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RESTORING THE BEAUTY

from Within

Marisa Faircloth, PA-C



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by Bruce Frankel

The first thing you notice when you walk into Restoration MedSpa, which Marisa Faircloth, PA-C, opened in November of last year, is the serene atmosphere that resonates throughout the space. This is far from a clinical setting and Marisa Faircloth is not your typical clinician. Here, you are even greeted by a medical ‘concierge,’ Elizabeth Faircloth, whose job is to help make you feel more comfortable.

By focusing on only non-invasive services, Restoration MedSpa takes a holistic approach to evolving beauty procedures. The major areas are injectables, laser procedures, weight loss, aesthetics, and spa services that all work together for the benefit of patients.

“I truly believe that my calling, my God-given gift, my business, is to bring out the beauty in women,” says Marisa. “Restoration MedSpa is about building self esteem. Subtle changes to a person’s overall look can restore confidence, and that is what we are all about.”

Marisa’s latest venture is a direct result of her commitment to excellence, to offer the best services for her clients and patients, which she defines as delivering the finest results with the most cost effective treatments. In an industry where there are many expensive procedural options, she works with people so they get the best value for the money they spend.

When you look back over her long and impressive professional career, it is easy to understand why she is not only successful, but why she felt that this was the right time to establish her boutique business.

In 1982, Marisa was the youngest person to graduate from Wake Forest University Bowman Gray School of Medicine as a certified Physician Assistant, where she promptly started her career in the aesthetics industry as a PA for Forsyth Plastic Surgery. In the subsequent years, Marisa developed a better understanding of the ideal proportion of facial structure that would give her the expertise and skills she uses today.



Marisa Faircloth, PA-C



However, in an industry that has significantly evolved over the years, Marisa continually sharpens her skills through updated training programs. She is one of only six individuals in a tri-state area who holds a “master injector” level status with Allergan, based on her skill with injectables, which are now touted as the smart alternatives to cosmetic surgery.

“None of the current products or treatments even existed when I first started offering these services,” commented Marisa. “The consumer is benefiting from quality, less harmful intrusion, and more cost effective treatments.”

At one point, Marisa owned four weight loss clinics in the area. The benefits of weight loss extended to health issues such as pain management, a healthier lifestyle, and a complement to aesthetic body sculpting.

When she decided to open Restoration MedSpa, she knew that having an experienced aesthetician to provide services such as facials, chemical peels, and post body sculpting treatments would round out her services. Kelly Hollows is the excellent aesthetician on staff who provides these services.

The success of this business is illustrated by the repeat clients and referrals who seek her out. Many who want to look and feel

their best, have high profile jobs and are busy professionals who travel frequently, work long hours, and appreciate her ability to accommodate their schedules.

Terri, a long-term client and clearly a fan, has driven from High Point for years to see Marisa. “I saw three plastic surgeons in my 40s with poor results from injectables. I am nearly 60 now with no facelift needs in sight. Marisa is so good because this is her life’s work. She is simply better at it.”

Restoration MedSpa also has a large niche of cancer survivors who want to regain their lost vitality. “Accumulative subtle changes in appearance can lead to a truly rejuvenated sense of wellbeing,” says Marisa. “I work closely with each of my patients, and I feel a great sense of accomplishment when they feel better about themselves.”

Some of the popular treatments offered include laser procedures for facial rejuvenation, skin tightening, hair removal as well as pigment and vessel reduction. With the new fractioned technology, it makes it possible to perform any treatment on the face and neck in total safety, even in such delicate areas as the eyelids.

Restoration MedSpa also offers a wide variety of injectables that deliver natural-looking results such as BOTOX, Juvéderm, and Voluma. Many will fill lines and wrinkles in less than 30 minutes. “The products I choose to use typically last from one to three years,” says Marisa. “Fillers can also be used as volumizers,

Elizabeth, Marisa,
and Kelly



which plump and lift cheeks, jawlines, and temples, filling out thin lips, and even plumping sagging hands.”

Also popular is Ultherapy. These are treatments that use ultrasound to transform the brow, chin, neck, and chest for tissue tightening and lifting. Ultherapy bypasses the surface of the skin to deliver the ultrasound energy at the right depths and the right temperature. This energy triggers a natural response under the skin, jumpstarting the regenerative process that produces fresh, new collagen.

For non-surgical fat reduction, Restoration MedSpa offers a CoolSculpting procedure where unique technology uses controlled cooling to freeze and eliminate unwanted fat cells without surgery or downtime.

Because of the sheer volume and complexities of products and services, Restoration MedSpa offers a no obligation free consultation for those who request it. “If someone is interested or curious about how a procedure might work for them, they should not have to pay to learn about it,” says Marisa. “I take a practical ministry approach to helping people.”

Another meaningful part of the culture at Restoration MedSpa is a commitment to giving back to the community it serves. In addition to being an active supporter of popular causes such as Second Harvest Food Bank, the clinic has also donated free services to cancer survivors in need.

Although Marisa Faircloth is passionate about her business, clearly the time she spends with her family always comes first. Her husband Robby is a Church Pastor in Greensboro and they have four children, Korban, Kaleb, Faith, and Hope.

Restoration MedSpa is located at 250 Executive Park Boulevard in Winston-Salem. To learn more, visit www.RestorationMedSpa.com or call 336-999-8295.

