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family practice and into aesthetic medicine and cosmetic surgery. In 2104, four years after Ms. Janitell's initial diagnosis, the mother-daughter team opened a new clinic in Glendale, Advanced Image Med Spa, 7942 W. Bell Road. They built the business on the guiding principle of helping people look and feel their best - so their outer expression of who they are could match how they felt on the inside.

"For me, as I began to recover, there was a total dis-

connect between how good I was beginning to feel on the inside and what I was seeing in the mirror," says Ms. Janitell. "I wanted it to match; I wanted to feel it in how people reacted to me... I didn't want to be treated like I was sick anymore."

She began with small procedures like getting her brows microbladed and adding Latisse to her routine to bring her lashes back. She then added microneedling treatments to help her skin look fresher and healthier. Photofacials helped even out her skin tone and clear up age spots.

She then got Voluma filler

to restore the natural shape of her cheekbones and she noticed the remarks about how tired she looked stopped immediately. Ms. Janitell says the confidence boost "supercharged her recovery" and she began to see even more rapid improvement.

When asked about the dynamic of the mother-daughter relationship, Ms. Janitell says she has so much confidence in Dr. Iannitelli's skills and dedication to getting every single procedure perfect for every client, she didn't for a second worry that there would be any issue to consider. The two have a strong

bond and work together on a daily basis operating the spa.

"I truly love the work that I do," said Ms. Iannitelli. "Of course, it was a privilege to be able to help my own mother feel like her beautiful self again, but the fact that I get to do this for so many people every day is a wonderful gift."

Knowing firsthand the power of medical spa treatments to bring back one's spirit has motivated Ms. Janitell and Ms. Iannitelli to always strive to offer the best possible care, information, and support to their clients. They are passionate about helping people from

all backgrounds and stages of life and they're proud of the work they do with under-served communities including transgender people and all ethnicities.

"At the end of the day, we're simply helping people feel better about life," says Ms. Janitell. "When they can walk out of our doors with the head held a little higher and their smile wider, we know we've done a good thing."

Visit www.advancedimagedspa.com.

Editor's note: Debra Caron is a freelance writer and public relations and marketing consultant with Anahata Marketing in Phoenix.