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RiechesBaird Adds Healthcare Exec, Solar Energy Client; PowerMark Markets Client to Spas

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Bringing Power to Light

San Juan Capistrano-based PowerMark Group Inc. added IinnLight Technologies Inc. as a client.

The Laguna Beach-based light therapy company recently began marketing its iinnLight Pro unit to spas. The technology targets skin problems and wrinkles, but doesn't require a licensed technician to operate it.

Ad shop PowerMark, which focuses on technology companies, did the initial branding, Web site, marketing material and tradeshow development for IinnLight.

"We have done absolutely everything to promote them in the marketplace," said Colleen Edwards, president of PowerMark. "And now we're continuing their public relations effort as well as outreach programs to the spas."

The shop is working on a social media campaign that targets spa bloggers as well as spa owners and directors.

The ad shop has been growing its team since its inception in 2005.

"We'll be 100% bigger this December than we were last December," Edwards said.

The company has 17 employees and expects to hire more before the end of the year, according to Edwards.