

A well-trusted aesthetician and antiaging expert, Pate is the founder and CEO of Bare Bunny Aesthetics in Huntington Beach, California.

## best in the biz REBECCA PATE

**W**hat is your educational background, and how do you continue your education in the industry? I started in this industry as a medical aesthetician and nutritional therapy practitioner. I continue to get different certifications regularly. Being in this industry is a gift of knowledge. It is constantly growing. I never want to stop learning so that I can appraise the client as a whole and continue to give the best advice and services possible.

**How long have you been practicing, and why did you choose this field?** I have been in this field for over 20 years. Bare Bunny Aesthetics just celebrated its five-year anniversary, and I could not be prouder. I choose this field because I wanted to truly make a difference in people's lives. Coming into this industry as a client at a young age, I was insecure

and did surgical and nonsurgical treatments that I did not need or made no difference. This is when I became passionate about everything aesthetics. I knew in my heart that this is where I belong. I wanted to find the link between aesthetics and wellness and only use devices that really worked. That is exactly what I have done and will continue to do.

**Why is BTL Aesthetics your ultimate go-to for body sculpting equipment, and how has it helped you become one of the best professionals in the industry?** BTL Aesthetics' technology is unmatched by any other device in this industry. No other company is doing what they are doing. Our clients are blown away with their results, and it feels good to help them reach their goals. Not only are these devices top-notch, but the support we get from this company is unlike any other company. The BTL Aesthetics team continues to help us plan monthly, so we can reach our quarterly goals and surpass them, which has helped us become one of the leading providers in the industry.



**Why did you choose BTL Aesthetics, and how did you find out about them?** I choose to make BTL Aesthetics such a big part of our business simply because their equipment works. In 2016, I researched all possible options to help fix my diastasis. After carrying five boys, I developed a major separation in my abdominal wall. I did not want to have surgery because I still wanted to try to have a baby girl. I contacted BTL and went in for a demonstration at their Orange County office and fell in love with it. It was a no-brainer for me.

**How do you stay educated with BTL Aesthetics?** It is very easy to stay educated with BTL Aesthetics. They offer a support website that is constantly updated with new studies and updates on all their devices as well as marketing material we can use and make our own. They currently have over 30 clinical studies to support the research and claims made on this technology – that alone speaks for itself.

**What benefits do your clients see from receiving treatments utilizing BTL Aesthetics' equipment?** These treatments not only sculpt their body and pelvic floor but also make them feel stronger. It is not just about them feeling more confident and looking better in a bikini. For example, the EMSELLA gives the gift of repaired incontinence. The EMSculpt NEO is full of benefits that helps to therapeutically strengthen muscles and get rid of pain and leaves each client feeling stronger, slimmer, and sexier than ever.

**How do you promote yourself and the brand?** Most of our business comes from referrals and word-of-mouth. We also promote ourselves on social media channels like Instagram, Facebook, Yelp, and Realself. However, most of our success stems from our events. We love to have a good time here, which impacts the client experience, making them come back all the time. It also helps to be partnered with a brand like BTL Aesthetics that goes above and beyond with their marketing and brand awareness.

## REBECCA'S MUST-HAVE EQUIPMENT



**Besides working with BTL Aesthetics, what else has helped you become one of the best?** I believe our mission and staff is what has set us apart. We truly believe that beauty comes from the inside out. Our mission is to help men and women become the best possible version of themselves. We do this by finding out our clients' goals and we do what we can to help them achieve them.

**How do you give back to the industry or community?** We give back to the industry by inviting like-minded businesses to come in, demonstrate our equipment, ask us practice-specific questions, and give them our tips for being successful. I like to call it our "Bunny Blueprint." We also offer invitations to first responders for complimentary services and donate to local schools and charities.

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