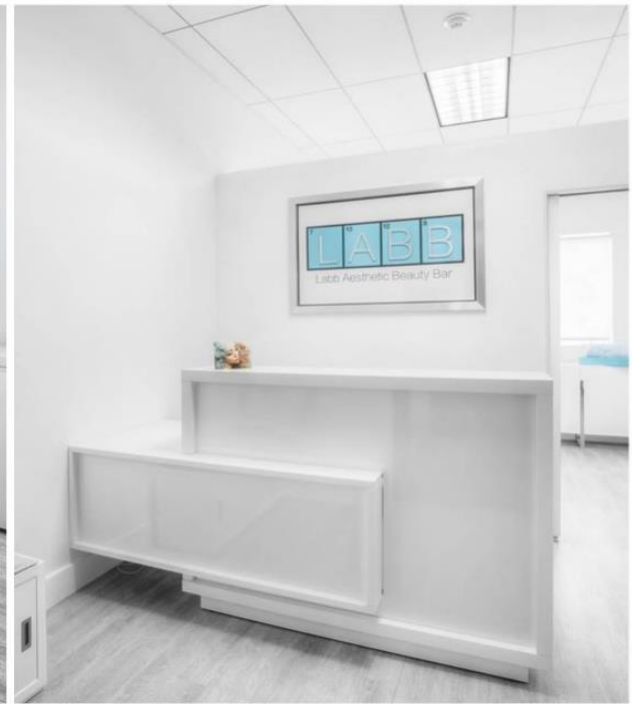


CLEARLY, WHAT'S NEXT
FASHION
SNOOPS



Beauty | Hot Now | LABB Aesthetic Beauty Bar



FASHION SNOOPS

In a city like Miami where skin care facilities, dermatologists, and beauty bars are nearly a dime a dozen, Joey Chancis, Founder and CEO of Joey New York, and her partner, Aesthetic Nurse Practitioner Danielle Smith, have bucked conventionality and opened the city's premiere Botox and filler medical office focused exclusively on injectable aesthetic treatments. Building upon a career spent working in every aspect of the beauty business, Chancis has created an injectable-only business model, allowing her and her highly trained team to become "masters of one particular concept," rather than a variety of procedures and products traditionally offered by plastic surgeons and dermatologists. Now open in Miami Beach, with their sights set on both domestic and international markets, offering safe, affordable beauty treatments.

LABB Aesthetic Beauty Bar abides by a simple mantra: Just because we have earned our wrinkles doesn't mean we have to live with them. With this philosophy in mind, Chancis and Smith and their team of Certified Injectable Experts focus on the needs of each individual client, offering naturally age-defiant results for lines and wrinkles, extra pouty lips, and everything in between. The LABB specialists are trained to analyze all aspects of the face of each client, from bone and muscle structure, to lifestyle, age, nationality, offering recommendations and solutions for the best and most beautiful version of every client.

"Everything is tailored to what the client wants and a personalized treatment plan is created to achieve optimal results," says Danielle Smith NP-C, widely-recognized in the field for her uncanny ability to deliver age-defying natural looking results, having learned from leading some of the best dermatologists and plastic surgeons in the country. By honing in on just one product, as opposed to a suite of products and procedures, treatments at The LABB are not only client-specific, but also less expensive than traditional aesthetic procedure facilities. Quality work and a solid reputation has given The LABB access to the medical industry's leading products, including FDA approved Allergan's BOTOX® Cosmetic, Juvederm Ultra Plus, and Voluma; Nestle' owned Galderma's portfolio of products including Restylane, Restylane Lyft, and Dysport. The average price for one area of Botox treatment is \$240, which is \$100.00 to \$150.00 less than the national standard rate for BOTOX® Cosmetic which is \$328 per area and is determined by the American Society for the Aesthetic Plastic. In addition to standard, walk-in rates for Botox and filler treatments, The LABB also offers a VIP program which includes monthly discounts to those clients who maintain a certain expenditure each month. Regular clients can expect their bill to be less than expected, and will also receive access to their exclusive rolodex containing the city's high end hair and brow stylists, make-up artists, as well as the best plastic surgeons for those clients looking for extensive work beyond the scope of The LABB's services.

www.botoxlabb.com

