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La Maison House of Aesthetics
takes a personalized,
comprehensive approach to
helping clients love how they look
and feel about themselves. page 24



MORE THAN A *Pretty Face*

BY DEBRA WALLACE

PHOTOGRAPHY BY JODY ROBINSON



Victoria Rappaport,
owner of La Maison
House of Aesthetics

Founded by Victoria Rappaport, La Maison House of Aesthetics takes a personalized, comprehensive approach to helping clients love how they look and feel about themselves.

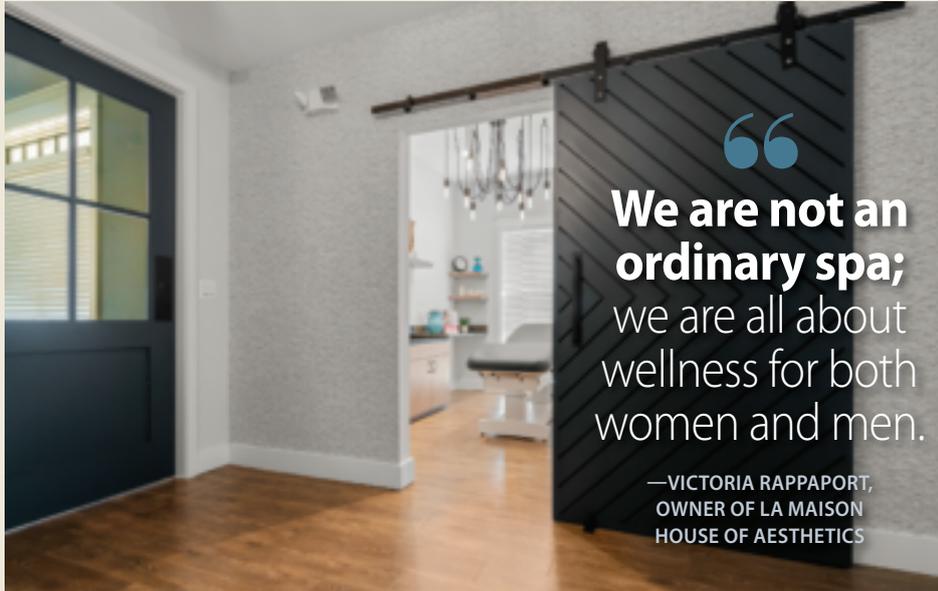
Victoria Rappaport has been a nurturer since she was a young girl.

Her desire to “take care of everybody around me” continued as she grew older, which she satisfied through her volunteer work on an ambulance squad in her native Doylestown, as well as making frequent visits to Neshaminy Manor in Warrington to spend time with residents.

Later in life, her caring nature extended to her own family, as the mother of three sons, all since grown. Now, she cherishes her role as a grandmother, doting on her five grandchildren, ages one to 16. She has also found ways to help others through her work as a healer and the owner of La Maison House of Aesthetics, the Bucks County enterprise she founded one year ago.

Running her own med spa in the heart of Newtown has been a dream come true in more ways than one. Victoria leads a talented staff in providing a range of minimally invasive and noninvasive treatments to help clients look and feel their best, starting from the moment they step foot through the door.

“At La Maison House of Aesthetics, we pride ourselves on providing a calm, beautiful, and warm atmosphere,” she says. “I have always been passionate about giving people healthier skin, which is why I have been involved in skin care for nearly 25 years. Opening my own spa has been my dream ever since I learned about aesthetics. We are not an ordinary spa; we are all about wellness for both women and men.”



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—VICTORIA RAPPAPORT,
 OWNER OF LA MAISON
 HOUSE OF AESTHETICS

NOTHING BUT THE BEST

A consummate professional, Victoria got her start in aesthetics while working for a family medical practice. A dermatologist would visit the office several times a month, she recalls, and the life-changing nature of the work inspired her. It also spurred her to study skin care and permanent cosmetics, and to find ways to treat patients outside of the traditional healthcare model.

She spent the next two decades accumulating knowledge and honing her skills, including several years running a plastic surgery practice and time working at a surgery center to address hair loss. The more she has learned, the more intense her interest became.

Today, clients come to La Maison for help with skin problems such as eczema, rosacea, and acne. Some of its most popular services involve anti-aging and fixing damaged skin after too much time in the sun. Victoria prides herself on the spa’s role as a “one-stop shop,” where patients do receive everything from luxury facials and chemical peels to hair removal, laser treatments, and Botox injections.

Victoria has seen firsthand the emotional toll that hair loss can take on both men and women. This is why La Maison offers PRP (short for platelet-rich plasma) microneedling sessions for the scalp. After these sessions, and once the client has begun to notice an aesthetic difference, the client usually benefits from a confidence boost—looking good and feeling good.

One of the things Victoria likes most about the business is that it gives her an opportunity to research and adopt advances in skin care. New skincare products and ever-evolving laser technology enable her to continually add to her body of knowledge.

Unsurprisingly, La Maison offers a variety of lasers for cosmetic use, each used to treat a different skin condition—from rosacea to acne to sun damage—while others can be used to tighten the skin for a refreshed, more youthful appearance.

She recently introduced a new natural and organic skincare line, Swiss Line, which is renowned in Switzerland and around the world. With Swiss Line, as well as with all of the other products La Maison offers, Victoria says she aims to “give you what is the best for you in a healthy way.”

Each visit begins with a consult to determine the client’s wants and needs, including nutrition and hydration. Once that process is complete, either Victoria or a trusted member of her team will create an individualized treatment plan.

“This is not about just coming in for a facial,” she adds. “We want to figure out a course of action to help clients understand their skin problems that are taking place from time to time or on a regular basis. No matter the need, we are here to take care of you.”

ALWAYS IMPROVING

At La Maison, the quality of the staff is just as important as the array of treatment options. While each team member brings his or her own talents to the enterprise, Victoria says that qualities she praises

in her employees include warmth, intelligence, and a commitment to self-improvement.

As the business celebrates its one-year anniversary, La Maison has many new offerings—and new team members—to announce. She has brought in an acupuncturist, which adds an integrative medicine approach to the spa, as well as formed a working relationship with a regarded plastic surgeon named J. Thomas Paliga, M.D. Dr. Paliga, who has been mentored by top-notch doctors at the University of Pennsylvania, specializes in cosmetic and reconstructive plastic surgery.

“We want to have the answer for everyone’s issues and problems,” she says. “Some people want plastic surgery and others want something less invasive. We cover the whole gamut of techniques and procedures.”

In Victoria’s mind, change is necessary and vital. She is excited about the changes La Maison has adopted since first opening its doors. The positive feedback that has resulted is the only evidence she needs to confirm that she made the right decision.

“La Maison is the culmination of all my dreams,” she says. “The opportunity to help people is why I became passionate about what I do. When I hear a client say that they feel and look better, it makes my day. I’ve met so many lovely people here, and I truly love what I do. It’s why I get up in the morning.” ■



La Maison House of Aesthetics

254 N. Sycamore Street | Newtown, PA 18940
 (215) 880-8469 | LaMaisonNewtown.com