



Forever Young

LASER SKIN REJUVENATION | NAIL AND HAIR LOUNGE

A Luxurious, Client-Centred, Beauty Experience

"We offer a wide range of treatments, but our group events set us apart. Over the last few years alone, we have hosted over one hundred events of all sizes and for a variety of occasions including birthdays, stags, and corporate events. Our guests sit back and enjoy the trendy soft music in our beautiful custom royal chairs - while sipping on a glass of wine or cappuccino from our selective drink menu to provide the utmost in luxurious experiences." explains Sheetal, owner of Forever Young Laser Skin Rejuvenation Nail and Hair in Edmonton, Alberta.

Sheetal founded Forever Young in 2009 in a smaller space. Over time, the clinic has grown quickly with an ever-increasing client base, services, and employees.

In 2014, she purchased their now 2500 square foot facility in Windermere. What makes Forever Young unique is that they are constantly evolving with the latest trends in the industry and continuously upgrading their skills. Through extreme determination, diligence, and extensive research she set out to fill a gap in the market that no one has been able to do thus far. Not only is Forever Young known for all things Skin and Laser, but Sheetal has also successfully integrated every sought-after beauty treatment a person could ask for under one roof. With her commitment to only providing the absolute best in treatments and home care products, she has created a luxury full-service beauty Haus with the most lavish backdrop, making pampering yourself the ultimate experience.



She was and is committed to pioneering this one-of-a-kind day spa concept. Her fierce determination to educate the public on the importance and benefits of one's physical and mental well-being led her into the beauty industry. Sheetal has researched extensively and invested in world-renowned technologies and the most advanced skincare brands in today's market. Beyond this, her commitment to her staff is one of the pillars supporting her business's success.

Sheetal is the epitome of leading by example and what it takes to be a successful business owner. With her commitment to her clients and team, she has created one of the most welcoming and professional spaces committed to excellence in customer care.

She describes it this way, "I have a great deal of passion for design and I have used my vision to create a beautiful safe space for our clients. I always consider things to ensure our clinic provides the highest professionalism and care."

Forever Young's latest technology additions highlight a new texting platform where guests can efficiently book appointments.



"Our team sends approximately 500 messages a day, we can now respond to inquiries, perform virtual consultations, send payment links, digital forms, and send daily follow-up messages. This platform allows us to be on top of things and more importantly, be available to our clients. We can now manage things quickly and efficiently - Explains Sheetal about their superior customer service.

She is an innovative thinker and realizes that technology can assist in making their client's experiences more seamless. She has integrated this into her business with QR codes linking digital menus, pricing details, and online booking platforms for easy accessibility. This allows clients to educate themselves on services offered, pricing, and the ability to book appointments at their convenience from the comfort of their home.

She shares that to make it even easier for clients, "We have customized the QR codes onto our gift cards and retail bags for easy access to our clients."

A service that is immensely popular with Forever Young's clientele is their brow services.

Sheetal describes this service, "We have some of the most experienced brow experts; they understand the importance of shaping and educating clients on how to achieve the perfect brow. We provide this through guidance. Threading is a technique to



shape brows precisely and with control. We offer complimentary brow shaping, upon availability, for new clients."

The staff at Forever Young are second to none and are talented, experienced, professional-specialized providers.

"We have a dream team of twenty-plus providers who all specialize in their craft. They are passionate, eager to learn and genuinely care about our clients. We work closely together, which is why we are successful. We all bring a different element to the table, but together, we are whole."

Forever Young offers promotions throughout the year. At the print time of this magazine, their specials are facials, laser hair removal, male waxing, and complimentary brow shape for all their clients.

"Many of our regular clients wait for these events and will buy products and treatments for the year, which is a substantial savings. She points out that we have exclusive offerings, demos, consultations, further sales, discounts, etc." she points out.

Every year, the Spa holds a Gala event. You can find out when it is offered by visiting their Specials - Forever Young Edmonton website. This special event includes promotions offering clients 15 -20% off treatments and products. Exclusive pricing reductions like these only happen twice a year. This exclusive event also offers draws, gifts with purchase, and door prizes.

Forever Young is enormously proud of their 4.8-star rating on Google. They have had over 3000 reviews left on multiple platforms. They have over 20,000 clients in their database and provide services to over 3500 clients monthly. Last year alone, they won a multitude of awards, including the Black Diamond Award for Hydrafacial, Top Choice Awards, Consumer Awards, Best 3 Rated Awards and Best in Edmonton Awards in multiple categories.

"The space is incredibly beautiful, and we have a high standard of cleaning protocols. What sets us apart is we pay great attention to client care and client feedback, " which Sheetal attributes to their 4.8-star rating.

The Spa collaborates very closely with its suppliers and brands. They pride themselves on carrying the best selection of advanced skin

products. The knowledge and training provided to their staff by their brand representatives is imperative to the business.

"We developed genuine relationships with our distributors and because of that, we have access to the top resources in terms of training and support. This has been an enormous success for our business because clients can try and feel the products before investing. This has allowed us to gain much trust and value from our clients. Medical-grade skincare is just as important as treatments, it goes hand in hand. It's a matter of finding the right product for your skin type and concerns." acknowledges Sheetal.

She is enormously proud of her accomplishments in building Forever Young Laser Skin Rejuvenation Nail and Hair. "The most gratifying part of my job is helping people. Of course, that means helping every client look and feel their best by suggesting treatments and homecare products to target and treat their concerns. I aim for everyone who walks out the door to feel more confident than they did coming in.

For more information about the services and products that Forever Young provides, visit Salon Treatments at Forever Young Spa (foreveryoungedmonton.com) . Or to book a party or event visit Event Parties at Forever Young Spa (foreveryoungedmonton.com)

