

As seen in the Danvers Herald

Bringing out the ‘Amazing Essence’ in Women

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DANVERS -

Name: Martha Mazzarino

Occupation: Nurse, electrologist, esthetician

Address: Amazing Essence, 4 Sylvan St.

Years of experience: 34

Age: 55

Goal: To help people look and feel younger.

Martha Mazzarino, licensed practical nurse and certified electrologist, wants to help improve self esteem and self image in her clients by using either electrolysis to remove hair permanently or the newest laser and pulsed light symptoms also recommended for facial blemishes and skin rejuvenation.

“These light treatments are amazing,” says Mazzarino, quoting a colleague. “You can reverse the signs of aging at the speed of light.”

Mazzarino, who had first been introduced to the use of lasers at an electrology conference in 1997, studied under a physician at Massachusetts General Hospital to become proficient at using lasers in her own practice. It also led to a second profession.

“Palomar Medical Technologies developed the first ruby laser,” Mazzarino says. “I became a clinical trainer for Palomar. I traveled all over the country. I trained doctors, nurses and other health care professionals.”

In the meantime, Mazzarino kept her own business going and growing by adding to her staff. In 2003, Palomar offered Mazzarino a full-time corporate position as manager of clinical and customer relations in their Burlington office.

“I hired 30 per diem trainers to work under me,” she says. “I learned a lot and my own business grew, from hair removal to skin rejuvenation.”

That includes pigmented lesions, vascular imperfections like spider veins, skin tightening and fractional technology to remove wrinkles. In addition, Palomar came out with RejuveLux, which Mazzarino is excited about to remove sunspots and sun damage and help with removing the redness caused by Rosacea and other skin ailments.

Mazzarino, who celebrates 30 years of business at the same location, 4 Sylvan St., originally opened her electrology practice opposite Town Hall under the name Martha Mazzarino Electrologist.

“We had two children then,” Mazzarino says. “Bob (her husband) found the house and thought it would be a perfect location for a home and business.”

Since that time, the Mazzarinos added three other children, bringing their family offspring total to five. All achievers, they include: Tasney, 33, who holds an engineering degree and is a figure skating coach and bookkeeper; Jodi Howes, 31, is an engineer and the mother of a 9-month old son; Tina, 26, is an information science technologist; Robyn, 22, is graduating from the University of Kansas in May as a voice performance major; and Bobby, 19, is sophomore at UMass Amherst.

Mazzarino, who grew up in Reading, was always interested in taking care of others in the family and friends. After graduating from Reading High School in 1969, she worked at nursing homes and studied nursing at the Tewksbury State Hospital School of Nursing. A hands-on experience from the beginning, student nurses were well trained in patient care. Mazzarino earned immediate certification as a licensed practical nurse after graduation. She went to work in the medical/surgical department at Malden Hospital.

“I then started exploring the concept of my own business and I zeroed in on electrology,” says Mazzarino, who married her husband, Bob, in 1973. They lived in East Boston then.

Mazzarino also studied at the Eleanor Roberts School of Electrology.

“The state of Massachusetts has the strictest educational requirements for licensing,” Mazzarino says. “I loved electrology.”

And, Mazzarino equally enjoys the newest techniques that incorporate the use of the laser, especially the pulsed light process.

“Laser or Pulsed Light produces a beam of highly concentrated light that is attracted to the melanin in the follicle,” according to the brochure. “As the melanin absorbs the light, the follicle is heated, which causes thermal destruction of the hair follicle. This causes the hair’s growth to be significantly impeded or eliminated, typically in five to seven treatments.”

“Pulsed light is more versatile,” says Mazzarino, adding, however, that it isn’t for every situation. “For finer, lighter hair, facial work and eyebrows, electrolysis would be the right way to go. For dark, coarse facial hair, I would probably use the light treatment to get the hair.”

“In electrolysis, energy is directed into each follicle by a needle electrode, thereby generating heat which causes dehydration of the papilla in the hair follicle,” states the brochure. “This dehydration process is gradual, requiring significantly more treatments than laser or light applications. Electrolysis is equally effective on all hair colors.”

“The laser opened my world in business,” Mazzarino says. “I could do areas more efficiently. I first introduced the laser in 1999. In 2001, I got the latest technology in

pulses light. In October, I got the latest high tech version, Palomar StarLux. Pulsed Light and Laser System. It has more power, therefore resulting in more effective treatments.”

Warmly greeting clients is Mazzarino’s mom, Barbara MacDonald of Reading. Mazzarino also has several experts working with her: Mary Engstrom and Karen Walsh are registered nurses and laser specialists; June Carrarini and Tanya Holmes are licensed estheticians and electrologists; and the newest esthetician is Mirella Montefusco. Mazzarino, who has been active on the Massachusetts Association of Electrologists and has served as president, is certified and expert in it all. She is a fellow of the American Society of Laser Medicine and Surgery.

With her increased emphasis on skin care as well as hair removal, Mazzarino has changed her business name to Amazing Essence to better reflect her emphasis on nurturing women and revealing the amazing essence within them all.

“My goal is to have the treatments be cost effective,” she says. “I would like to treat the volume of women. No female should have to walk around with marks on their face. I want to help people feel more confidence, improve their self esteem and look radiant.”