

≡ BUFFALO HEALTHCARE PROFILES

Embracing the Power of Healing from the Outside In

Custom Beaute's growing brand provides a unique, all-encompassing mix of medspa services, products, and training for cosmetic enhancement.

An entrepreneur in every sense, Sherry Hale's vision in creating Custom Beaute has been to help her clients feel and be their absolute best. "Let's face it: Life is rough and every decade brings more complications," says Hale, founder and CEO of The SHALE Group in West Amherst. "Through our esthetics and wellness services, we help clients internalize their beauty, which is a very empowering thing. When you feel amazing, you can get through anything."

Through the triad of Custom Beaute companies, Hale and her associates skillfully offer an expansive menu of services and products. Custom Beaute is unique throughout western New York, a trailblazing full-service medspa with expertise in permanent makeup, dermal cosmetics, cosmetic gynecology, and chiropractic therapy. Custom Beautech is Hale's product distribution center, through which she sells top-quality permanent makeup-related products, including her patented Sherry Hale Define® brush, precision nano etching blades, custom-designed SHALE Silk line of organic skincare products, and the best cosmetic and medical tattooing machines available.

Custom Beacademy is New York state's first



"We don't offer anything in our clinic that I don't believe in—many of these procedures I've had myself. I am a better version of me at age 50, and that is what I want to give to my clients."

—Sherry Hale

cosmetic micropigmentation school (license pending NYSED). One of her company's biggest accomplishments for 2019, the private academy provides training in fundamental and advanced esthetics-related techniques.

Hale's credentials are impressive. With more than 30 years in the beauty industry, she is a licensed New York State educator and cosmetologist, with a bachelor's degree in information technology and an ever-growing list of certifications. "I have a long string of letters after my name," she says. "Continuing education is as important for me as it is for our technicians and students."

As Hale has experienced firsthand, results of the services and products offered by the Custom Beaute family can be truly transformational and liberating. She began her company the same month she underwent bariatric surgery, experiencing life-changing weight loss. "I'm an open book," says Hale. "I'm open to talking about my own journey, and I give people my honest opinion about theirs. I think our success in making people feel and look younger comes from telling our clients the truth, and we back up what we say—everything we do is tried, true, and tested. We don't offer anything in our

New Alliances, Expanded Services

The SHALE Group continues to grow, with several major announcements of new ventures.

Unique in the Industry:

Through its new alliance with George Danakas, MD, Armen Kirakosyan, MD, and their Aesthetic Gynecology Specialists of WNY, Custom Beaute is now the region's only cosmetics clinic to have two board-certified OB-GYN physicians providing cosmetic gynecology services in-house.

Exclusive Rights:

Well-known for her work by the European community, Hale's Custom Beautech has obtained exclusive U.S. and Canadian rights to sell the Vogue Micropigmentation Machine, award winning for its superior German cosmetic and medical tattooing technology.

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