

VICTORIA FOUNTAINE

Introduction – Victoria Fountaine, Co-Founder of EvenFlow Aesthetics

Victoria Fountaine is not only the co-founder of EvenFlow Aesthetics — she is the clinical visionary behind one of Rochester’s most innovative, integrated aesthetic and wellness practices. As a nurse practitioner, aesthetic expert, and Clinical Director and Lead Injector, Victoria blends advanced medical training with an artist’s eye and a deeply personal understanding of confidence and transformation.

Alongside her husband and co-founder, Tom, she has built EvenFlow on a philosophy that feels both modern and meaningful: aesthetics should be balanced, natural, evidence-based, and deeply personal. Their approach merges science, hospitality, wellness, and artistry — creating an experience where patients feel seen, heard, and cared for from the first consultation through every stage of their journey.

At its core, EvenFlow is more than a medical aesthetic practice — it is a reflection of Victoria’s belief that when you help someone feel aligned with the best version of themselves, you change far more than their appearance. You change how they show up in the world.

LET’S START WITH THE NAME — EVENFLOW IS SUCH A BEAUTIFUL AND CALMING CONCEPT. WHERE DID THE NAME COME FROM, AND WHAT DOES IT REPRESENT TO YOU BOTH?

When Tom and I began thinking about a name for our business, we wanted it

to reflect something deeply personal and meaningful. Music has always been a shared passion, so it felt natural to look there for inspiration. Tom grew up as a huge Pearl Jam fan, and their songs and lyrics have had a deep impact on his life. As I listened more and more, I fell in love with them as well.

Our honeymoon was a weeklong tour across Europe attending music festivals featuring Pearl Jam and many of our other favorites. At that time, the business was nothing more than an idea — a dream. But somewhere during that unforgettable trip, we came up with the perfect name, if and when that dream ever became a reality.

EvenFlow Aesthetics was inspired by one of Pearl Jam’s iconic songs. The title felt like the perfect intersection of who we are — personally, creatively, and philosophically. We strive to move through life with balance and an “even flow” in all that we do. It also reflects how we believe health, wellness, and aesthetics should be — not overdone or unnatural, but grounded in balance and harmony in every transformation.

TELL US A LITTLE ABOUT YOURSELVES AND YOUR BACKGROUNDS. HOW DID YOUR INDIVIDUAL EXPERIENCES LEAD TO THE CREATION OF EVENFLOW?

Tom and I met at Strong Memorial Hospital. As our relationship grew, our careers evolved in parallel and complementary ways. I transitioned into plastic surgery and earned my degree as a nurse practitioner. Tom left academic medicine to pursue a path as a clinical

developer, helping bring innovative cellular immunotherapies to patients with advanced-stage malignancies.

Working in plastics sparked my love for aesthetics, but I knew early on that I wanted something different. I was drawn to a more personal, hands-on approach — one where I could be present with patients throughout their entire journey, not just before and after surgery. That desire ultimately led me into non-invasive medical aesthetics.

I bring years of aesthetic training, the heart of a nurse, and the clinical expertise of a nurse practitioner — along with an artistic eye and attention to detail to enhance natural beauty. Tom brings his medical training as a physician-scientist who has spent his career studying cutting-edge therapies and developing the systems required to deliver them to patients who need them most.

One of the earliest lessons I learned is that there is no one-size-fits-all approach to aesthetics. Just as combination strategies are foundational in oncology — where Tom built his career — the same principle applies in aesthetic medicine. That blend of perspectives shaped EvenFlow.

Our combined talents — and our shared philosophy of a patient-first, concierge, hospitality-driven model of care — have shaped every strategic decision we’ve made and ultimately created the EvenFlow experience.

VICTORIA, AS CLINICAL DIRECTOR AND LEAD INJECTOR, WHAT INSPIRED YOU TO PURSUE





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A CAREER IN AESTHETIC MEDICINE AFTER EARNING YOUR ADVANCED NURSING DEGREES?

I grew up hating my nose. Coming from Russian descent, I had a very prominent tip and bridge, and it was something I felt deeply self-conscious about — especially as a teenager. We simply didn’t have the means to change it.

When I began my nursing career, I was finally able to save enough for a rhinoplasty. That experience changed my life. For the first time, I knew what it felt like to be truly confident in my own body. That moment was a turning point — physically, emotionally, and mentally. It taught me that aesthetic care can transform so much more than appearance. It can change how someone carries themselves and how they show up in the world.

