

## Shop Around the Corner

# Eye Look Good

Story and Photography By Roberta Curreri

**N**owadays, the signs of change are everywhere in the rural Pennsylvania landscape as hidden riches are coaxed to the surface. Life is lived less leisurely, the simple days now silhouetted behind long checkout lines at stores and busy intersections. It doesn't seem so long ago that a sunset ride out into the countryside after dinner was a relaxing evening's entertainment. Who would have expected well pads in corn plots, or gas lines anywhere but at the corner filling station?

If the high price of gas has you sounding retreat, you can always head for the hills—Hills Creek is just ten minutes out of town, via Mansfield or Wellsboro, a short way to travel for a little bit of heaven. Drive past round hay bales, a few dairy cows, the occasional drinking hole and a beaver pond, spot an egret or maybe a turtle crossing the road, a deer or bear along the tree line—and breathe in the farmland. Around the bend and about where you'd expect a farmhouse to be, there is one, white with yellow trim, black shutters and a front porch, perched on the old stone foundation, with an adjacent gray weathered barn and red chicken coop, hens pecking in the yard. Eye Look Good—it's a sign.

You blink. You make sure that's what you see: Eye Look Good. It's no mirage. This signpost on Hills Creek Lake Road is a welcome sight in Tioga County—an oasis for women, and almost right in your own backyard. For men, it's the answer to that eternal question of what else can I give her: the royal treatment—a trip to the spa.

Margaret Radek-Landis, a licensed esthetician, is also in the business of coaxing hidden riches to the surface. As her shingle



Ashley Mack enjoys redeeming her Christmas gift certificate for a teen facial as esthetician Margaret Landis applies a honey granule mask.

suggests, Eye Look Good provides beauty treatments: facials, lash extensions, and makeup lessons; however, the sign's subtext should read, "I Feel Good, Too" considering the massage, music and mood therapy, or Tibetan hand or foot treatments her spa additionally provides. The constant north on Margaret's compass has always been her desire and her ability to "make it better." Her kindergarten teacher wrote of Margaret's propensity to befriend and comfort any student, and many years later her college skills aptitude panel still suggested that Margaret is a people person and a natural caregiver.

To arrive in Hills Creek, Margaret journeyed from a Chicago suburb to college

at the University of Illinois, from retail to corporate customer service and sales. But like the earth itself, the top plates shifting counter to the ones below, Margaret was pulled, literally, in different directions. In 1993, a skiing injury and her subsequent ACL reconstruction surgery precipitated her interest in massage therapy. Attending the Wellness and Massage Training Institute of Illinois, she completed studies in Swedish massage, Bellanina facelift massage therapy, and reflexology. But just before graduating, she was made "an offer she couldn't refuse" and entered the corporate world.

As the new millennium shifted in, Margaret's employer, Nobel Biocare USA,

moved out to California, leaving Margaret to chose a career path following her second inclination: "I've always had a calling to use my hands...even back in college I had great urges to become a bread baker." She signed on with Whole Foods and trained in the bakery department, eventually leaving to take a position as the cook and baker for a small inn in Gettysburg. There she met her future husband, whose job ultimately relocated the couple to Wellsboro.

It was long, hot, hard work at the inn that ultimately brought Margaret back to physical therapy and to her innate calling: "Throughout my childhood and adult life, I have had the desire to minister to people," says Margaret. "That's just the way God made me." So, Margaret, being in her forties, and mindful that youthful beauty is ephemeral, had a genuine interest in impeding aging skin. Attending Von Lee International School of Esthetics, the first school in the country dedicated only to esthetics and makeup, she graduated as valedictorian in 2005.

When a client walks through the door, Margaret's brain starts cruising: "I am immediately calculating what is going on with her skin, where I can make it better not

only on her first visit but also long term."

Facials begin with a brief discussion of the client's concerns and health history. Then the face surface is cleansed, followed by deep pore cleansing—steam with masks, cleanser with an ultrasonic skin scrubber, galvanic cleansing or vacuum—and extraction. "If I see lackluster or sun-damaged skin, I exfoliate with salicylic or—if she does not have sensitive skin—crushed amber. Flakey skin treatment could be apple-cider enzymes with goat milk." A teen would get honey granules or enzymes of some sort. Methods can include a glycolic solution polishing scrub to a layering of fruit acids and crushed amber with microdermabrasion. More aggressive treatments involve a variety of peels.

"Finally, I massage. Always, I massage. I know about 120 different facial massages. If a client is loosing elasticity, I perform lifting massages, and make sure I hit marma (Sanskrit for sensitive or vulnerable points on the body) and acupressure points to help her rejuvenate." A lethargic client receives something invigorating to stimulate more blood flow; if stressed, she receives a relaxing facial and work on marma points; if she is puffy, the massage concentrates on lymphatic



**Shop:** Eye Look Good  
**Where:** 543 Hills Creek Lake Road, Wellsboro, PA  
**Phone:** 570-723-0957  
**Web:** [www.elg.skincaretherapy.net](http://www.elg.skincaretherapy.net)

draining of the face and neck; if acneic, the client likely receives acupressure work.

Whole body detoxification and treatments for sore joints and muscles include a twenty-minute, steam-tent therapy. Towards the end of February, Margaret will acquire certification for ayurvedicspa treatments. Ayurvedic treatments, derived from ancient Indian tradition, have a rhythm and flow that covers the entire body and are designed to loosen toxins in the body, release excesses, and restore physical, mental, and spiritual harmony. Herbal oils used target individual imbalances.

What makes an Eye Look Good gift certificate a terrific present is the variety

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of services it can cover. “Winter is the time to consider paraffin treatments to the feet.” Eye Look Good also offers makeup lessons, “that are great fun for mother-daughter days.” The objective of the hands-on class is to teach makeup application that balances and enhances natural beauty, so clients can bring their own makeup arsenal if they like. Margaret is currently assessing organic makeup lines for the studio.

“I do gorgeous Xtreme Lashes extensions.” Margaret explains, “Most women are candidates, but these lashes are especially wonderful for brides and bridesmaids—not to mention mothers of the brides—no runny mascara!” Synthetic lashes are applied to natural lashes, one by one, and can last indefinitely with care and routine re-lashing.

Now in her farmhouse with garden and chickens, she recounts, “My journey through life brought me to organic living, and so I really wanted an extraordinary organic skin care line, and I found it in Elina Organics ([elinaorganics.com](http://elinaorganics.com)).” Blending holistic wisdoms with modern science, Elina Fedotova—aesthetician, cosmetic chemist, and herbalist—hand makes her products from pure organic ingredients (free from harmful preservatives, artificial solvents, dyes, perfumes). Eye Look Good is one of only a few skin care studios in Pennsylvania not only trained but certified in organic esthetics and Bellanina facelift massage.

“My dream is to convert my house into a holistic health and beauty spa for women. I envision a welcoming place where a woman comes to beautify her skin, detoxify her body, and rejuvenate her mind,” Margaret says, smiling. “I would love to host knitting, bridge, or any kind of retreats offering women a place to relax and grow.” Looking out the window, she sighs, happily imagining her big country kitchen transformed into a health-food cafe complete with juice bar and supplemented by her garden: “About my little mustard seed...a mustard seed is very tiny, but it grows into a very big tree.” For now, for women, a visit to Eye Look Good is a very big treat. 🌱