



## An Advanced Holistic Approach

**Specializing in organic facials and advanced holistic beauty**, Pure Eco Spa and Boutique prides itself on taking a comprehensive yet natural approach to skincare. “Our goal is to give people the most extraordinary, relaxing experience

they’ve ever had along with glowing outcomes,” says Rose Maloney, licensed holistic esthetician and owner of Pure. “We know beauty comes from within, and we want to bring it from the inside out.” Your skin is a great indicator of what is going on inside of your body and Maloney is well-aware that every client has unique needs. “We work with them to customize their skincare regimen for healthy, radiant skin. We care about the skin’s long-term health.”

The boutique spa also carries a number of science-based technologies in line with owner Rose Maloney’s goal for non-invasive, results-driven treatments. “They will leave you looking ‘red-carpet-ready’ with no down time,” says Maloney. Offerings include LED light therapy, dynamic microcurrent treatments, waxing services, makeup services, lash lifts and tints, organic manis and pedis and more. Notably, the spa features an array of luxurious facial and body treatments like the Trifecta Facial which uses LED light therapy, microdermabrasion with oxygenation and

ultrasound infusion along with dynamic microcurrent to lift and tone the muscles. Meanwhile, some of the spa’s not-so-familiar treatments, like gua sha massage, glass cupping, chakra balancing and myofascial release, as well as its signature and deep-tissue massages, always leave clients feeling relaxed and at peace. Pure additionally offers thirty-minute private infrared sauna sessions with every facial or massage treatment.

Educating clients on self-care is another part of the experience at Pure. “I really emphasize the health and the wellness part of it. It’s all encompassing — you’re not just coming in for a facial,” Maloney says. “I look at the whole person: mind, body and spirit and I’m there for you every step of the way.” As is her highly trained and educated staff. The Pure team is focused on creating experiences that keep clients coming back. “We also try to keep it fun and interactive for our clients. Since COVID hit, we’ve hosted Zoom events and giveaways to keep us all connected, and we



Rose Maloney has more than twenty-three years of experience in organic skincare as a holistic esthetician. She is also a certified herbalist and aromatherapist and has studied Ayurvedic Practices and Ashtanga Yoga. In addition to running Pure Eco Spa and Boutique, Maloney does private consultations and workshops for those interested in leading a clean, healthier lifestyle. **Pure Eco Spa, 18 Franklin St., Westerly, 326-9459, [pureecospa.com](http://pureecospa.com)**

have more exciting ideas on the horizon,” she says. “I have so many talented, knowledgeable people who share their abilities in a healthy and safe way.” Pure has even installed the latest in air disinfection technology, developed by NASA, to provide a COVID-19 safe environment. “When you enter Pure, the air you breathe will be 99.9 percent free of coronavirus, influenza, bacteria and molds — because your safety, and ours, is what’s important.”

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### Pure’s Advanced Skincare Treatments

**Pure Eco Spa and Boutique is at the forefront of advanced skin care technology.**

**LED Light Therapy** fights signs of aging by stimulating collagen production, evening out skin tone and making the skin more elastic, smoother and softer. It also reduces inflammation, speeds healing up to 300 percent and clears up acne by killing bacteria.

**Micro Current Therapy** sends gentle waves of electricity through the skin, stimulating cells and muscles to lift, tighten and tone the skin for a more defined look. It drains excess fluid from the face and increases collagen, elastin production and blood circulation for a more lifted, refreshed and youthful appearance.

**Microderm with Oxygenation** gives gentle exfoliation along with natural oxygenation from within the skin (a.k.a. the Bohr effect) and intense nourishment using ultrasound for a “red carpet” treatment. It also helps to lighten and brighten, improving skin balance and texture for a firmer, nourished, radiant, healthy glow.

**Radio Frequency** heats the skin’s deeper layers to induce new collagen and elastin production and tighten skin.

**Dermaplaning** is a non-invasive, non-aggressive treatment to remove dead skin cells and fine hair, leaving the surface of the skin soft and clean, visibly lighter and brighter without the use of harsh abrasives and chemicals.

Pure’s medical grade, physician-approved **infrared sauna** delivers near, mid and far infrared heat at the precise levels needed to provide specific results. The health benefits include increased immunity, natural anti-aging benefits, pain relief, auto-immune disease symptom treatment, stress relief, weight loss, lowered blood pressure, naturally improved circulation, wound healing and performance recovery for athletes.

**Nano Technology** is a micro-channeling device that allows for greater absorption of nutrients into the skin during treatment, elevating your skin’s ability to heal and rejuvenate. A reduction of fine lines and visible plumpness leaves skin feeling and looking more youthful.