



THE BEAUTY INITIATIVE

LUXURY AESTHETIC SERVICES



OUR MISSION

At The Beauty Initiative, our mission is to empower individuals to embrace their beauty with confidence. We are dedicated to providing the highest quality injectables and aesthetic services in a safe, welcoming environment. Our expert team is committed to innovation, continuous learning, and using the latest advancements in aesthetic medicine to enhance natural beauty and improve self-esteem. We strive to offer personalized care that not only meets but exceeds our clients' expectations, fostering a long-lasting relationship based on trust and exceptional results.



THE TEAM

At The Beauty Initiative, our team of dedicated Registered Nurses combines clinical expertise with a passion for enhancing natural beauty. We are committed to delivering safe, luxurious, and transformative experiences tailored to each client. With a focus on refined, natural results and exceptional care, our skilled injectors ensure every treatment aligns with our "less is more" philosophy. Trust in our expertise to elevate your beauty and wellness journey with professionalism and precision.

LOCATIONS

The Beauty Initiative (Located in Ajax):

190 Station Street, Unit 16, Second Floor, Ajax, ON

Free parking available.

*All services including injectables, beauty services and facials.

Mobile Services:

Mobile service treatments.

GTA and Surrounding areas (Toronto, Durham Region, Peel Region, York Region). Travel Fees may be included. Special requests may be granted.



VIRTUAL OR IN-PERSON CONSULTATIONS

Before proceeding with the treatment, a detailed consultation will be conducted to assess your suitability, discuss your aesthetic goals, and explain the risks and benefits involved. This consultation is crucial for ensuring that neurotoxins are the right choice for you.



VIRTUAL OR IN-PERSON *Consultations*

CONSULTATION REQUIREMENT

For all initial appointments, a virtual or in-person consultation is required to understand your aesthetic goals, perform an overall assessment, provide treatment recommendations, discuss pricing, and address any questions with the healthcare professional before booking services.

OPTION 1: VIRTUAL CONSULTATION | FREE

Book a FREE 15-30 minute virtual consultation with our experts to discuss your aesthetic goals. We'll evaluate your needs, offer personalized recommendations, and help you achieve your desired results—all from the comfort of your home. Sessions will be held either over the Phone, WhatsApp video call or FaceTime video call. This is required for all initial appointments for any of the services.

OPTION 2: IN-PERSON CONSULTATION | \$50 DEPOSIT

Book an in-person consultation for \$50, which will be credited towards your next appointment. Please note this fee is non-refundable. Schedule your session today to discuss your aesthetic goals with our experts.



FACIALS



MENU

Facials

REFRESH FACIAL | \$130

Rejuvenates and refreshes your skin with deep cleansing, gentle exfoliation, and hydration, leaving your complexion radiant and revitalized. Perfect for maintaining healthy, glowing skin.

SIGNATURE FACIAL | \$140

Experience the luxury and indulge your skin with a tailored deep pore cleansing, mechanical exfoliation, extractions, and lymphatic facial massage.

PREMIUM FACIALS

Premium Facial Services for a tailored and specialized treatment.

LED Light Therapy | \$150

Chemical Peel | \$150

Microneedling | \$350

Skin Booster Facial | \$475

Botox Facial | \$500

Vampire Facial (PRP) | \$500



PREMIUM *Facials*



LED LIGHT FACIAL | \$150

Rejuvenate your skin with our LED Light Facial, harnessing specific light wavelengths that stimulates collagen production, reduces inflammation, and improves overall skin tone and texture.

CHEMICAL PEEL | \$150

Professional peels are blends of acids that will help improve the appearance of fine lines and wrinkles, dark spots (hyperpigmentation), rosacea, acne and some sensitive skin conditions. Chemical peels range from very mild to medical strength.



PREMIUM *Facials*



MICRONEEDLING | \$350

Microneedling, or collagen induction therapy, uses fine needles to create tiny punctures in the skin, stimulating natural collagen and elastin production. This treatment improves skin texture, reduces scars and wrinkles, and enhances product absorption.



SKIN BOOSTER FACIAL | \$475

A skin booster facial hydrates and revitalizes skin using hyaluronic acid injections that improve elasticity and moisture retention. This treatment enhances collagen production, reduces fine lines, and leaves skin looking plumper and more radiant.

PREMIUM *Facials*

VAMPIRE FACIAL (PRP) | \$500

A vampire facial, or PRP therapy, uses a patient's own blood to enhance skin rejuvenation. Blood is drawn, processed to enrich platelets, and then reintroduced to the skin, often with microneedling to improve absorption. This stimulates collagen production, reducing wrinkles and improving skin texture.



