



Sculpting Her Business Of Beauty

By: Kim Gibson Photography By: Chelsea Bren



Elaine Colter has long been a self starter. Being interested in cosmetics and skincare at an early age, she began selling Mary Kay Cosmetics in 1992. She describes the process of working for herself as something that just evolved over time.

“It promotes relaxation... a one-hour oasis away from the world.”

In 1995 Elaine was working at a tradeshow when she met a man in the next booth, a young chiropractor. A year later she had a neck injury and called the only chiropractor she knew, Jonathan Colter, the man from the tradeshow. The two eventually married and the rest, as Elaine explained it, is history.

With Jonathan’s practice being in Huntersville, Elaine, a Charlotte native, moved to Skybrook. Elaine was working as the office manager at Huntersville Family Chiropractic when one day in 2007 a salesman came in from a company called Beautiful Image. The microcurrent equipment he was selling was a new concept for Elaine, but she was intrigued. She did her homework and was impressed with the technology and results that were promised.

Elaine gives her husband kudos for rearranging hours in the clinic to accommodate her new venture, but she says that’s typical of him.

“Jonathan has been unbelievably supportive and inspiring in this business,” Elaine said.

Being the Lake Norman–area representative for Beautiful Image has been very rewarding for Elaine as she sees the results of the microcurrent sessions with her own eyes. She explains that microcurrent is an electrical current that mimics that of a person’s body. The sessions, according to Elaine, cause the body to produce collagen and elastin while also re-educating facial muscles to tighten and strengthen, which smooths lines and wrinkles, all without pain.

Some of her clients have had dramatic success. Elaine shared a story about one client who had Bell’s Palsy, which causes paralysis of the face. After a series of treatments the woman recovered from the condition. Other clients have changed their minds about having plastic surgery procedures performed after receiving microcurrent treatments.

Elaine explains that some of the benefits of microcurrent treatments include no pain, no chemicals, no side effects, no downtime, no redness and no swelling. Some of her clients come in on their lunch hours and return to work straight away.

“Microcurrent treatments get your body to do what it did when it was younger,” Elaine said. “It helps to ward off future aging.”

Typically Elaine recommends 10 to 15 one-hour sessions in a series, but that may vary depending on several factors such as age, water intake and the amount of sleep an individual may be getting. Because she believes in the treatment results, Elaine offers all new clients one treatment with no obligation just so they can see the results for themselves.

Additionally, Elaine says the sessions take place in a treatment room with low lights and soft music, creating a relaxing environment.

“It promotes relaxation,” Elaine said. “Many clients consider microcurrent treatments as a one-hour oasis away from the world.”

In starting a new business, Elaine looked to her husband, who she described as motivated and supportive. To other women out there thinking of starting a business, she recommends that they make face-to-face contact with people.

“Networking is essential,” Elaine said.

Besides her husband, the other love in Elaine’s life is Oscar, a beagle the couple found. After searching for the owner without any luck, they decided to

keep him. He is usually with them, including at the clinic every day.

In her spare time, Elaine loves to travel. She has been to many countries all over Europe including Italy, Spain, England and Belgium. She also enjoys dining, movies, going with her husband (and of course Oscar) to Birkdale when she is not traveling.

