

Business Connection



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Business Spotlight

Skincare is a journey, not a one-stop-shop

Chryzhelle Cinco never really knew what she wanted to do with her career. "As a filipina woman, your parents will likely give you two options: be a doctor or be a nurse. So right after high school, I went to UC Davis to pursue the only option I knew – to be a doctor." Expectedly, she found no interest in that career path, so she decided to switch to a psychology major, which she also found to be nothing more than just an interesting subject.

"One day, my mom shared the story of a friend who owned a medical spa, which really piqued my interest," said Cinco. As she continued doing her own research in skincare and estheticians, she quickly fell in love with the art and science of skincare, and the results that estheticians were able to achieve. After graduating from college, Cinco applied for esthetician school, and is now the proud business owner of Chryzhelle's Aesthetics.

"I am extremely passionate about providing progressive treatments for all skin types and colors," said Cinco. People of color are often restricted or feel like they are restricted in the types of treatments that they can do, so she often looks for treatments that are safe for individuals with darker complexions as well as lighter complexions. Although her ultimate goal is to provide her clients with long-term results, she is also intentional in creating a safe space for her clients to talk and ask questions as needed.

Chryzhelle's Aesthetics offers a wide variety of services to treat acne, pigmentation, and mature skin. Some of the most popular treatments include chemical peels, hydrofacial, enzyme therapy, and dermaplane. To deliver the best results, Cinco uses top-of-the-line skincare products during each treatment and provides a recommendation of at-home skincare regimen to ensure longevity of the results from the treatment.

"Being able to learn from other estheticians and business owners is something that I find extremely humbling and exhilarating," said Cinco, citing the potential for



Chryzhelle Cinco opened her own business in the middle of the pandemic. The shell in her logo represents what most of her friends and family call her: "Chelle" or "Zhelle." The eucalyptus symbolizes success and prosperity in business.

growth as one of her favorite parts about being in this business. There is always room for improvement, and learning about different techniques, ingredients, and protocols is astonishing because skincare really is not a one-size-fits-all.

Chryzhelle's Aesthetics is located at 4230 Rosewood Drive, Suite 122 in Pleasanton. Find her on Instagram, email her at Chryzhellesaesthetics@gmail.com or visit online at Chryzhellesaesthetics.square.site.



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