

# Put your best face forward.

## A gentle touch gives locals a good reason to visit La Chelé medical aesthetics in New Hope.

By Sharon A. Shaw | Photo of Dr. Espinoza by Kim Billingsley

**T**he face says so much about who we are, what we are feeling, where we have been and how we have lived—the very essence of our identity. Dr. Lisa Cheley Espinoza understands this about her patients. She is known for her warm personality, skill and professionalism, while her New Hope-based practice, La Chelé Medical Aesthetics LLC, has a reputation for providing some of the finest medical-grade skin care, noninvasive/nonsurgical treatments and procedures in the area.

Originally from Los Angeles, Dr. Espinoza initially focused her discipline and dedication on dance and performed with the Joffrey Ballet, among others, before pursuing her passion for medicine. She earned her master's and then a medical degree from the Drexel College of Medicine in Philadelphia. After obtaining advanced residency training, acting as chief resident, she went on to work for Hunterdon Medical Center in Flemington, N.J.

Dr. Espinoza is board-certified in medicine and sub-specializes in cosmetic dermatology. Her advanced level of education and experience sets La Chelé Medical Aesthetics apart from other area medical spas. "We don't 'dabble' in treatments; this is our full-time practice," she says, adding that some other facilities offer such treatments as an add-on service.

Dr. Espinoza's goal is to help clients take care of their skin and feel better about themselves. Her patients consider her a great listener and, to some, even a friend. "I don't tell my patients what is 'wrong'—everyone is beautiful," she says. "Instead I ask, 'What bothers you?' ... My patients don't want to look 'frozen'—just softer."

### Expert Touch.

There are many reasons patients choose to have nonsurgical procedures: Noninvasives allow patients to delay more drastic measures; the effects are often reversible; and the treatments are more affordable than traditional surgery. Many first-time clients simply come to Dr. Espinoza seeking answers and advice on skin care. La Chelé Medical Aesthetics will provide a complimentary consultation, including skin analysis, to discuss available options and educate patients about the different courses of treatment.

In addition to carrying physician-only skin-care lines, La Chelé Medical Aesthetics uses advanced techniques in facial rejuvenation and contouring, hair removal, vein treatment, body shaping, facial treatments and waxing. In addition, the practice offers the "Skin Care Club," a membership which allows patients to choose monthly treatments customized to the time of year and one's personal skin-care needs.

It's just that sort of individual attention that patients of La Chelé Medical Aesthetics appreciate. Dr. Espinoza gets to know patients personally; they have her cell number, e-mail address and are encouraged to contact her directly with any concerns. The practice's staff is equally dedicated to the practice.

"The environment here is about bonding, not attitude," says medical aesthetician Laurel Kilcheska Jones, a veteran of the field who



Dr. Lisa Espinoza

describes her position as "more than a job." "It's not a 'who's who' or a fashion show. People are real, down to earth and honest."

Because the practice is owned by a woman, many patients find themselves more comfortable discussing their concerns. As both a provider and a client of the services, Dr. Espinoza uses a gentle touch. "I baby every one of my patients," she says, adding that she uses topical and cold anesthetization, as well as a soft hand and patience to minimize pain.

Dr. Espinoza earned a reputation as an expert and the loyalty of her patients while operating La Chelé Medical Aesthetic for five years in New Jersey. As one of the area's largest injectors, the practice steadily outgrew its facility and needed to expand. Unlike New Jersey, Pennsylvania does not charge a cosmetic tax, making it an attractive location. When a facility became available in New Hope, the borough's central location, artistic charm and reputation for style made it the perfect choice.

Designed by interior decorator Scott Reinboth and Co., of Lambertville, N.J., the office is clean, relaxing and posh. Though the space reflects Dr. Espinoza's personal style, she also wanted it to be on par with any facility from Manhattan, where many of her clients travel from. The office boasts sparkling chandeliers and curved walls in the reception and retail area. Soothing music plays throughout the facility's consultation and treatment rooms, as well as the relaxation room, where patients wait before and after treatment. Though professional, the staff does not dress in scrubs.

"It can be scary," says Dr. Espinoza, "but we are nice, professional and maintain confidentiality, which is especially important in a small town."

Though there are many reasons to choose La Chelé Medical Aesthetics, Dr. Espinoza realizes that, "Ultimately, people choose who is most qualified and who they feel connected to." With the respect she has earned in her field, from her staff and patients, it is no wonder so many people have chosen her. ■



430 Union Square Drive  
New Hope, PA 18938  
215.862.6100  
lachelemedspa.com