interfere with the current med spa operational requirements, but would simply create an alternative regulatory solution for small, single-service clinics like Milan that exclusively offer laser hair removal using licensed health care professionals.

Currently under Kansas Board of Healing Arts Regulation 100-27-1, which was last amended in 2006, laser use of any kind requires a doctor to be on site or immediately available. There is a wide range of medical uses for lasers, some more invasive than others, which is why we do not believe a one-size-fits-all approach to laser regulation is appropriate. Laser hair removal is at the lower end of that spectrum - it is non-ablative, non-invasive, and has an exceedingly low complication rate. When complications do occur, they are the approximate equivalent of a mild sunburn, and can be treated with over-the-counter topical gels such as aloe. Milan's 12 years of experience in this field proves that laser hair removal can be safely and effectively delivered by well-trained non-physician health care professionals. And at least 30 states agree - they allow for licensed nurses to perform laser hair removal without direct and onsite physician supervision. Unfortunately, Kansas laws have not kept up with medical advancements and best practices in this field, and SB 461 provides a much-needed update.

SB 461 will allow RNs and LPNs to perform laser hair removal without direct and onsite doctor supervision, but it also provides some important safety and health guidelines to ensure it continues to be delivered safely.

- 1) It requires all health care professionals to undergo at least 40 hours of physician-led training and laser safety education.
- 2) It requires a physician to serve as the medical safety officer of a laser hair removal clinic. In this role the physician establishes written protocols that all health professionals at a clinic must follow, and requires physicians to review at least 10% of patient records.
- 3) It requires the involvement of a physician, physician assistant or nurse practitioner for any and all complications to ensure that these occurrences, while exceedingly rare, are handled appropriately.

SB 461 is practical legislation that will enable Milan and other laser hair removal clinics to expand and create jobs in Kansas while putting patient safety first and foremost. For that reason, we ask for your support of this bill.

Thank you, we'll be happy to stand for any questions.