That realization led me into plastic surgery as a nurse, where I deepened my understanding of aesthetic medicine. Over time, I wanted more continuity with patients — to be present throughout their journey in a way that felt more personal and less invasive than surgery.

During NP school, building a practice that combined a personal approach with advanced non-surgical solutions was always top of mind. It was the natural next step in both my career and Tom’s to create something of our own — driven by shared passion, philosophy, and a belief in evidence-based, patient-centered care. That foundation became EvenFlow.

YOU’VE TRAINED ALONGSIDE SOME OF THE TOP PLASTIC SURGEONS AND INTERNATIONALLY

RECOGNIZED AESTHETIC PROVIDERS. HOW HAS THAT EXPERIENCE SHAPED YOUR PRACTICE AND PHILOSOPHY?

Tom and I have been fortunate to build an incredible network of key advisors, many of whom are recognized leaders in the field. They’ve provided advanced training and have also served as mentors and trusted advisors — including Rochester’s own Dr. Sherif Ibrahim, a global leader in dermatology.

Observing how these top professionals approach patient care — how they think critically, select techniques, and design comprehensive treatment plans — has profoundly influenced our practice and philosophy.

Across every setting, one truth became clear: no two patients are the same, no single technique works for everyone, and there is no “magic bullet” solution. Exposure to best practices from around the globe reinforced the importance of integrating multiple techniques and remaining adaptable, creative, and highly personalized in our approach to aesthetics, health, and wellness.

That insight shaped how we built EvenFlow. We intentionally trained in services and technologies that allow us to take a comprehensive, non-surgical approach to facial rejuvenation, skin restoration, and facial and body contouring — all tailored to the individual.

As our foundational aesthetic services expanded and we gained exposure to leaders in health and wellness, we realized

we were uniquely positioned to fill a specific niche in the community — one that combines advanced aesthetics with health, wellness, and longevity. With the launch of elevate.TM by EvenFlow, we’ve become one of the few fully integrated health, wellness, and non-surgical aesthetic practices in Rochester.

Most importantly, these experiences reinforced that exceptional care is personal. It requires more than a customized plan — it requires an environment where patients feel safe, heard, understood, and leave loving both their results and their experience.

THE AESTHETICS FIELD CONTINUES TO GROW RAPIDLY. WHAT SETS EVENFLOW AESTHETICS APART?

What truly sets EvenFlow apart is our commitment to excellence at every level — from scientific rigor and evidence-based practice to every step of the patient journey.

From the first interaction — whether through our website, social media, or a phone call — through consultation and treatment, we strive to create an experience. For us, outcomes are only as good as the experience. Even if we are technically excellent, if a patient feels rushed, overlooked, or like just another number, we’ve failed in our mission.

That standard is shared by our entire team. Juliana, our marketing director, and Nicole, our front desk and hospitality manager, play essential roles in shaping the patient journey. From first contact to follow-

“Elevate is a perfect reflection of how we intentionally built EvenFlow — bringing together therapies that are powerful on their own but transformative when combined.”

follow-up, they ensure every experience feels intentional and exceptional.

We never cut corners on safety or results. Every technology and treatment is carefully selected not just for individual performance, but for how it integrates into a larger system. We built the practice intentionally — choosing best-in-class technologies that, when combined and strategically sequenced, create powerful transformations with minimal downtime.

Another defining value is delivering results that look and feel natural. We focus on treatments that work with your biology — restoring collagen and elastin, improving skin quality with regenerative therapies, and rebuilding lean muscle mass. Rather than masking aging, we target its underlying drivers. When we address biology at the root, the results are not only beautiful — they’re healthier and longer lasting.

Elevate further distinguishes us from traditional med spas. It integrates aesthetic services with therapies that promote longevity and wellness, including GLP-1s, vitamin therapy, supplements, and hormone optimization. By pairing systemic therapies with precision-guided aesthetic treatments, we maximize results while proactively addressing common side effects of metabolic change.

That level of planning and integration places EvenFlow at the intersection of aesthetics, health, and longevity.

YOUR APPROACH IS DESCRIBED AS COMPASSIONATE, DETAILED, AND PATIENT-CENTERED.

HOW DO YOU ENSURE EVERY CLIENT FEELS SEEN AND HEARD?

From the beginning, two principles shaped our philosophy. First, we would never cut corners when it comes to safety and efficacy. Second, we would never take a patient’s trust for granted.

Trust is everything — especially in aesthetics. You need confidence that your provider has done the research, will deliver their best every time, and will be transparent about what they can and cannot achieve.

We set realistic expectations from the start, educating patients on what’s possible based on their goals, anatomy, timeline, and budget.

