

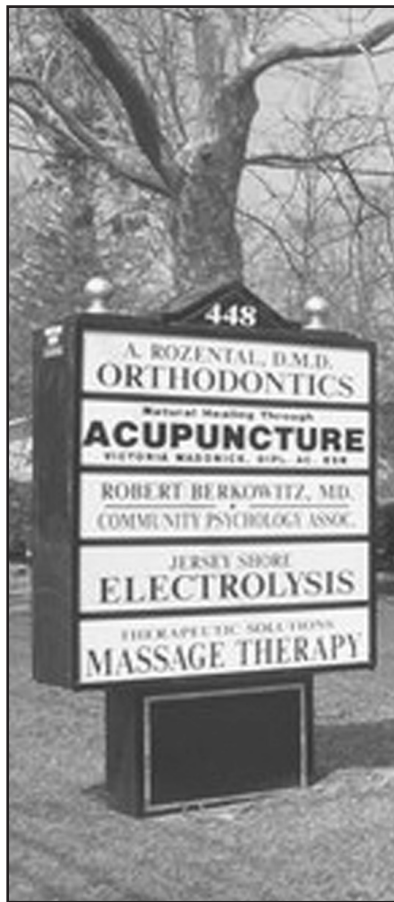
BUSINESS PROFILE

JERSEY SHORE ELECTROLYSIS *Comfortable, Caring Treatment*

By Elizabeth M. Nessler

For more than 125 years, electrolysis has been the proven method of permanently removing unwanted hair. However, it is important when selecting a facility for this procedure, that the patient locate a certified professional electrologist. Look no farther than Donna D. Risos at Jersey Shore Electrolysis. Donna is a highly trained health professional who is not only licensed in the state of New Jersey, but is also College and Board certified. After many years in the field of dentistry in New York City, she decided to start a new career which she felt would be more fulfilling and rewarding. "I was looking for a change," she says, "but I wanted to remain in the health field and serve the community." She was fortunate enough to be in the first college certification program in the world, which was conducted at Ocean County College. The two year program was instituted by Sister Mary Jean McGovern, a noted microbiologist. The program was intense and included such subjects as anatomy, physiology and microbiology. She received her certification in July 1998, her Board certification in October 1998 and was licensed in 2005. New Jersey is one of 33 states newly instituting licensure that requires all new electrologists to be Board certified. The procedures for licensure are under the auspices of the state Board of Medical Examiners Advisory Council, Division of Consumer Affairs. The state and the international CPE Board both require 75 hours of continuing education during each five year period of practice. These requirements are in place to protect the consumer/patient and to insure the safe practice of electrolysis. Therefore, it is important to check the credentials of anyone offering these services. At Jersey Shore Electrolysis, these credentials are always available.

There are many methods of removing unwanted hair, but they are not permanent. With tweezing, waxing or threading, the hair returns, often heavier than it was before the treatment. Depilatories and shaving can cause skin irritation and ingrown



Jersey Shore Electrolysis is located at 448 Lakehurst Road, Suite 1A, the corner of Lakehurst Road and Hospital Drive, Toms River.

hairs. In recent years, laser hair removal has been touted as the most advanced technique for removing unwanted body hair. However, this method does not permanently remove hair rather it results in only permanent hair reduction as stipulated by the Food and Drug Administration. In addition, it is really only effective on dark hair on light skin. Electrolysis, unlike laser, works on all hair colors, all skin colors, all hair types and all body locations for both men and women. Common areas of treatment are lips, chin, eyebrows, sideburns, cheeks, ears, belly, bikini, underarms, arms, hairlines, chest, back, neck or knuckles. It is also the only permanent hair removal process.

Donna D. Risos brings to her job an enthusiasm and passion for her work and patients. Her clients



Donna D. Risos is waiting to take care of you comfortably and with the greatest of care.

are of the utmost importance to her. With this in mind, she has designed a facility that encourages relaxation. The waiting room at Jersey Shore has a comforting, calming atmosphere. This is carried over to the treatment rooms where aromatherapy and soothing music is used to further relax the client. It is important that the client be relaxed when the electro-

gist is performing procedures. When the body is relaxed then the follicle is relaxed and treatment proceeds with little discomfort.

Each patient who calls for an appointment receives a 45 minute in-depth consultation. During this time, Donna explains the cyclical nature of hair growth. A confidential health history is taken to determine if there are contributing factors to the hair growth problem, such as previous methods of removal, health problems or medications that may be stimulating hair growth. A tour of the sterilization and treatment rooms is also included so that the client can see the state-of-the-art equipment which will be used in the treatment. Finally, an individualized course of treatment will be devised to meet that person's specific needs. Appointments to receive treatment will be arranged at the client's convenience.

There are three modalities of electrolysis--Galvanic, Thermolysis and The Blend. Donna is skilled in all three, however she specializes in The Blend method. This method was developed in 1948. It is a combination of galvanic electrolysis first used in 1875 and thermolysis which was developed in 1923. Galvanic electrolysis used direct current that converts the body's salt and water to sodium hydroxide, which destroys the entire hair follicle. Thermolysis uses alternating current that produces heat through friction, destroying the hair through desiccation. With The Blend, sodium hydroxide is produced in the follicle along with a small

amount of heat so that the tissue is coagulated (becomes porous), and the sodium hydroxide is pushed into the surrounding tissue. This drastically reduces the time needed to destroy the hair from minutes to seconds in contrast to straight Galvanic. This makes the treatment quicker and less stressful.

Having worked in the field of dentistry for 30 years, Donna was acquainted with the use of fiber optic telescopes used by dentists for precision work. She uses this same high quality equipment in her office to enhance her treatment. Pre-sterilized gold disposable probes are used exclusively for unparalleled results.

Donna is a member of NAWBO (National Association of Women Business Owners) of Central New Jersey as well as the Jersey Shore Health Alliance, a group of concerned medical affiliates intent on patient education and service. She has participated in numerous seminars and health fairs and is available to speak to any group in the area that would like to learn more about electrolysis.

If you are suffering from unwanted facial and/or body hair and are considering having it removed, check out Jersey Shore Electrolysis located on the corner of Lakehurst Road and Hospital Drive. Her website is JSElectrolysis.com. There is a wealth of information that you should know, then call Donna at 732-349-7611 for a free consultation.

Electrolysis is a permanent solution to an embarrassing problem.



The waiting room of Jersey Shore Electrolysis is designed to provide a relaxing environment before any procedure is undertaken.