

SHANNON YORK, NMD

Founder, Owner

& Medical Director | True Skin & Wellness

3850 W. Happy Valley Rd., Unit 147, Glendale, Arizona 85310

trueskinandwellness.com

EXECUTIVE PROFILE

Dr. Shannon York is a naturopathic physician, entrepreneur, and medical aesthetics leader with more than twenty years of experience spanning cosmetic injectables, laser medicine, regenerative aesthetics, bioidentical hormone therapy, and medical practice leadership. As Founder and Medical Director of True Skin & Wellness, a physician-owned boutique aesthetic and wellness practice in the Phoenix metropolitan area, she has built her career — and her practice — on a single guiding philosophy: results that are natural, balanced, and never overdone.

Over the course of two decades in aesthetic medicine, Dr. York has founded and grown multiple successful practices, served as Chief Medical Officer of a multi-clinic aesthetics organization, and trained physicians, nurses, and aesthetic providers across the industry in advanced injection technique and laser medicine. A master injector and certified Laser Safety Officer, she is recognized for developing rigorous clinical protocols, building high performing teams, and creating an exceptional standard of patient care that pairs medical precision with an artist's eye.

AREAS OF EXPERTISE

- Advanced cosmetic injectables — Botox®, Dysport®, JUVÉDERM®, SKINVIVE®, Radiesse®, Restylane®
- Comprehensive laser medicine — IPL, Laser Genesis, vascular, hair removal, resurfacing, CO₂
- Regenerative aesthetics
- Bioidentical hormone replacement therapy
- Medical weight management
- Practice ownership, operations & business growth
- Physician, nurse & provider clinical training
- Patient consultation & treatment planning
 - Laser safety oversight (Certified LSO)

PROFESSIONAL EXPERIENCE

Founder, Owner & Medical Director 2019 – Present *True Skin & Wellness (formerly Radiant Health & Beauty) — Glendale, Arizona*

Founded and leads a physician-owned medical aesthetics and wellness practice offering advanced injectables, laser therapies, hormone optimization, and integrative wellness services.

- Personally performs and oversees all advanced injectable, laser, and regenerative treatments.
- Develops the practice's clinical protocols, informed-consent standards, patient education, and staff training programs.

- Directs business strategy, branding, marketing, and operational growth of the practice.

Chief Medical Officer, Medical Director & Corporate Trainer 2009 – 2019 *Derma Health Institute — Arizona*

Provided executive medical leadership across a multi-clinic medical aesthetics organization for a decade.

- Trained physicians, nurses, and aestheticians organization-wide in cosmetic injectables and laser medicine.
- Provided medical oversight across multiple clinics and contributed to substantial revenue growth.
- Recipient of “Most Caring Doctor” and customer-service excellence recognition.

Medical Director 2008 – 2009 *Blush Medspa*

- Led physician oversight, laser certification, staff education, and business development.

Owner & Medical Director 2005 – 2008 *Skinovative*

- Built and managed a high-volume aesthetic practice; doubled revenue, expanded the membership program, and trained laser providers.

EDUCATION

Doctor of Naturopathic Medicine (NMD) 2005 *Southwest College of Naturopathic Medicine — Tempe, Arizona*

Bachelor of Science, Biology 1997 *Pacific Lutheran University — Tacoma, Washington*

CERTIFICATIONS & ADVANCED TRAINING

- Certified Medical Laser Technician (CMLT)
- Certified Laser Safety Officer (LSO)
- Allergan Medical Institute — SKINVIVE® by JUVÉDERM® Injection Technique • Allergan Medical Institute — JUVÉDERM® VOLUMA® XC Injection Techniques & Strategy
- Advanced training in cosmetic injectables and laser medicine

CAREER HIGHLIGHTS

- More than 20 years of clinical practice and leadership in aesthetic medicine. • Master injector with extensive experience in neuromodulators, dermal fillers, and regenerative aesthetics.
- Trusted educator and trainer of physicians, nurses, and aesthetic providers. • Deep platform expertise across Cutera, Lumenis, Alma, Palomar, CO₂, and other leading laser systems.
- Founder of multiple successful physician-led aesthetic practices.

