



A Soothing Touch

Laser Hair Removal

Fulfilling the wants and needs of people has been the objective of all companies since the beginning of time; however, in the case of certain businesses, being a supplier means positively changing the lives of others. When Mary Anne Marrone, owner of A Soothing Touch Laser Hair Removal started her business in 2001, she aimed to provide hope for men and women who'd been combatting an issue their entire lives.

Born and raised in West Utica, Mary Anne has spent her entire life in the Mohawk Valley. After graduating from Utica Free Academy, she earned her college degree and became part owner of a photography business for over twenty-five years. While it was never Mary Anne's intention to enter her current field, she simply could not ignore the things she'd seen on a daily basis. When going to public places she noticed the number of people that had unwanted hair in visible areas of their bodies. She wondered why there wasn't a long-term solution locally and began studying laser hair removal - a service that was not readily available in the area at the time.

Through her research, Mary Anne discovered the many advantages of laser hair removal and how much more effective it could be than other alternatives. Her newfound knowledge inspired her to pursue her certification as a laser hair removal technician. After earning her certification from the Aesthetic Laser Institute in Ohio, Mary Anne took a risk and purchased her first laser hair removal workstation. She found an open location at 2150 Oriskany Street West in Utica and A Soothing Touch was born in 2001.

For A Soothing Touch's first two years in business, their staff consisted of just Mary Anne and her daughter. When her daughter left the business, Mary Anne brought her niece, Melissa on board after she too earned her certification. For the past seventeen years, Melissa has remained one of just three technicians at A Soothing Touch including Mary Anne. Nancy, the third team member to join has been working under Mary Anne for three years, but their business relationship dates back much earlier. Prior to joining A Soothing Touch, Nancy ran her own electrolysis business (another form of hair removal), which Mary Anne would recommend for some of her clients with lighter hair colors. Nancy was inspired to get into the field of hair removal after dealing firsthand with the self-consciousness that comes with unwanted hair. She understood the negative emotional toll such issues can take on a person, but also the joy and empowerment of finding an effective solution.

So, what are some of the advantages of using laser hair removal as opposed to other practices such as waxing or shaving? One of the obvious answers would be the lack of mess, but more importantly, laser hair removal provides a permanent solution to unwanted hair on the legs, toes, under arms, face, bikini areas, hands, arms, chest and back. After scheduling a free consultation with Mary Anne, Melissa or Nancy, they will examine a client's area of concern and determine the number of treatments they'll need. On average, a client receives about ten laser treatments before the hair follicles on the treated area are permanently destroyed. That's right: you never have to worry about hair growing in the treated area ever again. When the machine is used properly, the laser targets dark, coarse hairs without damaging skin - but of course, experienced technicians such as the ladies at A Soothing Touch are required. They've been recommended by local dermatologists as well as endocrinologists many times over the past nineteen years.

While the technology and effectiveness of laser hair removal is certainly significant, finding the proper business and technician for the job is equally important. One of Mary Anne's missions from the very beginning of A Soothing Touch was to provide a service that is accessible to everyone. She has done her best to offer the fairest pricing possible and allows her customers to pay for their treatments in monthly installments with no interest and no contract. With that being said, A Soothing Touch does not cut corners on quality - each of the technicians has several years of experience and use the gold standard equipment manufactured by Cynosure Laser Corp, one of the leading companies in the industry.

Whether they're genetically predisposed to more prominent hair or suffer from various medical conditions such a polycystic ovary syndrome, clients of A Soothing Touch have found Mary Anne and her team are sensitive to their needs. When inquiring on their services, they ensure your comfort with the entire process and they welcome both men and women to contact them for a consultation. They understand the burdensome weight that many people with unwanted hair carry and they want to help. When Mary Anne, Melissa and Nancy explain why they've chosen to be hair removal technicians, they each say, "we love changing people's lives."

For more information on A Soothing Touch Hair Removal, visit ASoothingTouchHairRemoval.com or dial 315-792-7606 to schedule a free consultation.

