



Bringing a dream to life: local medspa owner makes pampering others a way of life

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Often as little girls we look to our mothers and sometimes catch a small gesture that can inspire in us a spark. That spark can lead to decisions later in life that bring us full circle. Karen Simpson, owner and manager of Ageless Remedies Apothecary in Huntersville shares that her inspiration came from such a childhood event. “My mother, who actually promoted skin care ... has always influenced me – both in skin care and in believing in myself.” According to Karen, her mother bought her a jar of ‘Happy Face’ cold cream to clean and moisturize her face when she was just five years old. “It was a cute little jar of cleanser with a girl’s face on it, and my mother thought it would entice me to use it!” This small gesture of modeling good skin care eventually came full circle for Karen when she decided to make a career change.

She shared, “I had been a human resources executive. When I had an opportunity, I changed careers, looking for something that would engage my interest and that I could be passionate about.” Although the focus of medical skin care had been something that she considered, she says that, “At first I dismissed the idea of a medical skin care

center – until (on a lark) I stepped foot inside the Ageless Remedies in Buckhead. I knew instantly that I could really enjoy this career.”

Once Karen realized that this was the track she wanted to pursue, she explained that it took about a year to get the business up and going. Essentially, she has been working the whole time to learn the business from the ground up – about two years. She shared, “When I opened my business, my daughter, Megan, bought me a plaque that I keep in the front of the store. It’s very insightful and I think that it’s been the most inspiring message. It says very simply, ‘Love What You Do.’”

Karen finds her work very rewarding and she gives much of that credit to her staff. “I think my staff sets our company apart from other companies. My staff is terrific. Cumulatively, they have over 45 years of combined medical aesthetic and laser experience, and work under the careful supervision of our medical director. Individually, they have tremendous work ethic; together they work as a team, sharing knowledge and expertise. That’s important. Our goal is anti-aging and





Karen explained that their company is unique in several ways: “First, it has the largest selection of physician-grade and prescriptive skin ‘cosmoceuticals’ in the Southeast. We have terrific products and many services that help produce amazing results for people – both male and female.” Secondly she shared, “Our consultations are free, but we take them very seriously.” Each client’s medical history is reviewed along with *their* personal skin care concerns and goals.

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Despite the challenges in taking on this new career, Karen indicated that it hasn’t been anything that couldn’t be hurdled. “Obviously, when you leave a career that you’ve had for many years ... to start another, that’s a huge challenge in itself. Add to that owning the business and starting it – the number of decisions and the learning curve involved is tremendous. But I have a lot of fun with this one. I look forward to going to work,” she said. The fact that her work is a passion and a true joy has also led her to develop goals that serve the dual purpose of personal and professional satisfaction. “My professional goals (are) to build a successful business that offers a place where my staff enjoys working and our clients enjoy coming for services,” she said.

delivering excellent skin care and customer service. And we strive to recommend both services and products that meet the personal goals of each client,” she said. Karen added, “For any woman who is trying to keep the ravages of time at bay, this is like a candy store!”

Making sure Ageless Remedies stays current with industry trends is a priority for Karen and her staff. “My staff is very experienced, so keeping up with them and their new ideas keeps me motivated and challenged. They give a lot of themselves to the client (and to me), and they deserve my best efforts,” she said. Part of those efforts includes Karen’s research on procedures, so that she stays up to date with her industry. She also keeps herself aware of cutting-edge treatments available on the market. As she described it, “Rather than jump on the latest trend or craze, Ageless Remedies spends time researching new procedures and products to determine their level of efficacy and safety prior to adding them to our menu of services or apothecary. Our brand vision is, ‘Help achieve each person’s real beauty, inside and out.’”

Karen and her staff loves pampering her clients. “I would say that there is a great deal of pampering in this business. We offer such a huge menu of services, many of which are extremely pampering,” she explained. “Pampering, by definition, means to indulge or gratify a need or desire. Our facials, while anti-aging, still allow an opportunity to be pampered and indulged. Even our microdermabrasion procedures provide a certain measure of relaxation and pampering. For many who walk through our doors, pampering means that they want to try to either hold back the hands of time or turn back the hands of time. It’s very gratifying to see the positive changes that take place with the skincare procedures and the at-home products,” she said.

The responsibility of a new business has changed Karen’s family life. “We’ve committed ourselves to this business and we wanted to become a part of the community,” she explained. “So, we sold our home in Harrisburg and relocated to this area. That was really difficult. I miss my friends and my family that live in that area.

My daughter and sister (and her family) still live in the Harrisburg area – and I don’t get to see them as readily as I could before. But this community has been extremely welcoming. We’ve gotten to know so many wonderful people. There’s always something to do and friends to rely on.”

Karen’s ability to adapt came from her mother, and she has unending support from her husband. “My inspiration comes from two very special people,” she explained. “My mother, who was a single parent, never let adversity get in her way and always kept a positive attitude. I grew up believing in myself and looking at life in a positive light. My husband and partner, Roger – has always believed in me. Anyone starting a small business today needs someone cheering them on. He believes the glass is half full and keeps us focused on the big picture. It keeps us balanced.”

Not only have her family and her staff contributed to her success, but Karen says that, “I think that before others will believe in you, you have to believe in yourself. I never understand why people are quick to say, ‘No, I can’t do that,’ when what they really usually mean is, ‘I won’t try.’” She also told us that the message from the children’s story, *The Little Engine That Could*, has always inspired her. “In fact, for years, I’ve kept a little card on my bathroom vanity. It says, ‘I think I can, I know I can,’” she said. “If you believe in yourself, it’s easier to abide by the saying, ‘Take a Leap of Faith.’”

Treatments to Pamper Your Man

(Men can be pampered, too!)

Glycolic Facial · Re-texturize and smooth sundamaged skin – more youthful after just one treatment!

Purifying Facial · Revitalize, cleanse and relax skin.

Fitness Facial · Deep clean, exfoliate, with great shoulder and neck massage, finished off with a corrective mask to reduce shaving bumps and irritation.

Therapeutic Muscle Massage · Laser-assisted massage gently heats connective tissue and eliminates toxins from the body.

Deep Tissue Massage

Swedish Massage

Hot Stone Massage

