

# suburban life

Through artistry, education, and individualized care, aesthetic nurse injector **Haley Holloway** helps patients “feel confident about themselves and enhance what they already have.” pg. 30



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# FRESH FACE

BY BILL DONAHUE  
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Through artistry, education, and individualized care, aesthetic nurse injector **HALEY HOLLOWAY** helps patients “feel confident about themselves and enhance what they already have.”

**Haley Holloway, R.N., B.S.N., loves the fact that she spends her days making other people look and feel their best.** She built her career as an aesthetic nurse injector on a foundation of education and acquired expertise, as well as a deeply personal experience from her formative years.

As a teenager, Holloway had severe acne. She sought the expertise of a dermatologist, who, in turn, prescribed a medication known as isotretinoin, then marketed under the name Accutane.

“There were times when I felt like I was outside my skin,” Holloway recalls. “The medication cleared up my acne, but I had some health concerns because of it. My dermatologist didn’t advocate for me, but one of the nurses did, and she urged me to get off the medication. She inspired me and made me realize someday I wanted to be in a similar position, where I could advocate for other people.”

The experience compelled Holloway to make her wish come true. It also shaped the kind of care she wanted to provide.

Since 2024, Holloway has been honing her reputation as a trusted aesthetic nurse injector with The Aesthetic Center, a clinical skin center in Lewes, Delaware, that specializes in aesthetic services such as microneedling, medical facials, and permanent makeup. She has since opened her own studio, HH Aesthetics Co. LLC, in Milford, Delaware, which she shares with Ericka Passwaters Permanent Makeup.

At both locations, Holloway provides facial rejuvenation for women and men of all ages, backgrounds, and skin types. While most of her patients are in their 50s, 60s, and 70s, she also treats those in the 30s and 40s, even some in their 20s. She has multiple modalities at her disposal. Examples include Sculptra for a slow-burn “glow-up” and hyaluronic acid filler to enhance a patient’s natural lip structure. Perhaps her most popular service is known as the “Facial Sculpt,” in which she uses dermal filler to restore facial volume and enhance a patient’s natural features.

The most important “modality,” as she sees it, is the initial consult.

“When someone comes to see me, it’s never an in-and-out experience,” she says. “The consult is when we talk things through

and see what a treatment plan would look like. I ask each patient how they learn best so I can tailor the consult for them. I like to break down the basics of anatomy; I even have a skeletal model to explain how and why the face ages. We then talk about their concerns and goals, and they're looking in the mirror so they can take the lead. I then like to show the products we use and explain the rheology of each one, how we might use one product to place in deeper tissue and another for fine lines."

Only then—after the patient feels educated about their options, and Holloway has a good understanding of the patient's goals—does she prescribe a thorough and informed treatment plan. The plan essentially

shows the patient a year's worth of treatments at a glance, broken down into disparate sessions.

"I also explain how to prepare for an appointment—what the treatment will be like, what will happen afterward, things to avoid," she adds. "I want the patient to know exactly what to expect because it's important for them to 'lock in' in order to achieve the best result."

No matter the treatment, Holloway has the same goal: to provide a curated experience that helps each patient "feel confident about themselves and enhance what they already have."

"Some people associate injectables with looking overdone," she says. "I want to help

erase that stigma and shed more light on what these therapies can offer. Botox is a good example. I use Botox as a cosmetic tool, but therapeutically it can be used to treat tension just about anywhere in the body, from hyperhidrosis to migraines to [temporomandibular joint] pain."

Holloway delivers each treatment with a blend of artistry and medical precision, which should come as no surprise considering her background in cosmetology and critical care nursing. Safety is always paramount.

In describing her practice, Holloway uses the word *intention*, in that each patient interaction is customized and includes a clear path forward. She's also fond of the word *no*, when and if needed.

"If you come here and I saw you two months ago, no, you don't need any more filler," she says. "I want my clients to look like themselves. I'm not just seeing them as an anatomical canvas; I'm treating the whole person. A big part of my job is to set expectations. I want to curate a safe, ethical result, polishing and enhancing what you already have and connecting the anatomical structures of the face that might have changed over time."

Holloway sees her work as a collaboration of sorts—with each patient and with other members of The Aesthetic Center team. Specifically, she cites the center's six "wonderful" aestheticians.

"Our aestheticians have 50 years of combined experience, and we're working together to come up with the best solution," she says. "What we do is important, but at-home skincare is the foundation. If I'm doing 50 percent [of the work] in the office but you're not doing 50 percent at home, you're only getting half the result."

Looking ahead, Holloway has ambitious plans for the future. As a lifelong learner who invests heavily in continuing education, she is in the process of becoming a board-certified nurse practitioner in dermatology. Her goal is to become a trainer so she can use her expertise to help other nurse injectors enhance their skills on behalf of their patients.

"I love the artistic and research aspects of what I do, and I love that the science is always evolving and shifting," she says. "I want to relay that research, teach others how to advocate for their patients, and help them learn the best ways to make someone feel confident in their own skin." ■



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—HALEY HOLLOWAY



## The Aesthetic Center

34172 Citizen Drive | Lewes, DE 19958  
aestheticcenter.com | (302) 827-2125

## HH Aesthetics Co. LLC

10 NW Front Street | Milford, DE 19963  
hhaesthetics.glossgenius.com  
(302) 727-6269