

miraDry® Pricing Policy

miraDry® recommended treatment pricing (MSTP) is based on procedure value, cost, and competitive pressure. While the MSTP is believed to be fair for patients and profitable for practices, our providers have the right to price miraDry treatments at a rate that best suits their business needs. The MSTP is established for the benefit of practices to preserve the reputation of miraDry as a high value medical procedure. Currently, we recommend USD \$2,100 for one treatment and USD \$3,000 for two, which is communicated to patients inquiring about the cost of miraDry.

In addition to our MSTP policy, miraDry strongly recommends all practices adhere to a minimum advertised price (MAP) that aligns with our MSTP to help protect the businesses our providers have built around miraDry.