

## 5 QUESTIONS WITH...

1

**What inspired you to open The Lab SSP?** I recognized a major gap in the luxury bespoke skincare market and wanted to bring a unique perspective to Vegas. As a frustrated consumer myself, I felt the desire and demand for a more personalized approach to facial treatments.

2

**What services will you offer?** The Lab will offer a specialized approach to facial treatments, which are hypercustomized and tailored to individual needs; permanent makeup, such as lip blush treatments; and scalp micropigmentation. My favorite facial treatment incorporates Biologique Recherche products with Ionix Light technology, gua sha massage and cryotherapy.

3

**What sets The Lab apart?** Our ability to offer a skincare line and perform facials that cannot be replicated. Our methodology uses state-of-the-art technology to determine and quantify skin conditions. Once we have a mathematical and scientific understanding of our client's skin, we can treat accordingly.

# THE SKIN CROWD

As Alexandra Sherman readies to open The Lab SSP ([thelabssp.com](http://thelabssp.com))—a first-of-its-kind bespoke Las Vegas skincare studio—the founder and lead esthetician shares her beauty secrets... and then some.

BY ALLISON MITCHELL

5

**Your ultimate night out in Vegas—what do you do?** I'm eating the veal Parmesan and spicy rigatoni at Carbone at ARIA, enjoying the live show at The Mayfair Supper Club at Bellagio and drinking anything with gin and egg whites at The Laundry Room on East Fremont.

4

**Dream client?**

Lady Gaga. She played a major role in shaping who I am today from an early age where I was beginning to learn the importance of self-expression.



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