

Terry J. Perkins, MD  
Founder of

**Cosmetic Surgery Center  
Medical Group Inc.**

and  
**evolutions**  
medical spa

Media Contact: Anne Orfila  
Phone: (805) 637-0419  
anne@webmarketingtherapy.com



Santa Barbara Medical Spa Sweeps Polls in Two Local Papers for Best Medical Spa  
*Evolutions Medical Spa founder, owner and Santa Barbara cosmetic surgeon Dr. Terry Perkins discusses how he made his medical spa a winner.*

**SANTA BARBARA, CA., OCTOBER 23, 2009** – Santa Barbara residents like [Evolutions Medical Spa](#). Last week, a popular local paper, the Independent, published results from their annual “Best of Santa Barbara” reader’s poll, and Evolutions finished first in the medical spa category. This news comes on the heels of the results from the Santa Barbara NewsPress Readers Choice Awards, where Evolutions Medical Spa came in first as well!

Evolutions Medical Spa was founded in Santa Barbara by [cosmetic surgeon Dr. Terry Perkins](#), who has a thriving cosmetic surgery practice that has been based in Santa Barbara for over 30 years. In 2005 Dr. Perkins founded Evolutions Medical Spa with his son Brian Perkins, the managing partner, to offer medical-grade cosmetic services in a luxurious spa setting. “Evolutions is thrilled to be recognized by Santa Barbara residents. We pride ourselves in creating a unique medical spa experience by educating our clients so that they may make informed decisions about their treatments” comments Brian Perkins. Evolutions Medical Spa focuses on innovative treatments using state-of-the-art technology for all skin types, addressing a wide variety of concerns including wrinkles, acne, stretch marks, hair removal, and sun damage.

Each month Evolutions Medical Spa offers free educational events on a topic chosen by Dr. Perkins and his staff to explain and explore the topic, often with a live demonstration given by the doctor followed by a question and answer period for discussion. Dr. Perkins comments, “This free knowledge empowers the clients to make better skin care decisions in conjunction with our recommendations. When we treat clients as colleagues by arming them with education, they return because they know that we will discuss their options with them, not just prescribe them.” This is one of Dr. Perkins’ best business secrets.

Other Evolutions’ hallmarks include excellent customer service, first-rate technology, confidentiality, and access to Dr. Perkins. Dr. Perkins is directly involved with Evolutions, personally overseeing training of the staff, as well as seeing patients at the medical spa weekly. Patients know that if a complication arises, they will have access to a competent and caring doctor.

With all these business practices in place, one can see how Evolutions Medical Spa captured the votes from Santa Barbara residents of both the Independent and the Santa Barbara NewsPress for “Best Medical Spa” 2009. It comes as no surprise then that Dr. Perkins was also awarded “Best Cosmetic Surgeon” in the Santa Barbara NewsPress Readers Choice awards of 2009. A winning doctor runs a winning medical spa. It’s a win-win all around.

**About Dr Terry Perkins, MD, Santa Barbara Cosmetic Surgeon:** Dr. Terry J. Perkins MD is a nationally-recognized, double board certified cosmetic surgeon, who specializes in facial (*continued*)

To Book Dr. Perkins—The Cosmetic Surgeon & Aesthetic Specialist  
Contact Anne Orfila | 805.637.0419 | [anne@webmarketingtherapy.com](mailto:anne@webmarketingtherapy.com)  
[www.evolutionsmedicalspa.com](http://www.evolutionsmedicalspa.com) | [www.cosmeticsurgerysb.com](http://www.cosmeticsurgerysb.com)

Terry J. Perkins, MD  
Founder of

**Cosmetic Surgery Center  
Medical Group Inc.**

and  
**evolutions**  
medical spa

Media Contact: Anne Orfila  
Phone: (805) 637-0419  
[anne@webmarketingtherapy.com](mailto:anne@webmarketingtherapy.com)



plastic surgery, skin rejuvenation, and body contouring. Dr. Perkins practices at the [Cosmetic Surgery Center Medical Group](#) in Santa Barbara and Oxnard, California and is the founder of [Evolutions Medical Spa](#) in Santa Barbara. Dr. Perkins offers a wide array of services designed to effectively meet his patients' aesthetic needs and is an expert in performing surgeries that give a natural, rested, "non-operated" look. He has his own state-of-the-art, fully accredited plastic surgery center in Santa Barbara, CA, geared to the safety and comfort of his patients. More information at <http://www.cosmeticsurgerysb.com/>.

**Media Contact:** Anne Orfila | 805.637.0419 | WMT | [anne@webmarketingtherapy.com](mailto:anne@webmarketingtherapy.com)

*To Book Dr. Perkins—The Cosmetic Surgeon & Aesthetic Specialist  
Contact Anne Orfila | 805.637.0419 | [anne@webmarketingtherapy.com](mailto:anne@webmarketingtherapy.com)  
[www.evolutionsmedicalspa.com](http://www.evolutionsmedicalspa.com) | [www.cosmeticsurgerysb.com](http://www.cosmeticsurgerysb.com)*