

YOUTHFUL ENTERPRISE

With a sought-after medical spa in Woodcliff Lake and her own line of medical-grade skin care products, it may surprise some that Dr. Elizabeth Roche came to the field of medical esthetics almost by accident. “I trained in anesthesiology with a sub-specialty in pain management at the University of Pennsylvania, so I had been injecting Botox for muscle pain, back spasms and migraines for some time before the introduction of Botox Cosmetic in 2002,” says Roche, who founded Elizabeth Roche M.D. MedSpa in 2007.

Her early experience is reassuring to patients, who take comfort in her delivery of “near painless” injections, as well as her in-depth knowledge of facial anatomy and her artist’s sense of proportion and balance. A former model with Elite Modeling Agency in New York, she credits her years in front of the camera for her ability to bring out a patient’s best features.

Her move from pain specialist to medical esthetician was prompted, surprisingly, by her sisters. “They called me when Botox Cosmetic was first approved,” she recalls, “and urged me to learn how to use it for cosmetic purposes, saying that they needed it now and, sooner or later, I would too.” To their delight, she did. “My sisters were my first patients, but then friends started to call, then nurses at the hospital,” says Roche, who lives in Allendale with her husband and two children.

Roche opened her medical spa within a space that, incidentally, was once the post-presidential office of Richard M. Nixon. Over nine months, she transformed the 4,400-square-foot space into a soothing and state-of-the-art facility offering all manner of non-invasive treatments, including dermal fillers, chemical peels, microdermabrasion and sclerotherapy. Assisted by a nurse, esthetician and spa manager, Roche treats a growing patient base and personally handles all new consultations. She relies on great “word-of-mouth” and a growing overall trend toward non-surgical alternatives to keep demand high.

Her clients come from throughout Bergen and as far as Chicago and Philadelphia – even Australia – seeking to restore a healthy, youthful and rested appearance. Roche invests in her education and equipment in order to offer the industry’s most ground-breaking innovations and deliver measurable results. Her office is the only one in Bergen where patients can have the “vampire face lift” (Selphyl), which uses a patient’s blood to trigger the production of new cells and collagen. Another new favorite is Zerona, a clinically proven body slimming treatment delivered in six 45-minute sessions. Roche says one recent patient, a Ridgewood mom in her 40s, lost a total of 11 inches over the course of one two-week treatment.

“It’s important for people who are considering these types of non-invasive procedures to go to someone who specializes in medical esthetics and therefore does them all the time,” she cautions. “In this emerging field, it is important to stay on top of the latest technologies, treatments and advancements in skin care.” As such, in collaboration with a top pharmaceutical skin care company, Roche developed her own line of medical-grade anti-aging skin care products and will soon introduce a new line and peel specifically formulated to treat acne. ➤

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