

MARKETING FEATURE

Business Plus Spotlight

Boulder County Business, Magnified.

Marta Rey European and Clinical Skin Care Now Open in Boulder

Make the Commitment to
Healthy, Younger Looking Skin



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Marta Rey European and Clinical Skin Care is now open at its new location on Broadway in Boulder. (Photo: Jonathan Castner)



Rey's noninvasive and anti-aging methods are based on European traditions and medical skin care philosophies that can transform your skin into a youthful radiance. (Photo: Marta Rey European and Clinical Skin Care)

Marta Rey European and Clinical Skin Care Now Open in Boulder

Make the commitment to healthy, younger looking skin

By **L.L. Charles**
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Internationally trained Master Aesthetician Marta Rey says that she fell in love with Boulder the first time she visited here. But it took a bit longer to adjust to the Colorado climate. As a skin care professional, she immediately saw the challenges that face anyone who lives here and wants to maintain a youthful appearance.

With our legendary abundance of sunshine and the high altitude, maintaining healthy, vibrant skin takes an ongoing commitment. But it's worth it. "Once you have been following a regimen of quality skin care for a while, your



Marta Rey European Skin Care uses two exclusive lines of products chosen for their power to protect the skin cells responsible for regeneration, repair damaged skin and maintain self repairing enzymes.

friends start asking you, 'What are you doing? How come you don't seem to be aging?'" she says.

Marta Rey has opened her second practice for Marta Rey

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Spotlight



She performs all treatments herself to ensure a one-on-one relationship that delivers the best results. (Photo: Marta Rey European and Clinical Skin Care)

European and Clinical Skin Care in its new location in Boulder. She brings over 30 years of personalized skin care experience and is a recipient of the prestigious CIDESCO International Diploma. Her career in skin care began in her early years. Rey grew up in her mother's skin care business in Argentina, and when she came to the States she knew this is what she wanted to do. For her, she says, this is not work – it's just her passion. This is clearly a connection that is, well... more than skin deep.

"When I started, skin care wasn't recognized as the specialty practice it is today. I actually had to spend 1800 hours to earn a cosmetology license before I could provide professional skin care. That's how undeveloped this type of work was," says Rey.

"I have seen the industry evolve from just hair salons, to spas, to medical grade services."

Rey's noninvasive and anti-aging methods are based on European traditions and medical skin care philosophies that can transform your skin

into a youthful radiance. She performs all treatments herself to ensure a one-on-one relationship that delivers

the best results. Her authentic exuberance and encouraging attitude provide the assurance that you are placing your care in the right hands.

"Everyone's skin is different, so there is no single treatment that is right for everyone. On your first visit, we will start with the most appropriate care at that moment in time, but the idea is to get your skin balanced and then adjust your treatment for ongoing care," Rey explains.

Our lifestyle choices, such as diet, sleep and types of exercise, all contribute to the condition of the skin. Exposure to sun can cause wrinkles and discolorations, known as melasma. If you have been treated by a skin care doctor or are taking medications, these can also add to the "story" of your skin. Based on

this first consultation, Marta Rey will determine the most effective protocol to begin your treatment.

Marta Rey European and Clinical Skin Care uses two exclusive lines of products chosen for their power to protect the skin cells responsible for regeneration, repair damaged skin and maintain self repairing enzymes. These products, made in Italy and Hungary, are only available through licensed skin care professionals. They represent the newest generation of anti-aging ingredients from around the world. One line uses only naturally sourced organic ingredients derived from the pulp of plants, never extracts. The results is a formula that is richer in vitamins and minerals.

Make a commitment to exceptional and personalized skin care

You don't want to get your skin in shape and then just stop, Rey says. "Once you make the commitment to having healthy skin, you will find the time and the means to make it happen. It's an ongoing process."

And you can't start too early when it comes to taking proper care of your skin. Moms are bringing in their teenage daughters and sons to get them started on a regular cleaning and care regimen that can mitigate the damage from acne and exposure to our high altitude environment. Rey says she has seen a noticeable increase in the number of men who are seeking professional skin care to enhance both their personal and professional lives.

There is a synergy at work



Marta Rey

here. "The most expensive products alone won't get you the same results as when you combine them with the right treatment. Skin products alone can't deliver it all," Marta Rey explains. "My approach is noninvasive, so I don't rely on fillers to change the architecture of your face.

I focus just on the skin, for a more natural, healthier appearance."

An initial consultation costs \$100 but can be applied to the cost of your first treatment. Because she will only be available for appointments in Boulder one week each month, Rey advises making both a consultation and first treatment in the same block of time. Plan on a 90-minute first visit to ensure an unhurried, focused skin care session.



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