

Milton • Means **Business**

Cosmetic and laser centre unique in Halton



By **STEVE LeBLANC**
The Champion

A quick glance at their appointment list tells partners of Anne Maaden Cosmetic and Laser Centre that they must be doing something right.

"We're booked into March. In fact we're telling clients to try not to miss appointments because it'll be difficult to reschedule right away," said Carol Van der Maaden Friday morning. "Our open house yesterday drew about 150 people and we've hired four more staff just this week. Yeah, it's definitely exceeded our expectations."

Ms Van der Maaden has a number of other business ventures on the go, but when the opportunity to join forces with longtime friend and industry expert Judith Finn came along last fall, she jumped at it.

Bringing daughter Natalie Van der Maaden — who graduated with an English degree from the University of Western but in mom's view has a "real aptitude for business" — into the fold was certainly a bonus. And since opening on Charles Street in November, the three women have had nothing but constant confirmation that their business was needed in Milton.

"There's nothing like us in Halton," stressed Natalie, who handles the customer relations end of things. "People that would normally drive into the city now have a

state-of-the-art centre right in their hometown."

The centre's state-of-the-art status is largely Ms Finn's doing. Director of the Electrolysis College of Canada, she brings a wealth of knowledge and the latest equipment to Anne Maaden — including blue light laser acne therapy, which is fast becoming a popular alternative to medication. "It basically kills the bacteria that causes the acne, and reduces the risk of scarring," explained Ms Finn, director of technical services at Anne Maaden.

Said Natalie, "It's wonderful that these teens and adults no longer have to go on heavy and harmful prescriptions like accutane. Many of our kids started their treatments over the Christmas holidays and many of their friends noticed the difference in their skin when they went back to school. They seem to have a growing confidence as each treatment continues."

The downtown centre offers just about everything else under the sun when it comes to skin care and hair removal — such as clinical facials, diamondtome microdermabrasion and permanent hair reduction. However, distinguishing itself as a non-invasive treatment facility, Ann Maaden stays away from procedures like botox and restylane.

"We find we're getting better results with them," said Natalie.

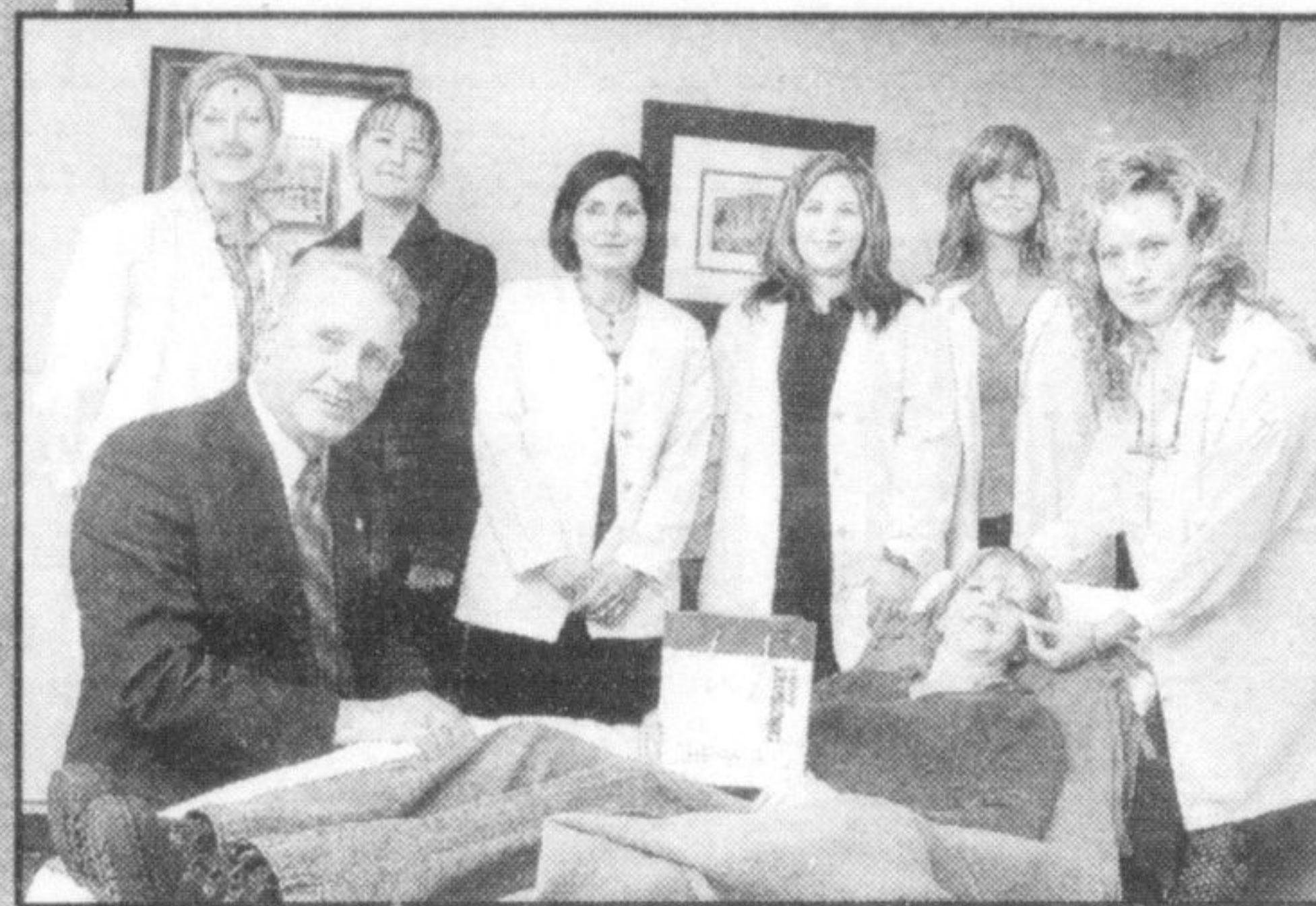
Added Ms Finn, "These are really short-term fixes. We're more about educating the client and finding long-term solutions — getting to the root of the problem."

