



## Hair Be Gone!

**Ann Marie Preston is a certified and licensed electrologist and proud owner of AMP ELECTROLYSIS. By removing her clients' unwanted hair they are able to look and feel their very best. She adds, "Having unwanted hair can make you feel uncomfortable about your appearance." Her Oceanport business has been extremely successful due to word of mouth and because she has a reputation for being the best in the business.**

Ann Marie always knew she wanted to be an entrepreneur but wasn't sure which direction to take. After she received her first electrolysis treatment, her mind was made up and she knew exactly what she wanted to do. This year, she celebrates 20 years in business and could not be happier with the success she has had.

**Electrolysis is the permanent removal of hair. A small amount of electricity gets applied to the base of the hair follicle, which destroys the hair growth tissue. Hair will no longer be able to grow in that area. Appointments can range anywhere from 15 minutes to one hour.**

When Ann Marie meets with a client for the first time she discusses their goals and reviews their history. "After discussing which areas they are concerned about, I come up with a treatment plan and let them know how much time it will take to

achieve their goals. I explain to them how electrolysis differs from other hair removal methods, and we also talk about infection control procedures and aftercare." Once they establish a treatment plan, clients typically come in every week, every two weeks or every month until they achieve the desired result.

Did you know that Electrolysis is the only method of hair removal approved by the FDA for all skin types? However, the key to success is patience. "To achieve the desired result of smooth skin, clients must be patient and absolutely not tweeze or wax. You may shave or cut the treatment area between appointments," she says. Permanent hair removal is definitely a process that requires patience, as well as commitment. Clients must be reminded that results are not instantaneous. She adds, "Because hair grows in stages, permanent hair removal is a multi-step process and one that is worth the results."

Often times throughout a woman's life unwanted hair can develop. This can be due to hormonal changes, pregnancy, menopause or the onset of puberty. Another common area of unwanted hair can be on a woman's breast or growing from the areola. "This is an area that is seldom discussed, as some women find it difficult to talk about. Our treatments can safely and permanently remove breast hairs," she says.

Ann Marie treats a variety of different people from women, men, teenagers and transgender clients. The male population

makes up a fair percentage of her practice. Most of the time they are dealing with unwanted back hair or on the baseline of the neck or hair growing around the ear. "Let's face it – men are just as concerned about their appearance as women. My male clients are concerned about unwanted hair growth and want to feel confident by looking their best," she says.

Anytime you are having hair removed the client will feel it. "I don't like that electrolysis is associated with pain. Even our most sensitive clients can handle it," she says.

Nothing gives Ann Marie greater satisfaction than when her clients stick to their treatment plans and reap the benefits of being smooth and hair-free. She adds, "I love seeing my clients feel more confident and self-assured."

AMP ELECTROLYSIS is celebrating their 20th anniversary this year and recently the Mayor of Oceanport, along with members of the Borough Council came over for a visit and to celebrate with her. "Afterwards, my husband and I went out for a wonderful dinner at one of our favorite restaurants. It was a beautiful day and I'm looking forward to the next 20 years."



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**Ann Marie Preston,  
 LE, CPE,  
 Owner of  
 AMP ELECTROLYSIS**

**The cost of a treatment:  
 \$30.00 for 15 minutes  
 \$45.00 for a half hour  
 \$65.00 for one hour**

*Pre-paid packages and gift certificates are always available!*

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