BOTOX FACIAL | \$500

A Botox facial, also known as micro-Botox, is a cosmetic procedure that enhances skin texture by injecting small doses of Botulinum toxin superficially into the skin. This treatment targets fine lines, wrinkles, and enlarged pores without significantly affecting facial expressions, offering a natural look.



INJECTABLES



BOTOX

Neurotoxins

\$8-\$10/ PER UNIT



Neurotoxin treatments, such as Botox, involve small injections that relax facial muscles to smooth wrinkles and fine lines, offering a rejuvenated appearance with minimal downtime.

SIGNATURE TREATMENTS

FACIAL REJUVENATION | 30-100 UNITS

Used as a complete approach to facial rejuvenation.

LIP FLIP | 2-8 UNITS

Subtle fullness for a more pronounced pout.

FACIAL SLIMMING/ MASSETERS | 15-50 UNITS PER SIDE

Used for facial slimming, jaw clenching, teeth grinding and relieving headaches.

JAWLINE SLIMMING | 20-50 UNITS PER SIDE

Reduces the jawline size using neurotoxin.

HYPERHIDROSIS | 100-200 UNITS

Reduces sweating when injected into sweat glands

DERMAL *Fillers*



Dermal fillers are injectable treatments that restore volume and smooth out wrinkles, enhancing facial contours for a youthful and refreshed appearance.

1 syringe | 1ml | \$500
2 syringes | 2ml | \$850
3 syringes | 3ml | \$1200
4 syringes | 4ml | \$1600
5 syringes | 5ml | \$2000

DERMAL *Fillers*

SIGNATURE FILLER TREATMENTS

MINI LIP PLUMP | \$350 for 0.5 ml

To plump the lip and slightly add volume.

SIGNATURE LIPS | \$500 for 1ml

To define the lip and add volume.

NASOLABIAL FOLDS | \$550 for 1ml

Smooth away smile lines with our nasolabial fold filler.

CHIN AND LIP PACKAGE | \$850 for 2ml

2mls to go towards your chin and lips.

CHEEK AND CHIN PACKAGE | \$1200 for 3ml

Contour of the cheek and chin.

JAWLINE PACKAGE | \$1600 for 4ml

Contour and define the jawline.

FACIAL BALANCING | \$2000 for 5ml

Tailored towards balancing features of the face.

CONTOUR PACKAGE | \$2750 for 7ml

Ideal for 3-5 areas (ie. cheeks, jawline, chin, lips).

FILLER DISSOLVING | \$150

Dissolves fillers, reverses enhancement effects.

FAT DISSOLVING

Lipolysis



SMALL AREA | \$250

Small targeted areas

Double chin, Chest (Pseudogynecomastia in Men).

MEDIUM AREA | \$300

Medium targeted areas

Upper Arms. Flanks (Love Handles), Upper Knee.

LARGE AREA | \$350

Large targeted areas

Back Fat (Bra Bulge), Abdomen, Inner Thighs, Outer Thighs
(Saddle Bags), Buttocks, Lower Back.

EXTRA LARGE | \$400-\$600

Entire Abdomen area (including love handles, back fat,
upper and lower abdomen).

MULTIPLE AREAS & PACKAGES | Save \$\$\$

Save when you buy packages or multiple areas.

Example: Upper arms and abdomen OR package of 3 sessions.

Price may vary based on size of areas.

VEIN REMOVAL

Sclerotherapy

SCLEROTHERAPY

Sclerotherapy is a minimally invasive treatment for varicose and spider veins. It involves injecting a solution into the affected veins, causing them to collapse and fade. The procedure is quick, effective, and requires no anesthesia, with minimal downtime.

1 Session | starting at \$300



PRP

Platelet-Rich Plasma



PLATELET-RICH PLASMA (PRP)

PRP (Platelet-Rich Plasma) therapy involves injecting concentrated platelets from your own blood into the scalp to stimulate hair growth and repair by activating follicular progenitor cells.

1 Session | \$550

PRP VAMPIRE FACIAL

A PRP Vampire Facial combines microneedling with the application of platelet-rich plasma (PRP) to rejuvenate the skin by stimulating collagen production and accelerating tissue repair.

1 Session | \$500



PRP HAIR RESTORATION

PRP hair restoration is a treatment that uses platelet-rich plasma extracted from your own blood to stimulate hair growth and increase the thickness of hair by rejuvenating hair follicles.

