



Peace Valley hosts annual solar tour D7

SECTION D

Achievements

Opt4 Group, Doylestown, is upgrading data and voice wiring at the Bucks County Free Library in Doylestown.

The new CAT5 wiring will improve bandwidth in preparation for the new computers, DVDs and CD units. Library patrons will notice more reliable and faster response times when using these devices.

Count Me In for Women's Economic Independence has named **Heather McCloskey** of McCloskey Partners, Perkasie, as one of the pitch winners selected in the latest Make Mine a Million \$ Business event, M3 1000, which was held Sept. 26 in Philadelphia.

Described as a cross between "The Apprentice" and "American Idol," the M3 1000 pitch competition invites women business owners to present their business in a 2-minute "elevator pitch" to a panel of small business experts and judges.

Pitch winners came away with a \$1,000 American Express gift card, an introductory cycle of professional coaching from The Coach Connection (TCC), and a chance to participate in the next round of competition to win a coveted spot in the renowned Make Mine a Million \$ Business program, along with a business development package that includes additional cycles of coaching, national PR and financing assistance to help their businesses grow into million-dollar enterprises.

WellNet Healthcare Group, Southampton, has announced the addition of **John Augustine**, **Carter Leoniards**, **Yaw Gyabaah** and **Carley Ludwin** to its operations staff.

Augustine is vice president of business development in Southampton. Gyabaah will be joining WellNet as an account manager at the Southampton office. Leoniards will also be an account manager. Ludwin will serve as a client account manager at the Southampton office.

Merrill Lynch announced **Denise Keil Martin** is celebrating her 20-year anniversary with the firm. She is based in the Doylestown office.

"Denise's deep knowledge of the industry, as well as her ability to effectively work with clients to help them reach their financial goals, has made her an invaluable part of the Doylestown Merrill Lynch office. We look forward to working with Denise for years to come," said Ted Durkin, managing director.

Martin, a resident of Doylestown, joined Merrill Lynch in 1991.

Calendar

Harvey C. Sacks, financial advisor, Ameriprise Financial Services, will host cocktails and hors d'oeuvres and will lead a presentation on Strong Women, Powerful Financial Strategies 5:30 to 7:30 p.m. Thursday, Oct. 13 at the Frenchtown Inn. Party Lite and local spa company Nurture will be in attendance. RSVP to harvey.c.sacks@ampf.com or 908-788-2999.

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In the top 4 percent of injectors in the United States, Dr. Lisa Cheley Espinoza injects a patient's face with the dermal filler Restylane.

Refreshed from the inside out

New Hope spa's non-invasive procedures leave patients feeling rejuvenated

Corinne Miller

When Dr. Lisa Cheley Espinoza walks into the room at La Chelé Medical Aesthetics, it's hard to believe she's old enough to practice medicine, let alone operate the New Hope spa that relocated across the Delaware from Lambertville, N.J., over the summer. Smooth, olive-tinted skin and lashes that go on for miles, Espinoza is her business' best advertisement.

La Chelé (a nod to Espinoza's maiden name) is a niche spa that focuses solely on skin care, preventative aging and non-surgical rejuvenation services, and overall skin health. Unlike the classic spa model that offers massages, facials and waxing, the Union Square spa offers the expertise of a full-time doctor who is always on the premises. Espinoza, who is board certified and licensed to practice in all areas of aesthetic medicine, focuses on her patients to age gracefully without the use of plastic surgery.

The benefits of going to a medical spa, explains Espinoza, are that patients will be under the care of a doctor who can administer procedures that other spas aren't licensed to do such as fractional skin resurfacing and injecting Botox. "You're getting medical-grade products," she said. "You're doing procedures that are a little bit more cost beneficial. You're getting deeper exfoliation. ... We're all about preventing the need of surgery."

Not to say the Drexel College of Medicine graduate is against plastic surgery. Rather, she educates her patients to be proactive in taking care of their skin to delay the need of going under the knife, or to

possibly avoid it completely, through protocols like dermal fillers and photofacials that keep skin looking and feeling refreshed.

Cosmetic medicine is something close to Espinoza's heart. The California native is open about her

aged women going the anti-aging route, are certainly invested in how they look. As part of the top 4 percent of injectors in the United States, most of her day is spent injecting dermal fillers, laserizing away wrinkles and veins, and prescribing topical treatments for both patients seeking blemish and anti-aging treatments.

Growing up on the West Coast, Espinoza started dancing at age 7 and hasn't stopped, though injuries led her to pursue medicine as a career. The UCLA undergrad trained and danced for the Los Angeles Classical Ballet, San Francisco Ballet and the Joffrey Ballet. She still finds time to teach a class once a week.

"Ballet is a tough career but it's very artistic," the mother of two explains. "To me, medicine has artistry to it, and I think I shifted this way even more so because cosmetic medicine definitely is artistry to the face and beauty."

Having moved across the country for med school, Espinoza met and married a fellow physician — her husband is an interventional cardiologist. Espinoza also develops close relationships with her patients, who call her Dr. E. She offers her cell phone number and e-mail address to them in case they have questions or concerns.

Espinoza's favorite part about her job is that she's helping her patients look and feel better about themselves.

"I love what I do because I make people feel good all day. I refresh them," she adds. "It's a magnificent field because you can make subtle changes and make someone feel good about themselves."

longtime struggle with acne and scarring, and though her face doesn't betray any past strife, she is still sensitive about the emotional damage it inflicted.

"I feel your face is part of who you are and represents you," she says. "I get upset when people think treating a lot of facial [issues] is something related to more than caring about you. People can spend money on handbags and their car, but why is it not okay to care what your skin looks like?"

Espinoza's patients, from teens seeking acne protocols to middle-



Bucks County Bank initiates scholarship

John D. Harding, right, Doylestown-based Bucks County Bank chairman, president and CEO, together with Executive Vice President **J. Peter Dominick**, left, presents a \$2,500 scholarship check to **Delaware Valley College President Dr. Joseph Brosnan**. The Bucks County Bank Scholarship will be awarded this fall, benefiting a student majoring in business administration, accounting, management, entrepreneurship or financial services.

Central Bucks Bicycle Club awards more than \$6,000 to support programs

The Central Bucks Bicycle Club (CBBC) has awarded three organizations a total of more than \$6,000 through its Spring 2011 Grant Program.

CBBC, which donates a significant portion of the proceeds from its annual Covered Bridges Ride, has awarded grants in excess of \$83,000 over the past decade. In this most recent grant cycle, CBBC provided a total of \$6,095, helping to support programs including those of Cadence Cycling Foundation,

the Bucks County Covered Bridge Society, Shadeland Bicycle Collective and John Chapman Reward Fund.

Cadence Cycling Foundation received \$5,000 to help purchase road bikes for a competitive cycling program serving disadvantaged youth.

The Bucks County Covered Bridge Society received \$500 to help fund a lighting, surveillance and fire suppression system on arson-plagued Knecht's Covered Bridge.

The Shadeland Bicycle Collective received \$595 to support the organization's Mobile Bicycle Services program.

John Chapman Reward Fund received \$1,000 toward a reward fund set up to catch the hit-and-run driver who killed cyclist John Chapman while he was riding his bike on Route 413 (Durham Road) in Plumstead Township.

CBBC is accepting applications for its Fall 2011 Grant Program. Visit cbcbikeclub.org for information.