



# AW SKIN CO.

## MEDICAL SPA AND WELLNESS CENTER

[www.awskinco.com](http://www.awskinco.com)



### About Amy Hatcher, APRN

Amy Hatcher, APRN, founded AW Skin Co. in 2018 after more than a decade working in general medicine and the medical spa industry. With a master's in nursing from Vanderbilt University, Amy has a dual focus on aesthetics and wellness. AW Skin Co. offers clients an array of services from Botox and injections to hormone therapy and medically managed weight loss programs, as well as a specially tailored line of skincare products and supplements. In addition, as a nationally recognized injection trainer, Amy travels the country training other injectors on techniques and best practices. AW Skin Co. has three locations serving Middle Tennessee: Murfreesboro, Westhaven, and now Cool Springs. To learn more, visit [awskinco.com](http://awskinco.com).

## Why AW Skin Co. ?

- AW Skin Co. focuses on helping clients feel their best from the inside out. Unlike other medical spas, clients can receive medical treatment and guidance for weight loss, gut issues, and imbalanced hormones as well as aesthetic treatments for skin, hair, and body.
- With their own skincare products and supplements line, clients can walk away from their appointments with a specialized plan to keep their skin glowing and healthy.
- In addition to Botox and injections, AW Skin Co. offers the latest in skincare technology as well as wellness services including hormone balancing, gut health, natural hair restoration, microdermabrasion and skin tightening.
- With three locations in Middle Tennessee—Murfreesboro, Westhaven, and Cool Springs—AW Skin Co. has been engaging clients with their expert care, range of services, and friendly team that truly cares about wellness at all levels.

Media contacts: Allie Ellers / Devon Brown

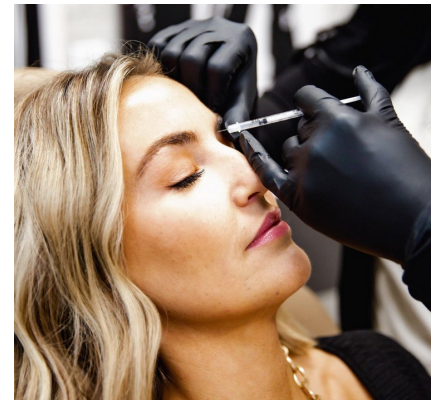
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# Suggested Interview Questions

- Tell us about what you do at AW Skin Co.
- What is your background and how did it lead you to founding AW Skin Co.?
- How are you different from other medical spas?
- What types of aesthetic services do you offer and what type of wellness services do you offer?
- Who is the ideal client for AW Skin Co.?
- For those who've never been to a med spa, what can they expect? What will their experience be like?
- What would you say to those who are hesitant to seek the types of treatments and services you offer?
- You're opening a third location in Cool Springs. What do you attribute to your success and growth over the years?
- What will be different or unique about the Cool Springs location?
- What's next for AW Skin Co.?



# Suggested Interview Topics

- Top 3 questions to ask your healthcare provider before getting injections
- In your own skin: Self-esteem and skincare
- Crucial steps to ensuring your wellness - everything from food sensitivity testing to skincare consults from the experts at AW Skin Co.
- Beyond Botox: The latest in skincare technology
- The ideal skincare routine for every age
- Building Confidence: How to know what skincare routine is right for you
- A different type of med spa is coming to Cool Springs
- Now in Franklin: Your one-stop shop for all things health, wellness and beauty



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