To that end, the centre is one of the few in Canada to use microscopic viewing equipment during consultations and is the only one around to carry Switzerland-produced Cellcosmet, the only skin care line in the world that currently uses active stem cells — thus reaching skin imperfections on a cellular level. "It's about creating channels for the skin to better absorb the solutions," Ms Finn explained.

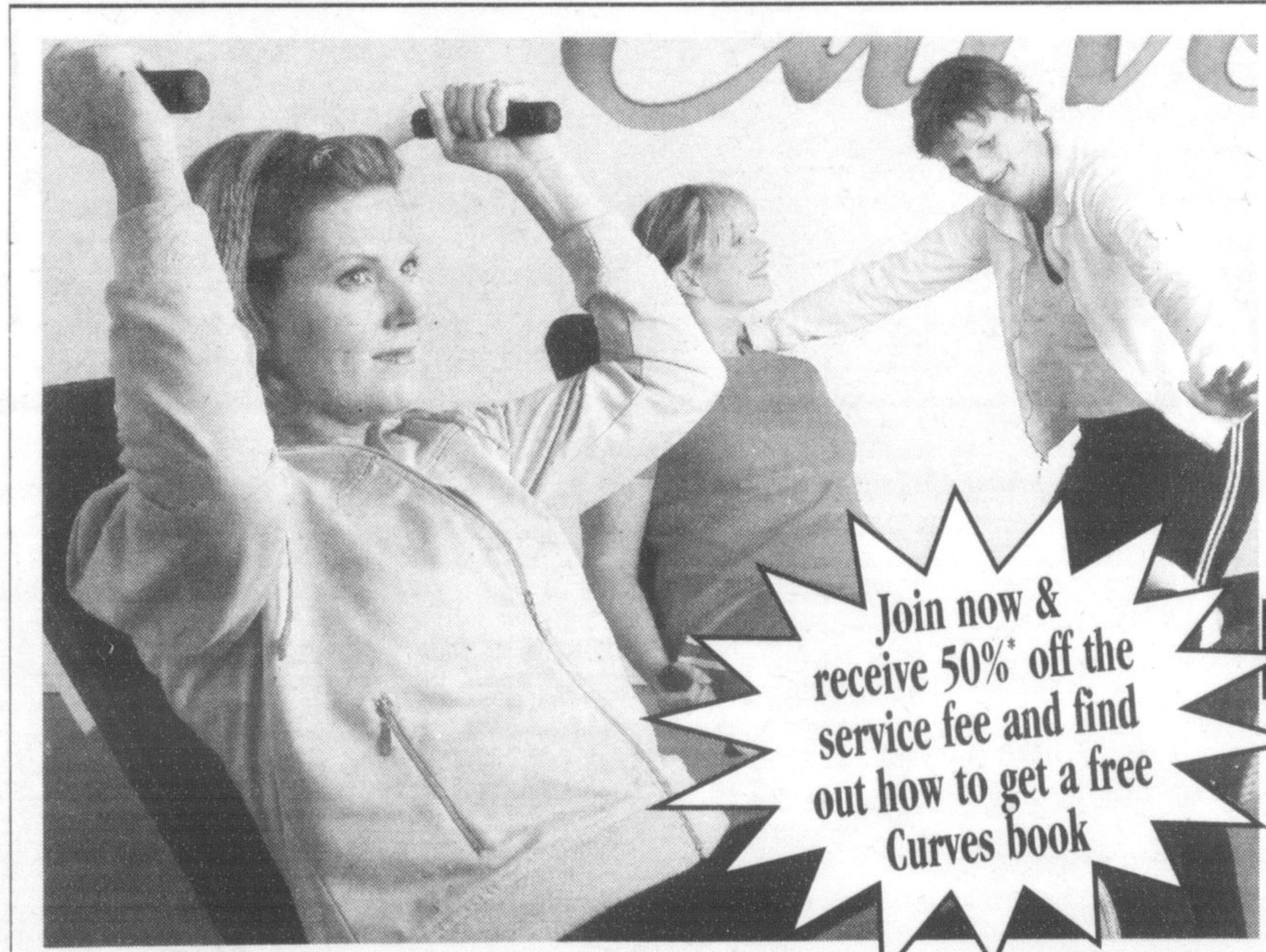
Needless to say, the expertise and equipment offered at Anne Maaden has created a winning combination. "People trust Judith. She's the best," said Natalie.

Added Carol, "So far it's been great. I just stay in the back and let Judith and Natalie do their thing."

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At left, customer relations director Natalie Van der Maaden holds a blue light laser wand and protective glasses as mother and partner Carol looks on. Above, Mayor Gord Krantz visits with Anne Maaden staff during Thursday's open house.



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