1 Session | \$600

FACE

Injectables



SKIN BOOSTERS

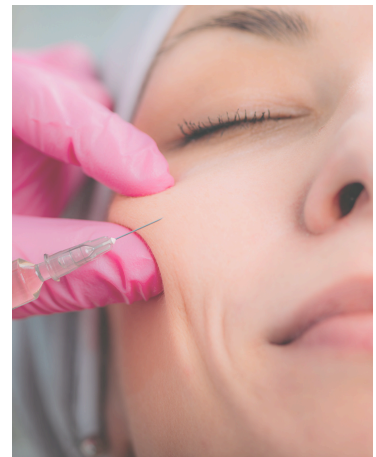
Skin boosters are hydrating microinjections that enhance skin elasticity and firmness by deeply moisturizing from within, promoting a smoother and more radiant complexion.

1 Session | \$550

SCULPTRA

Sculptra is an injectable treatment that stimulates collagen production over time, gradually restoring facial volume and smoothing deep lines and wrinkles for a more youthful appearance.

1 Session | \$750



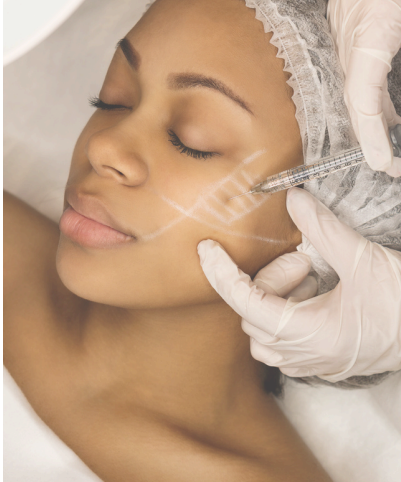
RADIESSE

Radiesse is a dermal filler that not only smooths wrinkles but also stimulates the body's natural collagen production for long-lasting facial rejuvenation.

1 Session | \$550

FACE

The Chanel Injection



NCTF

Revitalize Your Skin with the Power of 56 Nutrients. The NCTF® BOOST 135 HA is a blend of 56 nutrients that are specifically formulated to stimulate the production of collagen, elastin, and hyaluronic acid, resulting in a more youthful-looking complexion.

BENEFITS

- Suitable for any skin type
- Highly effective and produces impressive results
- Non-surgical, non-invasive treatment
- Minimal downtime



1 Session | \$250



VITAMIN *Inject*ions



VITAMIN B12

\$50

Vitamin B12 injections are used to quickly boost B12 levels, which may be essential for nerve health and energy.

VITAMIN C

\$50

Vitamin C injections deliver a high dose of this essential nutrient directly into the bloodstream, that may support immune function, skin health, and antioxidant protection.



VITAMIN D3

\$50

Vitamin D3 injections are administered to rapidly elevate and maintain adequate levels of vitamin D, may be crucial for bone health, immune function, and overall well-being.

Disclaimer: The Beauty Initiative does not claim that any of the following vitamin injections provide specific health benefits. However, they may contribute to certain health improvements and overall well-being, and have the potential to do so.

VITAMIN *Inject*ions



GLUTATHIONE

\$50

Glutathione injections are used to administer a powerful antioxidant directly into the bloodstream, that may promote detoxification, immune support, and potential skin brightening.

WEIGHT LOSS

\$50

Weight loss injections, commonly known as lipotropic injections, contain a blend of vitamins, amino acids, and minerals that may help increase the metabolism of fat and promote weight loss.



TRI-IMMUNITY

\$50

Immunity injections may boost the immune system's response and overall health through enhanced antioxidant protection and immune support.

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BEAUTY

MENU



EYES

Eyelashes

EYELASH EXTENSIONS | \$120-\$130

Eyelash extensions are semi-permanent fibres individually attached to natural lashes to enhance length, fullness, and curl.

Classic Set

FULL SET | \$120-\$130

Hybrid Set

Volume Set

REFILLS | \$70

Wispy Set

Custom Set

Mega Volume Set

ADD-ONS | \$20

Lash Removal

Lash Bath

Pop of Colour/

Sparkle

Lash Lift & Tint | \$120

Lash lifts are treatments that curl and lift natural eyelashes to make them appear longer and more defined without the use of extensions.

MENU

Eyebrows

CONSULTATION

VIRTUAL | FREE

Ombre Powder Brow Consultation

OMBRE POWDER BROWS

Initial Ombre Powder Brows \$450

Correction Brows

Cover Up (Other Artist)



Ombre powder brows create a soft, gradient shading effect that mimics the look of filled-in eyebrows, offering a natural yet defined appearance.



