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## MEDICAL AESTHETICS



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With a focus on *enhancing* rather than *changing*, **Hush Medical Aesthetics** delivers customized aesthetic treatments that help clients love how they look and feel. page 62



# Enhanced and Revitalized

With a focus on *enhancing* rather than *changing*, **Hush Medical Aesthetics** delivers customized aesthetic treatments that help clients love how they look and feel.

BY LINDSEY GETZ | PHOTOS BY JODY ROBINSON

After an era of excessive cosmetic procedures, the trend of over-filled lips and puffy faces has gone by the wayside. The trend today seems to circle back to a more natural rejuvenated look.

This may explain why many people are turning to med-spas such as Hush Medical Aesthetics in Buckingham, whose professionals understand the desire for a more conservative, natural approach. Owner Nicole Hollander, RN, BSN, says that clients walk in wanting to feel confident that they won't leave looking completely different. She is a proponent of *enhancing* one's natural beauty, not *changing* it.

"Clients come in here wanting to look refreshed, not walk away looking like a different person," she says. "Sometimes they're scared. The overdone filler face is now very taboo. People who have never had a procedure done before might be afraid of how it will turn out and how they'll be perceived by friends/family. Hush has always been focused on a more natural look."

Having spent 15-plus years in the industry, Hollander is pleased to see the trends circling back to a less-is-more approach. She says that cosmetic enhancements should be about making people feel good and about restoring their confidence. With a full array of services including injectables, microneedling, photo-rejuvenation, skin resurfacing, and much more available at Hush Medical Aesthetics, Hollander says



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—NICOLE HOLLANDER,  
HUSH MEDICAL AESTHETICS



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she and her team are able to meet those goals.

"Botox is one of our most popular services," she explains. "Whether in their 20s or their 80s, we get clients who want to make simple changes that make a big difference in their appearance. We have experienced a significant surge since COVID. With the increase in remote work and Zoom meetings, plus the stress of the pandemic itself, people became more aware of their appearance and wanted to make some improvements in order to present their best selves."

Sometimes a simple change can make a world of difference. Some of Hollander's clients might inquire about treatments to address their jowls, wrinkles above the brow line, and skin texture and laxity. That said, she believes every patient is unique, and so is every treatment plan. She encourages a multiple modality approach by incorporating medical-grade skin care, laser treatments, and injectables. Hush Medical Aesthetics provides options for people of all backgrounds, means, and walks of life.

Hollander initially planned on pursuing a career in art, but ultimately discovered a passion for health care. Hollander has been a registered nurse for more than 20 years, with the last 15-plus focused on aesthetics. She opened Hush Medical Aesthetics five years ago and has seen rapid growth during that time. As someone who has both a med-

ical and an artistic background, she roots her practice in a blend of safety, efficacy, and aesthetics. This combination, she believes, enables her to deliver optimal results.

"I think something that is unique to us as a medical spa is that we say *no* a lot," she says. "We won't do something if we know the outcome is not going to look good on the individual. And we will never do anything that is unsafe. We might lose one percent of our patient population because of this stance, but we ultimately found that we've gained some really loyal customers. They can trust us to be honest with them, and you don't always get that in this industry."

While Hollander describes herself and the members of her team as "not risk-takers," she says they strive to stay on the cutting edge. There's a fine balance between taking a conservative approach and offering the latest and greatest treatments.

"It's important to us to be on the forefront of new and exciting procedures that are entering the market," she explains. "But we do take pride in putting safety first. We are going to make sure it's safe if we're going to offer it."

The safety-first approach offers a lot of reassurance to people who are trusting Hush Medical Aesthetics with their appearance. Hollander understands how frightening it can be for someone who is undergoing a cosmetic procedure for the first time, or even someone who has had prior treatments but is seeing a provider they have not worked with before.



"I think another thing that sets us apart is that it feels like home here," she adds. "There is an immediate comfort level that people get when they walk through our doors. We understand that something new can be intimidating, but everyone is always met with kindness here. I take such pride in that."

Hollander credits her highly trained and knowledgeable staff for reliably putting clients at ease.

"Our team is not only highly educated, but also excellent at delivering a wonderful experience," she says. "As a practice, this is something that we do really well. I am so proud that people leave here not only satisfied with their results, but also pleased with the entire experience they had. That's how it ought to be." ■

 **Hush Medical Aesthetics**

4950 York Road, Suite 1H | Buckingham, PA 18912

(215) 794-6905 | [HushMedical.com](https://www.HushMedical.com)