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Led by Nurse Practitioner Atley Aaron, House of Esthetics
tailors aesthetic treatments to deliver safe and natural-looking
results for patients of all ages.

Atley Aaron (right) with
Lead Nurse Injector
Rachel Militello

pg. 33

Achieving Rejuvenation



IN Atley Aaron's line of work, subtlety is a fine art. Aaron, a Nurse Practitioner and the founder of House of Esthetics in West Chester, believes a patient's results should look natural and effortless, never dramatic.

"We're not trying to change the way you look at all," she shares. "We aim to restore what has changed a little bit over the years. Everything we do is guided by excellence, integrity, education, relationships, and community. Those values shape every patient interaction and every decision we make as a practice."

"We're not just following the current Instagram trend," she continues. "I am constantly reviewing emerging research, looking at technologies, and staying current on safety standards, products, and treatment protocols. We carefully evaluate whether a new treatment or technique is safe, effective, evidence-based, and truly beneficial for our patients."

In Aaron's mind, a patient-practitioner relationship based on openness and honesty represents the heart of her practice. After all, communication is a necessity when devising solutions best suited to a patient's goals.

"The goal is to never try to create perfection or suggest that someone absolutely *needs* something to be worthy or attractive or confident," she says. "It's all about having someone feel their best self. If you feel that you look good on the outside, naturally, you're going to present yourself to the world with more confidence. I think that's really positive no matter your age."

By tailoring a treatment plan for each patient, Aaron and Lead Nurse Injector Rachel Militello strive to deliver the best possible outcome for the long term. That means a patient should see results long after the weeks and months immediately following treatment.

"We're not doing everything in one day," she adds. "We build each patient a personalized treatment plan to address all skin layers. Whether it's muscle, bone, skin quality, [or] the fat pads and ligaments of our face, we are creating a more natural result that help patients look healthier and more refreshed—the best version of themselves."

With Laura Geiszler, D.O., as its medical director, House of Esthetics has created a menu of services that include treatments designed to rejuvenate the skin's health and appearance, stimulate the production of collagen and elastin, and restore facial volume. One of the most popular wellness offerings, NAD+ (short for nicotinamide adenine dinucleotide) Therapy, promotes beauty at the cellular level.

Led by Nurse Practitioner Atley Aaron, **House of Esthetics** tailors aesthetic treatments to deliver safe and natural-looking results for patients of all ages.

"[NAD+] helps with repairing cellular processes, our body's response to stress, and metabolic function," Aaron explains. "Regenerative medicine, including NAD+, has grown significantly in our industry and in the wellness field because it really helps with longevity. Aging and illness can change our bodies, but when we start supporting those NAD levels, it helps our patients with energy, mental fatigue, recovery, and overall wellness."

Aaron explains, "The science of aesthetic medicine is in a state of continual evolution." Likewise, the products used to rejuvenate patients continue to change. That's why Aaron founded House of Esthetics University for licensed medical professionals who seek a career in the aesthetics industry or want to further enhance their skills.

"I wanted to create a program that allows people to get clinical experience and mentorship, and to truly see what it's like being in the industry, because I do believe that there's a lot of misconceptions," she says. "We focus on real-world patient experiences, personalized instruction, and advanced facial assessments and injection techniques. We recognize that aesthetic treatments go much deeper than a wrinkle or a physical feature."

Mentorship is an essential part of the experience. If someone wants to focus primarily on dermal fillers, for example, Aaron will build a training day or shadow day specifically around that topic. She also offers her entrepreneurial prowess to answer questions such as, "How do I build a book of business?" and "How should I market myself in an industry that is becoming oversaturated?"

As Aaron notes, a well-trained team of professionals is the backbone of any successful aesthetics practice. That's why she invests so much time in her team, ensuring that everyone is not only aligned with House of Esthetics' philosophy, standards, and approach to patient care, but also sees growth opportunities.

"Everyone on our team has to be on the same page because we're not just performing treatments; we're building trust," she says. "We're protecting patient safety, we're creating natural results, and we are making thoughtful recommendations that honor someone's natural anatomy. It's all about creating a supportive space for patients to receive authentic care that feels approachable, personal, and judgment-free." ■



House of Esthetics

706 E. Market Street | West Chester, PA 19380
(267) 667-6303 | houseofestheticsmedspa.com