



## JODEY MCGHEE OF PURE AESTHETICA'S SIGNATURE 3-IN-1 FACIAL

**Background:** Jodey spent part of her career in the corporate world and sought out alternative therapies to relieve the stresses caused by the fast-paced industry. As a result, Jodey realized her true calling to the Healing Arts in the form of Aesthetics. She exchanged the science of engineering for the science of Aesthetics. She attended the Aveda Institute in DC, graduated with honors and received her Virginia Esthetician License. Jodey is the owner of Pure Aesthetica, LLC.

### INTERVIEW

**Q: Can you tell us about your training and philosophy?**

A: Upon graduating with an engineering degree in the mid 1990's, I entered the corporate world to the explosive growth of the Internet. During my corporate tenure I sought out alternative healing modalities to relieve the stresses caused by the fast-paced industry. Eventually, I realized my true calling to the healing arts in the form of Aesthetics. I exchanged the science of engineering for the science of aesthetics. I attended the Aveda Institute in DC, graduated with honors and received my Virginia Esthetician License.

I combine my knowledge of aesthetics with a healthy lifestyle to help clients look and feel beautiful on the outside, while promoting well being on the inside. I enjoy keeping up with advancements in aesthetics and educating myself on the science behind the products and equipment. I have attended The Ann Wigmore Foundation in New Mexico, The Ann Wigmore Institute in Puerto Rico, and The Optimum Health Institute in San Diego. I am certified in The Living Food Lifestyle™ Total Well-Being Education, Kinesis™, Reconnective Healing® Levels I/II, and I am attuned Usui Reiki Second Degree.

As a licensed aesthetician at Pure Aesthetica I provide complementary and support therapies to those being treated by a dermatologist. In addition, I am trained and licensed to recognize early signs of many medical conditions, including skin cancer, and will refer the client to a dermatologist in such a case.

**Q: You offer a very special facial called the Signature 3-in-1 Facial---what age and type of skin benefits from it?**

A: The Signature 3-in-1 Facial provides visible results for virtually every skin type and condition, especially aging skin.

**Q: Can you describe what occurs during the facial and what benefits it offers to the skin?**

A: The Signature 3-in-1 Facial is a 90-minute, head-to-toe experience leaving the skin healthier and fresher looking. The facial includes DiamondTome (Crystal-Free) Microdermabrasion, Bio-Therapeutic Microcurrent Face-Lift, and Bio-Therapeutic Oxygen Infusion for the face, neck, and

décolleté that begins with a hot foot towel followed by warming mitts for the hands and warming booties for the feet. Then the grand finale stress-less massage on the feet, hands, shoulder, neck, ears, and scalp.

DiamondTome™ Microdermabrasion is a wonderful alternative to laser or chemical peels because it is non-invasive, non-surgical and requires no down time. We gently polish aging, sun-damaged and acne-prone skin with diamond-tipped wands, leaving skin supple, smooth and vibrant. DiamondTome™ is crystal-free, safe and effective.

Bio-Therapeutic Microcurrent dramatically diminish the appearance of fine lines and wrinkles by introducing muscle re-education. Skin tone and elasticity improve by the increased production of collagen and elastin through microcurrent impulses. Visible firming and smoothing is achieved, leaving skin revitalized, vibrant and younger looking.

Bio-Therapeutic Oxygen with ECHO2Plus™ penetrates the natural barrier of the skin to the epidermal junction area where new cells are formed. There the oxygen molecules attach themselves to the collagen and elastin fibers, strengthening them and promoting the generation of new skin cells. In addition, as the oxygen is pushed into the cells, toxins are pushed out. This, in combination with the free-radical scavenging effect of vitamins A, C and E in the treatment provide dramatic results for virtually every skin type and condition.



**Q: How many facials do you recommend to see improvement?**

A: Every client will see an improvement after his or her first Signature 3-in-1 Facial. Depending on the client's age and skin condition, a series of facials are recommended ranging from 1 facial every 6 weeks, to 1 facial every week for a set number of weeks.

**Q: What type of products do you use and what are the benefits?**

A: Pure Aesthetica uses the ECHO2Plus™ Skin Care Treatment System during the Signature 3-in-1 Facial, which uses 87 different combinations of vitamins, minerals, enzymes, amino acids, and most importantly - PURE OXYGEN gas. Therefore, the ECHO2Plus™ Skin Care Treatment System leaves the skin healthy, rejuvenated, and beautiful.

**Q: What is the price of the facial?**

A: The price of the Signature 3-in-1 Facial is \$150. New clients receive 50% off their first facial experience. Pure Aesthetica also offers Signature 3-in-1 Facial Series at discounted prices.

**Pure Aesthetica**  
2201 Mount Vernon Avenue  
Alexandria, VA 22301  
571-263-1560  
[www.pureaesthetica.com](http://www.pureaesthetica.com)