

Who's Who

IN RUTHERFORD COUNTY

SPRING/SUMMER 2009

Cultivating STRONG BUSINESS & Community

Photo by Stúdio Z. Cinque Photography

Back Row, left to right:
Lisa Spry - Murfreesboro Funeral Home
Elizabeth Allen - E. Allen
Lisa Eischeid - Eischeid Law Office
Donna Jobe - Bob Parks Realty
Diane Campbell-Throff - Devine Décor
Front Row, left to right:
Jerril Hurrell - Pro Fence
Donna Jobe - Bob Parks Realty
Dr. Elizabeth LaRoche
Body & Face Medical Cosmetic Center



FEATURES:

Ascendant HR
Becky's Alterations
Body & Face Medical Cosmetic Center -
Dr. Elizabeth LaRoche
Branches Recovery Center
Devine Décor, LLC

Donna Jobe - Bob Parks Realty, LLC
E. Allen
Fellowship of Christian Athletes
Kopecky Campbell Associates
Lisa Eischeid - Eischeid Law Office
Mullins Watson Builders

Murfreesboro Funeral Home
Novotny Custom Homes, Inc.
Pro Fence
Questar Staffing
Total Family Physicians Center

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Body & Face Medical Cosmetic Center – Dr. Elizabeth LaRoche

The New Face of Women's Care

At Body & Face of Murfreesboro, owner Dr. Elizabeth LaRoche is caring for patients from head to toe while looking out for their best interests, every time. She says, "We provide a high-quality service that delivers results."

Body & Face provides safe, effective, non-surgical procedures, high quality products and advanced medical cosmetic techniques to slow and soften the aging process. Unlike many cosmetic centers, Dr. LaRoche is 100% involved in treatments, personally administering fillers, Botox and Liposelection treatments alongside her well-trained and experienced medical esthetician.

Specializing in cosmetic laser treatments, Body & Face offers Affirm™, a laser skin tightening treatment that also reduces wrinkles and removes brown spots on the face, neck, arms or anywhere desired. Dr. LaRoche says, "Affirm™ has no down time and provides the advantage of accomplishing multiple goals." Other laser treatments specifically focus on redness of skin, superficial veins, laser hair removal and VASER™ Liposelection, which combines new patented technology with advanced surgical techniques to break up and remove fatty tissue. They also offer fillers such as Juvaderm, as well as Botox, chemical peels, Microderm and advanced skin care products, with a special emphasis on anti-aging agents.

Dr. LaRoche makes patient education a top priority saying, "We are

realistic about what is best for you and what we can achieve."

Down the street from Body & Face, Dr. LaRoche also provides advanced gynecology care. As Murfreesboro's first female OB/GYN and surgeon, Dr. LaRoche began her GYN practice

to minimize or stop periods. Recently, Dr. LaRoche began offering InterStim®, a neurostimulator and surgically implanted device that stimulates the sacral nerve, which controls the bladder and muscles related to urinary function, with mild electrical pulses. "I am the first gynecologist to offer it in this area," she says. "Instead of relying on medication, people who suffer from urinary frequency, urgency and urge incontinence can be tested in-office to see if they are a candidate for this minimally invasive procedure prior to committing to the final step."

Dr. LaRoche is a lifelong resident of Murfreesboro and a Fellow of the American College of OB/GYN. She is active in many charitable organizations and believes strongly in supporting this community. "My goal is to take care of women from beginning to the end. I like to 'empower' women with knowledge so they can participate in their healthcare." ❁



Dr. Elizabeth LaRoche (seated), Nancy Oatswall, Receptionist (left), and Christy Walters, Licensed Medical Esthetician (right)

in 1984. While she no longer does deliveries, Dr. LaRoche is fully committed to women's healthcare, offering patients the newest and safest procedures.

At Dr. LaRoche's practice, a variety of minimally invasive procedures are available to avoid operating room and recovery times in the hospital such as Essure™ permanent birth control and Endometrial Ablation – a great alternative to hysterectomy to

Body & Face Medical Cosmetic Center is located at 147 Uptown Square in Murfreesboro, open Monday through Friday 8am to 5pm and Tuesdays until 7pm. Call 615-896-1215 or visit their website at www.bodyandfacemurfreesboro.com for more information. Dr. LaRoche's GYN practice is located at 305 Uptown Square, open Monday through Friday 8am to 4pm. Call 615-904-1650 for your appointment.