



FOR IMMEDIATE RELEASE  
APRIL 29, 2020

Contact: Tracy Yager  
608.831.7003  
[info@madisonmedispa.com](mailto:info@madisonmedispa.com)

**Madison Medispa looks to reward nurses for a job extremely well done.**

WAUNAKEE — May is National Nurses Month, what the American Nurses’ Association refers to as a time when the nursing profession is recognized, elevated and celebrated.

Madison Medispa plans to add “rewarded” to the list.

To honor the incredible work that local nurses perform day in and day out — and especially now, during the Coronavirus pandemic — Madison Medispa will be providing a free skin care analysis and customized PCA SKIN facial treatment to any nurse who calls for an appointment during the month of May. (The actual appointments will take place in June, once the *Safer at Home* order has been lifted.)

“We were discussing what we could do to thank these amazing caregivers,” said Dr. Boyd Erdman, Chief Medical Director of Madison Medispa. “We talked about all the nurses we’d seen in the news, and the pictures of their faces after finishing a long hospital shift. The stress, and grief, and fatigue are clear, and the skin damage that the constant use of their masks was causing was shocking. We thought it would be nice to provide them with an opportunity to have a treatment that is not only relaxing, but could also help heal their skin and keep it healthy and clean.”

- MORE -

## **MEDISPA OFFERS FREE FACIALS TO NURSES**

ADD 1

Nurses who take advantage of Madison Medispa's invitation will receive a completely complimentary and customized treatment, based on their specific skin condition. After providing some key pieces of information about their skin, including any problem areas or concerns they have, and they will be evaluated under a dermascope to provide additional details about their overall skin health. After gathering this information, Madison Medispa's Clinical Esthetician, Ann Heath LE, will provide a customized PCA SKIN facial treatment, specially designed to be ideally suited for their skin and any issues they may be experiencing. They will also be provided with recommendations about how to maintain optimal skin health into the future. Nurses can make an appointment for their complimentary treatment by calling 608.831.7003 or emailing [info@madisonmedispa.com](mailto:info@madisonmedispa.com).

It's Dr. Erdman's hope that many nurses will take advantage of Madison Medispa's unique way of saying "thanks."

"It's not much in the grand scheme of things, but we hope they will enjoy it," said Dr. Erdman. "If anyone deserves a little pampering right now, it's them!"

Madison Medispa is the next evolution of Madison Vein and Laser, which has been providing decades of service to the greater Madison area. Dr. Boyd Erdman and his expert team perform a full range of the most advanced cosmetic and medically necessary treatments from their beautiful new treatment facility in Waunakee, Wisconsin. For more information, please call 608.831.7003 or visit [info@madisonmedispa.com](mailto:info@madisonmedispa.com).

###