

Profile

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A GUIDE TO THE GREATER FORT MYERS BUSINESS INDUSTRY

Skin care: making business personal

BY ELLA NAYOR

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Shawn McKelvie believes in the essentials of good skin care: healthy lifestyle, quality products and lots of pampering.

The perky owner of Skin & Facial ICU in Fort Myers spends her time trying to help clients feel and look their best.

McKelvie, a licensed aesthetician, stresses customer service and tailored care when dealing with clients skin.

"I truly try to give personalized care and treat each client as if they were family," she said.

She relies on her skills as a 27-year RN to help assess clients needs which include fighting acne, aging and rosacea. And unlike many walk-in shops that often slotted amounts of time for clients, McKelvie spends about an hour and a half with customers.

"As a consumer, I knew that I desired to not only carry quality products, but also create a warm, comfortable "unhurried" environment," she said.

To meet this kind of specialized care McKelvie, will only schedule a limited number of clients per day — usually three.

The salon is nestled in a cozy loft-like setting on the second floor of the Calvin Johnson Interior Design building. Guests stroll through a formal entry foyer filled with floral arrangements and soothing scents.

Clients are asked to fill out a assessment form before any work begins. The information helps McKelvie decide what best skin care package to use on clients.

Typically, skin issues range from bothersome acne and blemishes to battling the effects of sun damage and aging. But no issue is ever seen as too great for the blonde stunner who spent time working side by side with a plastic surgeon at the Cleveland Clinic in Naples. And in every case, she said she works to educate customers on their own care.

"I like to address the problem first and let them know it's a team effort," she said. "My job doesn't end with the one visit. I take the time to educate while they are home."

McKelvie's medical background and



COURTESY PHOTO

Shawn McKelvie, a licensed aesthetician, works on a client at her Fort Myers skin and facial salon.

Skin & Facial ICU stats: ■■■

>>The Fort Myers salon features custom designed care for clients; including pampering packages.

>>The business is located at 1516 Royal Palm Square Blvd. Appointments are necessary. For more check out the Web site at www.skinandfacialicu.com

manage damage from too much sun.

Still McKelvie wants to remind people, facials are not a substitute for medical care. McKelvie who is well acquainted with many of the dermatologists and plastic surgeons in the area will refer clients if need be, she said.

During facials and body treatments that include, regimens with the high end Pevonia Botanicals, clients are eased onto a soft bed and wrapped in thick towels all while soothing classical music and the tinkle of a water fountain sounds in the background.

The business offers a variety of packages including the use of a blue light that helps eliminate acne bacteria, according to McKelvie. The FDA approved treatment is considered painless and effective.

And for those looking for a bit of luxury for themselves or a loved one, Skin & Facial ICU design special gift packages. Amenities such as limo rides to the spa and half-day custom packages are available.

And for the chocolate lover, a special chocolate package can be designed, it can include an antioxidant enriched chocolate body wrap, a ultra moisturizing custom facial with microdermabrasion and collagen mask, where your tired feet are soothed and wrapped in parafin over the chocolate to enhance moisture absorption.

Champagne and roses are also available in creating a pampering package. ■



COURTESY PHOTO

Clients are wrapped in thick towels and lay on a soft bed while being treated.

She relies on her skills as a 27-year RN to help assess clients needs ...

personalized care appeals to her clients.

"It's not like a cookie cutter type thing," said Cape Coral resident Pam Abbott. "You really feel like she knows what she's doing. She doesn't just rush you through."

Abbott has been going to Skin and Facial ICU for a year and half for facials and other treatments.

Even common conditions such as acne are not the same for everyone and need a tailored skin care program. Acne considered the most common of all skin issues, effects 89 percent of all 17-year-olds, according to McKelvie.

And with sunny Florida living in Fort Myers, many folks come to McKelvie to

How to spot a good salon: ■■■■

>>**Reputation** Friendly, professional, courteous & well-informed staff that caters to client needs.

>>**Educational background and experience of the aesthetician.**

A clean comfortable environment.

That the client feels the aesthetician truly cares and treats them like they are the only client.

That both client and skin care professional are involved with client education so they can meet their objectives in a realistic time period.