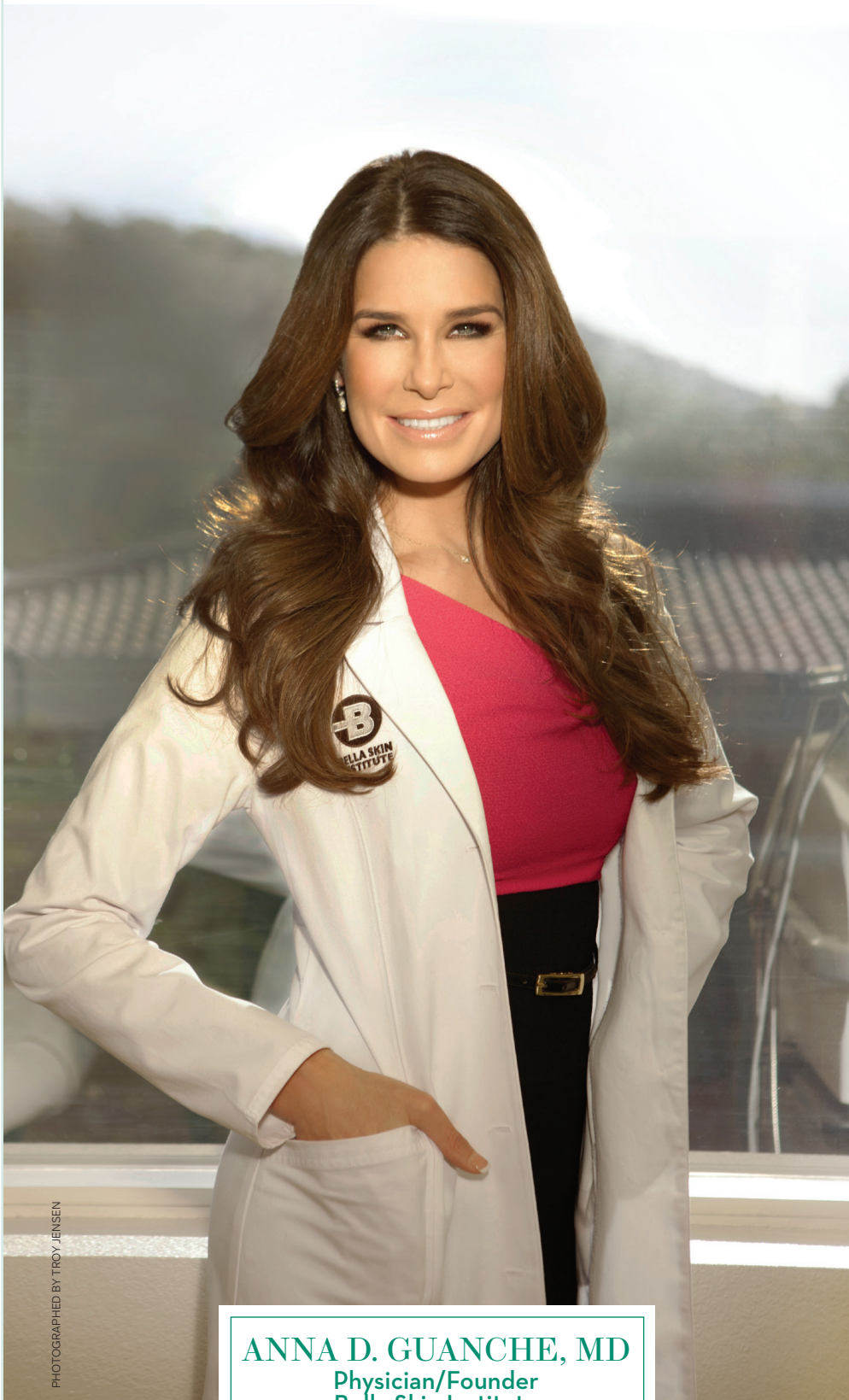


AS SEEN IN VENTURA BLVD magazine

Women in Business 2014

Women in Business



PHOTOGRAPHED BY TROY JENSEN

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Bella Skin Institute is a full-service dermatology, laser and aesthetic surgery practice founded in 2005 by Dr. Anna Guanche. In practice for the past 11 years, Dr. Guanche is a board-certified dermatologist specializing in minimally invasive cosmetic procedures including injectables and cutting-edge energy devices.

How do you distinguish yourself from the competition?

"I am not one to analyze the competition—maybe that in itself distinguishes me. I look at my practice every day and dream up ways to improve it. I am focused on results for my patients and feel that when we provide the very best care possible, we are achieving success."

FAST FACT

Dr. Guanche has performed more than 17,000 cosmetic injectable treatments in the Valley over the course of her career.

What would you like potential clients to know about you?

"We take pride in what we do at Bella Skin Institute. We treat our patients with the same care and attention to detail as we would a family member."

What question or concern do you frequently hear from clients?

"Patients are often concerned about looking unnatural due to injectable procedures. I reassure them that, when artfully done, these procedures yield extremely positive results. I approach my work with injectables as an art form. I respect the features that nature has given a person and work to restore and enhance, rather than change the face."

How do you advise your clients to achieve and maintain success?

"Just like a beautiful car or an expensive home, the body requires maintenance. Exercise, plenty of water and sleep, little alcohol, no smoking or tanning, and great skin care are a few of the recommendations."

How do you handle issues that are unique to the working female?

"As a working woman, wife of an orthopedic surgeon and mother of two active teens, I find that I must switch gears often. I pay close attention to all aspects of life—personal and professional—and gauge what the needs are. I am fortunate to be a highly energetic person, so I think that helps! I believe that being ever grateful and flexible are the keys to managing it all."

How do you empathize with your customer in order to build his/her trust?

"It is easy to empathize with my patients because I avail myself of many of these procedures. I only use devices on others that I would use on myself."