



Malissa LaRoche, PA-C, of True Beauty Aesthetics Featured in Local Publications

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Malissa LaRoche, PA-C, owner of True Beauty Aesthetics, was featured in two regional publications earlier this year, with articles in Charleston Women magazine and Mount Pleasant Magazine highlighting her approach to facial anatomy-focused aesthetic treatment and her guidance on seasonal skincare.

The Charleston Women feature, titled "True Beauty Through Balance and Precision," focused on LaRoche's emphasis on facial balancing rather than isolated treatments. The article described how LaRoche's passion for anatomy, particularly facial anatomy, led her to train under plastic surgeon Mauricio de Maio and anatomist Sebastian Cotofana, both recognized figures in the field. Combined with over 20 years of experience in plastic surgery and aesthetic medicine, that training informs the personalized consultation LaRoche provides to every patient who visits her clinic, beginning with their first appointment.

The feature also traced the origin of the practice's name to a passage LaRoche read in the book Captivating by John and Stasi Eldredge, which explores the concept of beauty extending beyond the surface. According

to the article, LaRoche named her clinic in reference to a line from the book describing a woman of true beauty as one who offers others grace while also giving them room to grow. LaRoche has said that idea continues to guide the philosophy behind her practice, which centers on thorough consultation rather than a standardized treatment approach for every patient.

The article further detailed how each consultation at True Beauty Aesthetics covers a patient's full medical history and current skin condition before moving into a broader conversation about that patient's goals. Rather than defaulting to trends or a fixed set of treatments, the piece noted that LaRoche's process is built around tried-and-true methods intended to help each patient look and feel like the best version of themselves, whether that involves subtle refinement over multiple visits or a more comprehensive approach to restoring balance and structure to the skin.

In the second feature, published in Mount Pleasant Magazine's health and wellness section under the title "Winter Skincare: Moisturizing What Matters," LaRoche spoke with the publication about how residents of the Lowcountry can adjust their skincare routines for the colder months. LaRoche pointed to a common mistake she observes among her patients during winter.

"I see my clients drying their skin out with cleansers that are too harsh for the weather," LaRoche said, adding that switching to a cream cleanser can help patients avoid stripping natural oils from their skin during colder months.

LaRoche also addressed how often people should be washing their face during the winter season.

"Wash your face less. You really don't have to wash again in the morning," LaRoche said, noting that a light wipe with a damp washcloth followed by a regular morning regimen is often sufficient, along with a heavier moisturizer for added comfort.

Asked which skincare products are worth prioritizing amid the wide range marketed to consumers, LaRoche highlighted the importance of daily sunscreen and a high-quality vitamin C product as two of the season's most valuable, if frequently overlooked, essentials.

The two features reflect continued interest from regional media in LaRoche's background and her approach to patient care at True Beauty Aesthetics, where she has built her practice around detailed consultation, an emphasis on facial anatomy, and treatment plans tailored to each patient rather than one-size-fits-all solutions.

True Beauty Aesthetics is a medical spa located in Mount Pleasant, South Carolina, led by Malissa LaRoche, PA-C, who has more than 20 years of experience in aesthetic medicine. The practice offers Botox, dermal fillers, microneedling, laser treatments, and skincare services for patients throughout the greater Charleston area, with a philosophy centered on facial balancing and individualized consultation. For more information, visit their website.

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For more information about True Beauty Aesthetics, contact the company here: True Beauty Aesthetics Cynthia Crosby (843) 790-2034 cynthia@truebeautysc.com 1100 Queensborough Blvd STE 101, Mt Pleasant, SC 29464

True Beauty Aesthetics

Led by Malissa LaRoche, PA-C, True Beauty Aesthetics offers Botox®, fillers, microneedling, laser resurfacing, facials, waxing, and head spa in Mount Pleasant, SC. Consultations are free, and the medical spa serves clients throughout greater Charleston.

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