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AGE IS JUST A NUMBER

At NS.Aesthetics, registered nurse and licensed medical aesthetician **Nicole Schaefer** guides patients to natural, long-lasting results that turn back the hands of time.

Nicole Schaefer, RN, LME, understands that many people's impressions of the anti-aging industry are limited to Botox or tied to years-ago news reports about a celebrity going overboard and ending up looking completely different. She loves nothing more than to educate patients about the possibilities, especially in light of recent advancements that have altered the field in dramatic fashion.

"People are so used to the way aesthetics has been done in the past, but the direction it's going in because of technology is more natural," she says. "I tell people all the time that dermal fillers and neurotoxins have their place—I do use them and I love them. However, you need to incorporate other modalities of aesthetic treatment. You'll achieve better results, you'll achieve more natural results, and your face won't look puffy and frozen, where years ago that was really the only option.

"Now we're seeing a ton of collagen biostimulators," she continues. "You're actually using your own body's natural collagen and elastin to regenerate and rejuvenate the skin, giving you a firmer, youthful, radiant appearance."

Considering Schaefer's C.V., she is certainly someone worth listening to. Formerly a nurse at Penn Cardiology, she also has more than 30 years of experience in aesthetics, including 27 as a business owner and the last seven at her namesake practice in Cherry Hill, NS.Aesthetics. She is listed on the National Directory of the Top 200 Best Aesthetic Injectors, was awarded "Best of the Best" honors by *South Jersey Magazine* for 2025, and has been profiled in such media outlets as *USA Today*, *MSN*, *Haute Beauty*, and *CEO Weekly*.

Her successes aside, Schaefer's down-to-earth demeanor puts patients at ease. When someone comes in for a thorough consultation, she listens to their concerns and educates them on the options available. Only after those steps have been completed does she develop a beauty plan that aligns with their budget.

"Everybody's facial anatomy is a little bit different," she says. "There is no cookbook recipe for every person, so that's where the consultation comes in. I'm not the type of injector who is going to sit there and point out things on people's faces; I focus on the particular problem they came in for. If it doesn't bother the patient, then it doesn't bother me.

"I am also the type of person who is going to say no to you," she continues. "I'm not going to do something to your face because of a dollar sign. It's about being honest, transparent, and having a relationship with the patients so they know they can always come to me with their concerns, and I'm going to help them achieve their goal."

Nowadays, the beauty plan often includes a collagen biostimulator such as Bellafill, PDO Threads, Radiesse, or Sculptra. Schaefer says these options work wonders in terms of skin boosting, providing a



natural result, a far cry from the overdone looks of yesteryear.

These more natural results are leading more men to visit Schaefer's office so they can reap the benefits, too.

"Most men who come in say to me, 'I don't want to look frozen; I don't want to look like I had any work done,'" she shares. "I can give them neurotoxins to help soften lines, and they're still going to have movement while stopping the continual repetition of the skin constantly bunching in the area that's causing those lines. Just like with women, it's going to look super natural."

Schaefer enjoys getting to know all her patients, male and female, and "holding their hand on their aesthetic journey," while encouraging them to ask questions and guiding them to the results they desire. When all is said and done, and she has achieved her mission of enhancing a person's beauty, she says the patient's reaction "never gets old."

"I think I get more excited than the patients sometimes, and they start laughing because they can't wait to look in the mirror based on my reaction," she adds. "I have had patients who have looked in the mirror, gotten tears in their eyes, and hugged me. They say, 'Thank you so much. You have changed my confidence level and you have addressed what was bothering me.'" ■

NS. Aesthetics

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