

# SOLON BUSINESS SPOTLIGHT



6370 Som Center Road,  
Suite 204  
[eurolookmedspa.com](http://eurolookmedspa.com)

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OWNER: MARTA TOWERS

## Why did you choose to locate in Solon?

I love the city of Solon. I chose to move here 10 years ago. I felt it was safe here and, in my mind, Solon offers the best school system for my two boys. I love how everything is local here; shopping, dining and centers for activities. I also love the location of my medical spa. SOM Center is a busy street and has a lot of action, making it easy for my customers to find the place. I appreciate the location close to my home as well.

## Tell us about Euro Look Medical Spa and what you specialize in.

Medical aesthetics has always been my passion. People strive to live longer, healthier and want to be happier through their looks, appearance and self-perception. I help my customers achieve that confidence in themselves.

In my medical spa, I offer collagen-boosting stimulators to help restore lost collagen and elastin in our skin, reduce wrinkles and fine lines, prevent bone loss, boost muscle mass, and improve overall skin elasticity.

Also very popular these days is the use of dermal fillers. They help to diminish facial lines and restore volume and fullness in the face and enhance shallow contours, soften facial creases and wrinkles, and plump thin lips. I also offer Neuromodulators to my customers, better known as Botox. Botox has a magic power to reduce the appearance of facial wrinkles!

Biorevitalization is the number one treatment in Europe these days, offering the cocktail of nutrients into the deeper layers of the skin. It offers immediate hydration, firmness and tightening of the skin. The cocktail consists of vital amino acids, antioxidants, vitamins, enzymes and peptides to name a few.

Adding Botox and dermal filler to a revitalizing nutrient cocktail will help with sagging skin, wrinkles and fine lines. We also offer micro needling with a patient's own Platelet Rich Plasma (PRP). It is the technique that rejuvenates the entire face, tightening wrinkled areas, diminishing age spots, hyperpigmentation, melasma, and sun-damaged skin, and helps lax, sagging skin. PRP does wonders as a hair loss treatment!

## What else do you want Solon residents to know?

I am originally from Belarus, a little country in Europe. I came to the United States in 2005 to study nursing. I graduated from Kent State University with my bachelor's degree in nursing in 2010. I had a great opportunity to work as a cosmetic nurse injector for about two years in Europe after I graduated. I recently traveled back and advanced my knowledge and skills with master techniques when it comes to injection anatomy. I do specialize in Russian lips technique! I am also an active member of the American Med Spa Association, an organization that provides legal, compliance and business resources for medical spas and medical aesthetic practices. In the United States, I have taken anti-aging medical aesthetic training courses through Empire Medical Training, where I still continuously master my skillset through new advanced practices. I do plan to go back to school in May for my nurse practitioner degree through Ohio University. It is such a great honor to serve my community and be a valuable part of it! I am looking forward to meeting Solon residents in my med spa, where we can rejuvenate, restore and feel good about ourselves together!



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