

## {Her Mark}



Photos by Jackie Jones Photography

### Facial Enhancement FAQs

- **What should I look for in a provider?** Someone who is “qualified, has amazing referrals and employs some kind of artistic touch,” says Cindy Wilson, director of the Center for Facial Rejuvenation. “If they don’t know lines and shadows and things that are beautiful, they’re going to have a really hard time creating the look you want.”
- **Will it hurt?** Lack of discomfort is one of the reasons non-invasive facial rejuvenation is so popular, Wilson says. A numbing cream is used first, followed by safe, gentle injections, then ice and an anti-bruising gel. Most women can resume normal activities right away.
- **Will it look natural?** Yes, especially if your provider uses a subtle approach with soft, moldable fillers. “Most people,” Wilson says, “are not even going to know that you had anything done.”

# Cindy Wilson

By Nancy Henderson

On a table in Cindy Wilson’s office sits a sign that reads, “Dance Just Dance.” “The girls know I’ll break out and dance here at the drop of a hat just to keep it fun, especially when we’re busy and everyone’s stressed,” says Wilson, 45, a nurse practitioner specializing in medical aesthetics and the director of the Center for Facial Rejuvenation (CFR) in East Brainerd. But don’t let the humor and spontaneity fool you; the soft-spoken Wilson is extremely driven about what she does, especially when it comes to helping women of all ages feel beautiful.

“I’ve been surrounded by women my whole life—sisters, nieces. I always worked in

women’s health as a nurse,” says Wilson, who pursued internal medicine for a year before heading to Beverly Hills and Miami to train with top aesthetic experts. She joined CFR in 2013. “In America today, just like we deal with transgender and racial issues, I think that there are inequalities for women that we are prejudiced against, especially as we are aging. We’ve been telling women that if you’re not 20 or 30, you decrease in value. I want to empower women.”

In addition to overseeing the Center, Wilson uses her keen eye for three-dimensional beauty—she’s a longtime oil painter and charcoal sketch artist—to sculpt with Botox, fillers, lasers, chemical peels and other medical-grade skincare services. She also trains other providers and physicians, routinely speaks at women’s events about self-esteem issues and has rebranded CFR into a Hollywood-style haven with a real red carpet in the hallway.

“My favorite thing on Earth is making other people feel special,” she says, noting that non-invasive enhancements can transform a vulnerable, insecure woman into a “little butterfly coming out of a cocoon. When a woman can perceive herself as beautiful, she acts differently.” Wilson

gives the example of a client who was having marital troubles, had gained weight and was afraid to ask for a promotion at work. Two weeks after a Botox treatment, when the woman returned to CFR for her two-week follow-up appointment, she had scheduled an appointment with her hairdresser, started running again and had asked for a raise.

Wilson recently launched a new CFR-sponsored website—part advice blog, part cheerleading platform, part showcase featuring women who are “aging fabulously”—called [thebeautifulpractice.com](http://thebeautifulpractice.com). This fall, she plans to introduce the My Fair Lady project with the help of professional hairstylists, clothiers and life coaches who will offer their services to women overcoming domestic abuse, homelessness or other adversity. “My slogan is, ‘Do the best with what you’ve got and leave a legacy in somebody else’s life,’” Wilson says, “because in the end, that’s all that’s going to matter.”

.....{Need-to-Know Info}.....

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