We build intentional touchpoints throughout the patient journey — from pre-appointment communication to the ambiance in our office. We know how vulnerable it can feel to talk about concerns, so we establish trust early to help patients feel at ease.

Education is central. We schedule 60-minute discovery sessions so nothing feels rushed. If we believe another provider — or even surgery — would better serve you, we will say so and refer you appropriately.

At the end of the day, our goal is to help you achieve the results you truly want — never overpromising and underdelivering.

MANY PEOPLE THINK AESTHETICS IS ONLY ABOUT APPEARANCE. HOW DO YOU ADDRESS THE DEEPER BENEFITS?

For us, aesthetics has always been about confidence, identity, and alignment.

We begin every consultation by understanding your motivations — because they are deeply personal and unique. Many patients come to us during pivotal life moments: visible signs of aging, postpartum changes, recovery from injury, or simply wanting to show up more confidently.

Most aren’t trying to become someone new — they’re trying to feel like themselves again.

Helping someone reconnect with that sense of self is incredibly meaningful. It’s what drives us to continually grow and improve.

HOW DO YOU CREATE NATURAL, PERSONALIZED RESULTS?

Our goal is always to enhance, not alter.

While we use neuromodulators and dermal fillers strategically, the majority of our services focus on restoring biology — collagen, elastin, muscle tone — and eliminating unwanted changes like fat or skin laxity caused by aging.

We prefer natural results delivered in the most natural way possible by working with your biology.

Every client is different — in anatomy, lifestyle, timeline, and budget. We map out treatments thoughtfully, in the right sequence, ensuring the plan aligns with your life and comfort level.

If it doesn’t work for you, it doesn’t work —





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HOW DO AESTHETICS AND WELLNESS SERVICES COMPLEMENT ONE ANOTHER?

We are proud to be one of the only practices in Rochester offering this integrated blend of advanced aesthetic services and a wellness platform like elevate.

Our energy-based devices, biostimulators, injectables, and regenerative therapies allow us to target deep layers of tissue and support cellular regeneration. We can reduce visceral fat, increase lean muscle mass, provide non-surgical lifting, and restore connective tissue — all with minimal downtime.

When combined with medical weight loss, vitamin therapy, and hormone optimization, we address both aesthetic and systemic health.

Elevate was built to anticipate common side effects of GLP-1 weight loss — muscle loss and skin laxity — and proactively address them using FDA-cleared technologies like EmSculpt NEO and Quantum RF.

By combining treatments strategically, we support long-term health, metabolism, strength, and aesthetic confidence.

This is what makes elevate so powerful — it's methodical, personalized, and built for sustainable results.

HOW DO YOU STAY ON TOP OF ADVANCEMENTS IN THIS FAST-EVOLVING INDUSTRY?

It comes down to passion and rigor. Education and clinical excellence are core values. We maintain relationships with global leaders in aesthetic medicine, energy-based devices, regenerative therapies, and longevity medicine.

We continuously evaluate emerging technologies and FDA-cleared innovations to ensure we offer the safest and most effective treatments.

WHAT ADVICE DO YOU GIVE SOMEONE CONSIDERING THEIR FIRST TREATMENT?

Start with a consultation.

If it's been on your mind, chances are it's important to you. There's no pressure — just a conversation in a relaxed environment where we review your goals, timeline, and budget.

Our goal is to help you feel informed, confident, and comfortable before taking any next steps.

HOW DO YOU BUILD LONG-TERM TRUST?

Aesthetic medicine is deeply personal.

Both Tom and I understand that perspective firsthand. Tom's journey navigating chronic health challenges and optimizing his health through this integrated model has been life-changing. My own experience with aesthetic transformation shaped my path as well.

That personal understanding fuels our passion and builds authentic trust with our patients.

FINALLY — WHAT'S NEXT FOR EVENFLOW IN 2026?

2026 is an exciting year.

With the launch of elevate in January, we've expanded into two complementary programs: EvenFlow Aesthetics and elevate.TM by EvenFlow.

We are the first and only practice in greater Rochester offering the Ignite system with Quantum RF 10 and 25 technologies. Early results have been extremely encouraging, especially for patients navigating weight loss and skin laxity.

We are also deepening our community involvement — serving as VIP vendors and sponsors for the Miss New York Beauty Pageant and speaking at The Ultimate Influential Woman Entrepreneur's Expo.

2026 is about showing up, giving back, and continuing to serve this community.

Most importantly, we look forward to meeting and helping more incredible people along the way — and earning your trust.





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