OMBRE POWDER TOUCH UPS

Touch Up (5-8 weeks) starting

Touch Up (3-12 months) at \$100

Touch Up (1+ years)

OTHER BROW SERVICES

Brow Lamination & Tint \$120

A cosmetic treatment that lifts and shapes the eyebrows for a fuller, more defined look, while adding colour to enhance their natural appearance.

MENU

Permanent Make-Up

CONSULTATION

VIRTUAL | FREE

Initial Lip Blush Consultation

Lip Neutralization Consultation

LIP BLUSH

INITIAL LIP BLUSH

LIP NEUTRALIZATION

Lip blush Permanent Make- Up is a cosmetic tattooing technique that enhances the natural color and shape of the lips for a subtle, semi-permanent tint.

INITIAL SESSION | \$350



MENU

Teeth Whitening

PROFESSIONAL TEETH WHITENING



TEETH WHITENING | \$130

Teeth Whitening Gel- Advanced Hybrid Peroxide Formula using a high-quality L.E.D activation light.

24K GOLD TEETH WHITENING | \$140

Lux 24K GOLD, crafted by Pure Image with Duo-Barrel Patented Gel technology, delivers visible results with an exclusive whitening formula. Benefits include reduced sensitivity, stain prevention, long-lasting effects, and gentle, biocompatible gold nanoparticles—each syringe contains 0.06ct of real 24K gold. Experience the power of light-activated gold particles for the ultimate in luxurious whitening!

Also Includes:

The WHITERx Pre White Swabs helps prevent teeth whitening discomfort, formulated with ingredients that re-hydrate enamel before whitening.





OUR SPACE

Welcome to The Beauty Initiative, located in Ajax. This newly renovated clinic offers a variety of beauty and aesthetic services ranging from eyelash extensions to injectables.



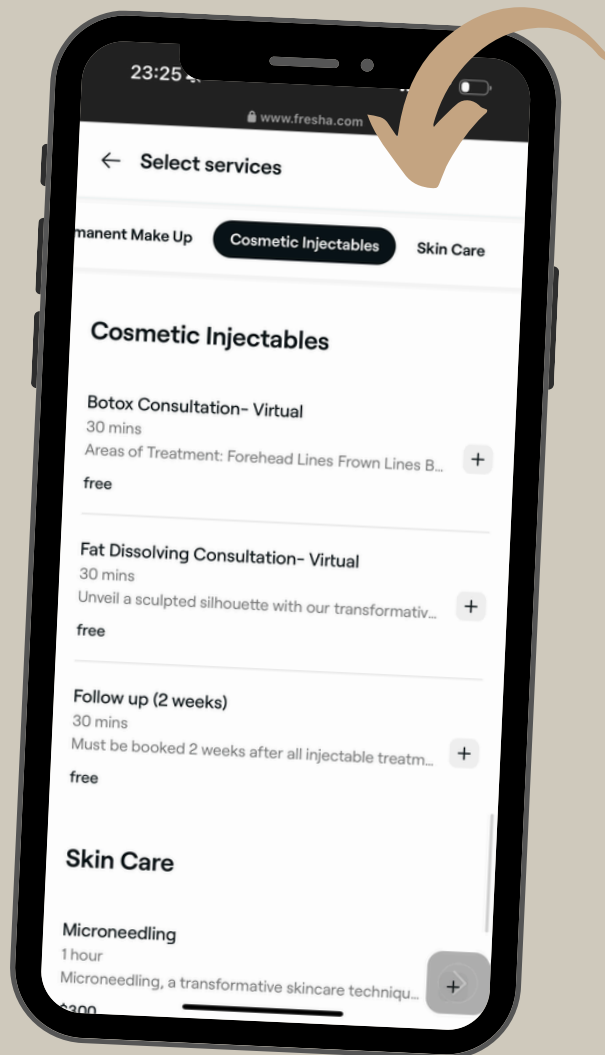
SCHEDULE A CONSULTATION

Virtual & In-Person Consultations

Free Virtual Online (at any location)

&

In-Person Consultations (at the clinic)



EASY STEPS TO BOOK ONLINE

1.

VISIT OUR SOCIALS

Visit our Instagram
@thebeautyinitiative or
website at
www.thebeautyinitiative.ca

2.

CLICK "BOOK NOW"

Click the "Book Now"
button to view our
availability

3.

