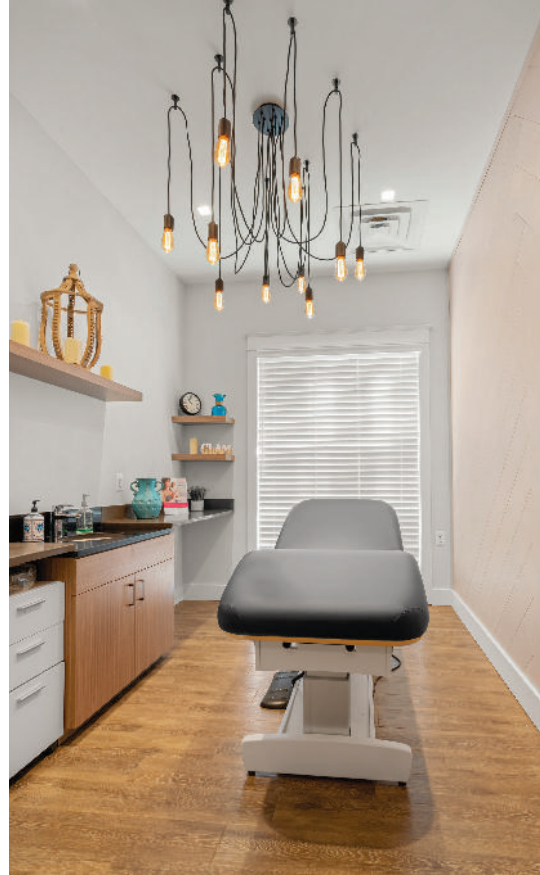


suburbanlife



Already known for its curated skincare solutions, **La Maison House of Aesthetics** widens its scope of services to enhance clients' overall health and wellbeing. page 24

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Best Days Ahead

Already known for its curated skincare solutions, **La Maison House of Aesthetics** widens its scope of services to enhance clients' overall health and wellbeing.

by **MELISSA D. SULLIVAN** | photography by **JODY ROBINSON**

Victoria Rappaport always dreamed of opening a spa that provided the best of both worlds. "I wanted it comparable to a Philadelphia spa, but cozy so it would be like Bucks County," she says. More importantly, she wanted to provide the full gamut of skincare solutions, from the finest topical treatments to the most revolutionary aesthetic devices to more dramatic forms of intervention.

Victoria is no novice, and this was no idle dream. She spent 22 years studying aesthetic medicine and skin care, first working in dermatology and then overseeing a plastic surgery center. "I learned an awful lot about skin, how to take care of it, and how to heal

it," she adds. So, when the opportunity came to open her own full-service medical spa in a prime stretch of Newtown real estate, Victoria pounced on it.

Victoria's spa, La Maison House of Aesthetics, recently celebrated its one-year anniversary, and she could not be more thrilled with the results. Despite its early success, Victoria refuses to rest on her laurels. Going into a new year, she is determined to continue adding to La Maison's offerings, in terms of staff expertise and innovative services alike.

One of La Maison's recent additions is an acupuncturist known as "Dr. Debra,"

who uses integrative medicine to provide whole-body treatments based on an in-depth evaluation of each client. "She really gets down to the nitty gritty," says Victoria, adding that Dr. Debra spends up to two hours with each client to develop an individual treatment plan. Dr. Debra's homeopathic therapies can address concerns associated with aging, joint pain, migraines, anxiety, and depression.

Victoria is also excited about a multidimensional skincare treatment called Skinwave. Using a combination of microcurrent and hydradermabrasion, Skinwave extracts impurities and infuses the skin with a special serum designed to brighten and revitalize. As a final step, clients receive a lymphatic drainage massage, which "gives your skin a healthy glow," says Victoria. The Skinwave treatment is gentle enough to be done once a month and is helpful to address acne and other skin irritants.

Victoria has also seen remarkable results with a new skincare line from Switzerland



We're about wellness in our spa as much as we are about skincare treatments.

—VICTORIA RAPPAPORT, LA MAISON HOUSE OF AESTHETICS

La Maison also offers care options for patients who need more involved care provided by two in-house physicians. “We have Dr. Pete, our medical director, who is an ophthalmic surgeon,” says Victoria. “He knows a lot about the eyes and the face.” Dr. Pete is also highly successful in using platelet-rich-plasma therapy, or PRP, for skin and hair restoration. “Then we have Dr. Tom who is our plastic surgeon. He specializes in cosmetic and reconstructive surgery.”

With La Maison’s two doctors, clients can obtain a wide range of medical treatments, ranging from dermal fillers and Botox injections, to abdominoplasty and breast revision and reconstruction surgery, the latter of which are performed at nearby Doylestown Hospital. Says Victoria, “We can do everything from waxing your eyebrows up to laser treatments and integrative medicine.”

In what has been a challenging time for many small businesses, Victoria has been overwhelmed by the support from the surrounding business community. When La Maison celebrated its first anniversary in late 2021, the owner of the nearby bakery sent a dozen Bundt cakes to mark the occasion.

Clients have been equally supportive, serving as the best advertising La Maison could ask for. “They tell all their friends,” Victoria says. “That’s my biggest source of business.” It’s not just the women who are choosing La Maison. Victoria suggests many men come in for massages, facials, and PRP

treatments. “When they find out all the things we do, they feel very comfortable here,” she adds.

That sense of comfort may stem from the fact that all La Maison’s clients benefit from Victoria’s two decades of experience, as well as the collective wisdom of her carefully chosen team. “Sometimes they’re surprised because they have skin-barrier issues, and I’ll tell them to get CeraVe at the drugstore,” says Victoria. “If something doesn’t work or if there’s something that’s going to give them a better result, I’m going to tell them.”

Looking forward, Victoria is excited to continue building a community among her clients, in part by hosting get-togethers such as wine-and-cheese gatherings or chocolate-tasting nights. “I want to do small, intimate events for people where they can feel free to ask any questions and talk about anything they want,” she says.

Most of all, she wants her clients to feel comfortable and welcome, making La Maison the chic yet cozy destination she always wanted. Even when selecting the spa’s furniture, she focused first on her clients’ comfort, and insisted on self-heating treatment tables. “Everybody loves them,” she says. “They never want to get out.”

In other words, La Maison House of Aesthetics strives to give clients ample reason to visit, stay awhile to enjoy the luxurious amenities, and keep coming back for more. ■

called Swiss Line. Providing both organic and medical systems, La Maison’s staff can customize products to address each client’s specific skin concerns, from acne to hydration. Victoria cites a glowing review from one client who used Swiss Line, suggesting she went out for cocktails with friends and was astonished to be asked for identification proving that she was at least 21 years old.

A Foundation for Overall Health

While La Maison is known primarily for its expertise in skin care, Victoria prides herself on offering a well-rounded experience for every client who walks through the door.

“We’re about wellness in our spa as much as we are about skincare treatments,” she says. “We’re about healthy eating, healthy living. That said, skin care is foundational for overall health and wellbeing. If someone feels like they look better, they feel better.”

In fact, one of La Maison’s most popular facials, called the Wish Facial, is tailored toward clients who have skin irritations arising from cancer treatment. The Wish Facial uses licorice, pepper, and other organic ingredients to smooth and restore the skin with a light peel.



La Maison House of Aesthetics

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