

Teaching Skin to Remember and Rebuild

At Nouveau, a boutique medspa, new techniques in skin care tap into the body's regenerative potential—with extraordinary, beautiful results.

Try Google searching “skin care” and get ready for an exercise in frustration. How does someone separate fact from fiction? Science from snake oil?

By visiting Nouveau, a boutique medspa in Kirkwood, Missouri.

Talking with Nouveau founder Carol Anderson, RN, is like sitting down for a chat with a trusted friend—the kind of friend who knows *everything* about all the latest skin care techniques and who can't wait to tell you all about them. She knows what works, what doesn't, and what's on the horizon. Even better, Anderson's decades of experience as a nurse mean that the information she shares is grounded in science and her firm belief that beautiful skin is a reflection of a healthy body.

“Everyone on my staff believes that beauty comes from the inside out,” says Anderson. “When a new client walks through the door of our spa, the first thing we do is talk about their health, both physical and emotional. We provide personal care because we care. As we work with our clients, we develop intimate, trusting relationships with them. Our clients become friends!”

Those preliminary conversations with Anderson and her highly trained staff yield a treatment plan that balances regenerative skin treatment modalities with suggestions for lifestyle changes to return the body to optimum health.

The key word is regenerative. While Nouveau offers clients a full menu of tried-and-true neuromodulators—wrinkle-reducing options such as Botox®, Dysport®, and Xeomin®—as well as many brands of facial fillers, the medspa specializes in treatments that stimulate the body to remember how to rebuild youthful skin. Anderson is particularly excited about the results she is seeing with Forever Young™ photorejuvenation—a leading-edge technique that exposes skin to broadband light (BBL).

“The use of BBL in the skin care industry was originally developed to treat redness or pigment issues. It's FDA approved and has been used millions of times with great results,” says Anderson. “Then, a few years

// After all my years in health care, first as a nurse and now as the proud owner of Nouveau, I've learned that the skin and the face are storytellers; they reflect what is going on in the body. It's our job to reveal that story and enhance its health and beauty.”

~ Carol Anderson, RN



ago, research at Stanford University revealed the treatment can actually cause age-altered genes in the skin cells of older women to actually reactivate. It's amazing. The body can be taught to ‘remember’ the skin of its youth and increase collagen, fibrin, and elastin. We're just giving the body the tools it needs to repair itself. Our clients love it.”

Other regenerative offerings at Nouveau include:

- biostimulators to stimulate the production of collagen and elastin
- platelet-rich plasma (PRP), which uses the client's own plasma to reduce the signs of aging
- Infini® fractionated radiofrequency to tighten and lift problem areas
- microneedling to deliver PRP, vitamins, serums, and peptides to the deepest layers of the dermis

Laser hair removal and acne treatments are also available. An on-call physician oversees the facility and is available, as needed, for consultation. For those simply looking for a bit of pampering, salt exfoliation, massage therapy, and the simple joy of a relaxing facial are all available to Nouveau clients.

