

Meet the visionaries turning aesthetics into an empire

Sponsored content by Mary McHugh, Brand Ave. Studios contributing writer

With market-leading treatments, a loyal client base, a proven business model and a successful \$16-plus billion industry behind you, the prospect of becoming a med spa owner is a lot less worrisome and much more promising.

“If you have an entrepreneurial spirit, want to be your own boss and jump into a thriving industry, we provide the necessary support network for you,” said Courtney Rapp, R.N., BSN, MBA and CEO of Youthful Beginnings. “While we recognize that this might be outside your comfort zone, as long as you can harness the grit and determination it takes to be an entrepreneur, we will jump in with the clinical and operations support to ensure your investment is successful. Having this horsepower behind you is a massive benefit that would be hard to replicate on your own.”

Youthful Beginnings was established in 2019 when Michelle Dickerson, FNP, DNP and company founder, decided to pursue her passion in aesthetics. “We are very excited to offer this franchise opportunity because it means more people can experience what makes Youthful Beginnings unique. It’s a great chance for entrepreneurs to grow with us and be a part of an organization that has a holistic approach to beauty and wellness,” said Dickerson.

Dickerson and Rapp have built six successful Youthful Beginnings locations throughout the state, with the first franchise expected to open in November at 12006 Southshore Pointe Drive in Midlothian, Virginia.

From injectables and laser treatments to waxing and spray-tan services, the company offers a range of procedures to empower individuals and help them gain newfound confidence. Youthful Beginnings also offers a new wellness approach to services, including a very robust weight loss program, bioidentical hormone replacement therapies and injections.

FROM HAPPY CLIENT TO THRIVING FRANCHISE OWNER

For Emily Zaharias, R.N., the road to becoming a franchise owner — the first for Youthful Beginnings — has been an incredibly positive experience. After graduating from nursing school in 2019, Zaharias worked in a cardiology unit at a hospital in Mechanicsville and as an in-patient hospice nurse.

“I loved both the areas I’ve worked in, but after a



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while it was becoming emotionally heavy for me, and this is the opposite of that. It mixes the two worlds for me, allowing me to participate in an industry where I’m investing in opportunity and growth and yet still helping clients feel their best,” she said.

As a Youthful Beginnings client, Zaharias said the support she has received from Rapp, Dickerson, and their team has been fantastic since she reached out this spring to pursue franchising.

“Throughout the entire process, the support has been just outstanding. They have been there the whole way,” Zaharias said. “Other than the procedures I had experienced there as a client, it was a little intimidating to consider myself as a franchisee. But I quickly realized I am not on my own with this. There are multiple levels of training. They provide you with everything — vendor training, office training, and ongoing training and support prior to opening and way beyond.”

Zaharias said that the best part of the process is that the business structure is already there. “The systems implemented are in place, and there’s a great team standing behind you,” she said. “As a franchise owner, I don’t have to figure this out on my own.”

PROVEN BUSINESS MODEL, TURNKEY SUPPORT

Franchise owners receive a 200-page playbook with information on how to build a team and efficiently run

a med spa, as well as information on which credentials are needed from the regulatory and legal perspective, including what clinical policy and procedures they will need to ensure they are compliant and providing quality care. Owners also receive on-site training and ongoing support from the corporate team.

“I think the biggest challenge for anyone considering becoming a franchisee is stepping outside their comfort zone and saying ‘yes’ to the opportunity. Once the partnership is official, they will gain access to a well-established system that is already optimized in terms of operations, clinical training, and education. In addition to that, they will have the initial and on-going support of a comprehensive network of industry experts.”

For Zaharias, the benefits of being a Youthful Beginnings franchise owner are many.

“The best part is knowing that we have experienced, friendly providers who offer exceptional services at an affordable price,” Zaharias said. “Not everyone has the time or the resources to go and do full-on face lifts. Youthful Beginnings provides a middle ground for that aesthetic treatment that is affordable and doesn’t require tons of downtime. I’m just so excited and ready to hit the ground running to show people all the different high-quality ways they can improve the quality of their skin.”

To learn more about Youthful Beginnings, please visit youthfulbeginnings.com.