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Just a few years ago it was difficult to find a doctor specializing in skin ailments that affected mainly black people in this country. That is happily now starting to change and today we are seeing the black community take advantage of medical treatments and procedures that were previously unavailable to them. It used to be very difficult to locate an [African American dermatologist](#) but that is no longer the case. There has also been quite an interest in the popularity of [African American laser hair removal](#) and blended cosmetics especially for black people in recent years as well. Truthfully, there is a huge client base for these goods and services as they are being welcomed into the black community. Hair salons specializing in hair styles designed for black women and furnished with hair supplies made for them are very trendy as well.

Anyone who notices a group of people who are not being serviced as they should be is on to a significant and possibly ideal money making initiative. It takes a great deal of effort and a certain amount of raw intuitive skill to ascertain who a target market consists of but it pays great dividends to the person wise enough to attempt it. For example, considering our aging population in this country the following services are gaining in popularity:

- Geriatric and elder care medicine – Many doctors are now choosing to specialize in this focus of care for elderly people. Geriatric medicine is a fairly new approach to treating patients as they get older with age appropriate methods and medicines.
- Aging in place service providers – Clearly most older persons choose to stay in their own house as long as they possibly can even if they need help with yard work and household maintenance. This opens up a wide range of low to moderate paying jobs that can aid a person who must hire others for assistance with tasks they cannot still complete alone.
- Home health care – The areas of nursing assistance and therapists who make home visits is one that is really going to be needed going forward. As more people stay in their homes longer it will be necessary for health care to make home visits because it will be harder for them to get around as well.
- Retirement housing – Baby boomers are interested in retirement housing that also includes such amenities as golf courses, swimming pools and fitness centers. A lot of these folks are still physically fit and like to spend their golden years pursuing favorite hobbies.
- Continuing care communities – These types of retirement communities are ones that offer different stages of assistance to their tenants. Younger and healthy people most often will choose a patio home or condo to move into when they decide to move to one of these communities. Available for those who may not want or need a larger place there are independent living apartments. From there the next step is usually assisted living where assistance with taking daily medications is provided as well as one or more hot meals each day and finally, there is total and complete nursing care for those who are invalids.

You can also find this article published on [Determine Your Targeted Market before You Spend Any Capital in a Business Idea](#), and on the tag pages [African American dermatologist](#), [African American laser hair removal](#).