

Boulevard's Best Spotlight: Proof Aesthetics

25%

of new clients are referrals

58%

higher average order sizes
vs non-referral clients

25%

faster to return for their
second visit vs non-referrals

13%

faster to return for all
subsequent visits compared
to non-referral clients

When it comes to growing revenue and building loyalty, few tactics are more effective than client referrals, and few companies excel at it more than Proof Aesthetics in Carlsbad, CA. Boulevard talked with co-founders Gardenia Perez and Winnie Eastwood to learn how the pair leverages client referrals as part of a holistic approach to elevating their business and building brand loyalty, as well as the tips and best practices they employ to consistently rank among Boulevard's Best.



Tell us about Proof Aesthetics: What made you decide to create the business?

We spent years working together in corporate marketing in the medical aesthetics industry. We worked closely with medical providers and saw the industry from the inside out. The client experience had become overly transactional, and we both really felt like there was an opportunity to create something different, a space that felt welcoming, connected, and above all, deeply human and personal. Proof Aesthetics was born from that vision. We wanted to create a space where clients can get exceptional, natural-looking aesthetic care while also being at ease and feeling like they're part of a community.

What are some of your most popular treatments with patients right now?

Right now, we're seeing a huge paradigm shift. Clients are really thinking in terms of natural treatments and whole-body wellness. They're thinking about long-term sustainability rather than temporary fixes. As a result, we're seeing a demand for regenerative treatments. Biologics and collagen-stimulating procedures like Sculptra and RF microneedling have become some of our most popular services. Clients are more educated than ever, and they're looking for treatments that don't just add volume but actually rejuvenate the skin from within. It's an exciting sea change, one that aligns perfectly with our philosophy of helping clients look like the best version of themselves.

Why did you start using Boulevard?

Boulevard just aligns so well with our brand. Our brand is about taking something that has traditionally been clinical and making it pleasant, effortless, and accessible. We knew from the start that our digital experience had to match that vibe—not just because we wanted it to, but because our clients expected it to. We knew it had to be seamless from start to finish, with everything from booking to reminders to checkout feeling as effortless and modern as the rest of our brand.

Boulevard stood out because it wasn't just another scheduling tool. It was almost like it was designed with our business in mind. It's intuitive, beautiful, and built for businesses like ours. It gives our clients that "wow" factor even before they walk through the door and lets us manage everything from scheduling to marketing in one elegant, easy-to-use system.

What is your overall approach to growing your business and clientele?

Community has always been at the heart of everything we do. From the beginning, we've focused on building genuine local connections. Whether that's joining the Chamber of Commerce or collaborating with nearby fitness instructors, we're intentional about showing up authentically in our neighborhood. We pair that with a digital-first mindset, leveraging social media, strong Google reviews, and a five-star client experience that speaks for itself. Growth for us isn't just about numbers; it's about creating lasting relationships and a sense of belonging that naturally attracts more clients over time.

What are some of the benefits of using Boulevard's Client Referrals feature?

We were really excited to start using Boulevard's Client Referrals feature because it gives it even more structure and measurability to our word-of-mouth efforts. It makes it so simple for happy clients to share their experiences and just as easy for new clients to book right away. But as we're always reminding ourselves and our staff, the real magic happens when referrals are part of a larger ecosystem that includes a great in-clinic experience, strong social proof, and authentic community trust. With Boulevard, we can tie all of that together seamlessly, making every referral feel effortless and natural rather than forced.

What are some tips and best practices you'd offer other business owners in your space who want to do more with Client Referrals?

First and foremost, make sure the foundation is solid. Your referral program will only work if people genuinely love their experience. Also, make sure the process is as easy for referring clients as possible; Boulevard does a great job with this. Then train your team to recognize natural moments to bring up referrals, like when a client is thrilled with their results at checkout. Keep it conversational, not salesy. And always remember that referrals don't exist in a vacuum. They thrive when you pair them with glowing reviews, great before-and-afters, and an authentic community connection that makes clients proud to spread the word.