



TESTIMONY OF MILAN LASER HAIR REMOVAL  
IN SUPPORT OF SB 995  
MARYLAND SENATE FINANCE COMMITTEE  
FRIDAY, MARCH 8, 2024

Chair Beidle, Vice-Chair Klausmeier and members of the Committee,

My name is Jared Widseth, I am General Counsel and Corporate Secretary for Milan Laser.

Milan Laser was founded in Omaha, Nebraska, by two board-certified doctors. Since 2012, we've grown to operate over 300 clinics across the country that specialize exclusively in laser hair removal treatments. **Here in Maryland, we have nine clinics located in Baltimore County, Washington County, Annapolis, and Frederick.**

**I am here today in support of SB 995, which will modernize and clarify laser hair removal protocols in Maryland.**

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.**

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 Maryland consumers.

**Milan's goal is to clarify, modernize, and set the standard for professional laser hair removal and create new well-paying jobs for Marylanders, while adhering to proven operational protocols that always put consumer safety first and foremost.** This bill seeks to do just that, by ensuring an efficient use of medical resources and personnel, while making laser hair removal more accessible and affordable.



**Currently under Maryland law, laser hair removal treatments can be administered by APRN's and RN's, but first requires a physician to perform an initial patient assessment and then be on-site for direct supervision during the procedure. This bill lifts the on-site physician supervision and allows licensed nurses to perform the initial patient evaluation and treatments, a reasonable standard for this low-risk procedure.**

Some may argue that this framework heightens the risk for consumers, and may even reference anecdotal evidence of treatments going awry without a physician being present. However, in our experience over the past decade, we have not seen this dynamic unfold. **In fact, we've seen tremendous success with this model in over 30 other states where the law allows licensed nurses to administer the treatment. Milan Laser nurses perform roughly 50,000 treatments per month and less than 1% of them result in a complication, equivalent to a sunburn that simply need a topical ointment and time to heal.**

In the unlikely event of a complication, the bill still requires a team comprised of a physician and licensed nurses to oversee a clinic and be available to help assess and treat patients. **These types of results are a testament to the qualifications and trainings that prepare nurses to execute physician-set protocol and properly care for the individuals they treat.**

**The bill also requires the following:**

- Physicians oversee the LHR clinics and establish written protocols for the clinic's health professionals.
- Physicians review at least 10% of patient records.
- All health care professionals undergo at least 40 hours of physician-led training and laser safety education.
- Laser practitioners only use lasers approved by the United States Food and Drug Administration (FDA).

**Milan's 12 years of experience in this field, utilizing this proven model, demonstrates that laser hair removal can be safely and effectively delivered by well-trained non-physician health care professionals.** SB 955 is practical legislation that will enable Milan and other laser hair removal clinics to expand and create jobs in Maryland while putting patient safety first and foremost.