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At **Bella Body Medical Spa**, Bonnie Benedetto and her team of aesthetic experts deliver a luxurious experience designed to make each client look and feel their best. page 24



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Be Their Guest

Welcome to **Bella Body Medical Spa**, where Bonnie Benedetto and her team of aesthetic experts deliver a luxurious experience designed to make each client look and feel their best. **by MELISSA D. SULLIVAN photos by ALISON DUNLAP**

When Bonnie Benedetto talks about her team at Bella Body Medical Spa in Yardley, she sings their praises with the effusiveness of a proud parent.

"All of them are just so incredible," gushes Benedetto, Bella Body's co-founder. "From our injectors to our aestheticians to our relaxation therapists to our social media specialists to our client care coordinators, they are all at the top of their game."

Bella Body's clients seem to agree. "Bella Body is the best," said one client on the med spa's Instagram. "All the staff were absolutely wonderful," said another. Yet another client described her experience at Bella Body as "life changing," saying that she would recommend the spa to anyone.

Such unprompted praise is hardly surprising. For 13 years, the staff of Bella Body in Yardley has been providing clients with anti-aging and spa treatments of the highest quality, delivered in a serene, luxurious, and welcoming environment. As a full-service medical spa, Bella Body offers clients a diverse selection of medical-grade beauty services, such as injectables, microneedling, dermaplaning, and body sculpting, among others.

For clients looking to refresh and relax, Bella Body offers luxurious treatments such as brow laminations, eyelash extensions, massage, and aromatherapy. Bella Body also has a devoted "Men's Den," where male clients can discuss fillers, hair restoration, and other youthful treatments.

No matter the service, Bella Body's staff focuses on helping each client achieve a "refreshed look," rather than a fake one.

"We never want someone to walk up to that client on the street and say, 'Wow, your Botox looks terrific,'" says Benedetto. "Instead, we want people to say 'Did you go on vacation? You look so refreshed. What's your secret?'"

Yet Benedetto is focused on more than just how her clients *look*. As the med spa's president and creative director, she aspires to add value to her clients' lives in terms of how they *feel*. To do that well, she knows she needs to start with her staff.

"If my team feels valued and appreciated, then they will be able to feel a part of something special. That gets passed on to



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our clients," she explains. "So valuing my staff and treating them with love, appreciation, and gratitude just pours over into how we treat our clients."

Although the Bella Body staff takes its work seriously, the spa's atmosphere is a joyful one. All first-time Botox users get to ring a small bell after their first treatment, and Bella Body's Instagram features many cheeky quotes, such as "Life is too short to fill in your brows every day." Recently the staff posted a few fun and mischievous videos to announce the return of a beloved colleague, Jaclyn "J Marie" McCreesh, who specializes in enhancing clients' natural beauty with minimal treatments.

"We're so excited to have one of the best injectors in the area joining us in August," says Benedetto. "Jaclyn has been a dear friend, and we've had a chance to work with her in the past. We're so happy to welcome her back full force."

'A Special Place'

Benedetto attended the University of Miami as a pre-med student, though her interest in the business aspects of aesthetic medicine came much later. Her path changed when she was introduced to the industry while working in sales for a medical-device firm.

"I came across a body-sculpting treatment that was fantastic," Benedetto recalls. "I thought: *Why don't we try working with these?*"

So, in 2011, Benedetto leased a small space in another med spa and began providing treatments with Joseph E. Kepko, D.O., now Bella Body's medical director.

For Benedetto, she immediately knew she had made the right decision.

The business outgrew the space within a year. With Dr. Kepko and her sister, Bobbi Linn, Benedetto opened Bella Body's first solo location in 2012. The business was so successful that only four years later, the spa needed more room. Benedetto found a large, beautiful building with excellent light on Stony Hill Road in Yardley. At first, she was intimidated by the size and balked at signing a 10-year lease.

"Now it's eight years into it, and we've grown so much that now I'm thinking: *Wow, we might need more space,*" Benedetto says with a laugh.

As the seasons transition from summer to fall, Benedetto recommends that new and current clients check out the spa's new "5-1-1" program. In a comprehensive consultation, Bella Body's aestheticians will work with a client to create a five-month plan to address their specific skin and health concerns, with most treatments requiring little to no recovery time. Also, as tans fade, Benedetto says that many clients request a photo facial to remove the marks left by a summer in the sun.

"Think of it like a Magic Eraser that helps remove unwanted pigmentation, like sun damage and broken capillaries," says Benedetto. "It's the perfect after-summer treatment."

When asked what Benedetto wished people knew about skin care, she offers a few straightforward tips: Make sure to wash your face every morning and evening; and invest in good products suited to your specific skin needs. Most importantly, Benedetto underscores the importance of maintaining a consistent routine.

"You don't need to do too much or spend too much, but you have to be consistent and go to people who really know what they're doing," she adds. "While it can be some work up front, a little bit of self-care and maintenance goes such a long way."

Benedetto and the rest of the Bella Body team consider home-care advice a natural extension of the A-plus service they provide to clients at each visit. From the moment a client checks in at the front desk and through their treatment to the moment they step out the door, Benedetto strives to make every aspect of the experience relaxing, enjoyable, and memorable.

"When our clients leave," she adds, "I want them to say, 'This is such a special place. I feel valued here, and I can't wait to come back!'" ■

Bella Body Medical Spa would like to thank Pure Eco Wellness Salon for providing hair-styling services for the photo shoot. For more information about Pure Eco Wellness Salon, which is located at 84 S. Main Street in Yardley, visit pureecosalonspa.com.

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