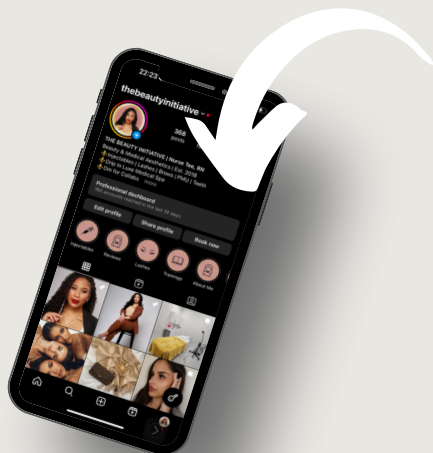
CHOOSE A LOCATION

"The Beauty Initiative (Ajax)"

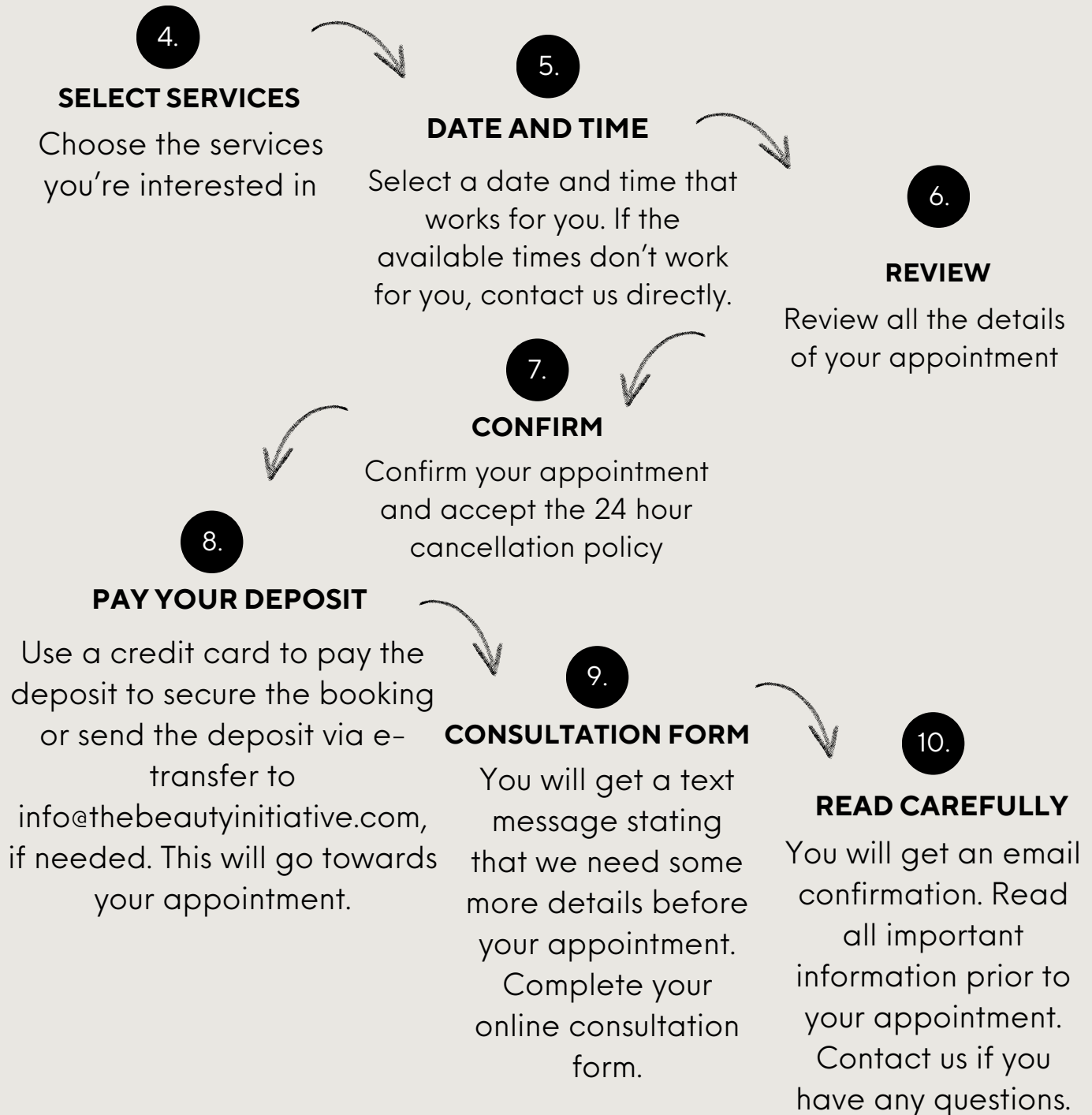
This is the clinic location open to
book ALL services, including ALL
injectables, facials and beauty
services.

"Mobile Services" in the GTA

(including Toronto, Durham
Region, Peel Region, York
Region and surrounding areas).
Special requests can be made
for services.



EASY STEPS TO BOOK ONLINE





CONTACT US

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