SENSE N' STYLE

SEPT 2026



DUA MIAMI

YOUR FAVORITE STAYCATION ALL YEAR ROUND!

THE GOLDEN SEASON

INSIDER'S BUSINESS LOOK: A BEHIND-THE-SCENES JOURNEY

THE FOUNDER'S CIRCLE

40 TOP FOUNDERS

EXPLORE THE FOUNDERS SHAPING TODAY'S BUSINESS WORLD

Alexia Nepola

FROM THE SPOTLIGHT OF REAL HOUSEWIVES OF MIAMI TO BUILDING HER OWN LEGACY

SOFIA NAIMI

EXCLUSIVE INTERVIEW WITH FOUNDER OF S. NAIMI ADULT HEALTH NURSE PRACTITIONER, P.L.L.C.

Sofia: My name is Sofia Naimi, and I am a nurse practitioner in New York and the owner of my own aesthetic and wellness practice. My approach is centered around holistic care, where I look at each person as a whole and focus on enhancing health, beauty, and wellness from the inside out. My practice offers a range of services, including IV therapy, Platelet-Rich Plasma (PRP), Platelet-Rich Fibrin (PRF), neurotoxins such as Botox, dermal fillers, Hydrafacials, and holistic weight management programs. While I offer a variety of aesthetic and wellness services, what matters most to me is providing personalized, individualized care. Ten people can walk through my doors with the same concern, but each person may have a completely different reason behind it. I want to understand the individual, not just treat the symptom or what we see on the surface. I want to understand their goals, their lifestyle, and what may be contributing to their concerns so we can create an approach that is right for them. At the heart of my practice is the belief that health and beauty are connected. My goal is not to change who someone is or make them look like someone else. They are already beautiful. My role is simply to enhance what is already there while helping them feel healthier, more confident, and more comfortable in their own skin.

YOU HAVE WORKED IN HEALTHCARE FOR OVER A DECADE. WHAT INSPIRED YOU TO MOVE FROM NURSING INTO AESTHETIC MEDICINE AND EVENTUALLY START YOUR OWN COMPANY?

I have been in healthcare for over a decade, with much of my career focused on oncology and health coaching. During COVID, I experienced one of the hardest moments of my life when my grandfather passed away from COVID in front of me. At the same time, I was caring for cancer patients and witnessing so much loss of so many lives. Those experiences changed the way I viewed healthcare. They made me realize that healthcare has to be about more than treating disease once it happens. I became increasingly passionate about prevention and helping people take a more proactive role in their health and well-being. While genetics certainly play a role in our health, I also believe that the choices we make every day, how we eat, sleep, manage stress, move our bodies, and care for ourselves, can have a meaningful impact on how we feel and how we live.

While I was still working in the hospital, I started my own concierge IV therapy business in Manhattan. That was my first step toward creating the kind of practice I had always envisioned, one centered around wellness, education, prevention, and personalized care. From there, my journey naturally expanded into aesthetic medicine. I realized that I could bring together the different areas of healthcare that I am passionate about and look at beauty and wellness through a more comprehensive lens. Today, I have the opportunity to combine evidence-based medicine, wellness, and natural aesthetics to help people feel healthier, more confident, and more comfortable in their own skin. For me, it has never been about simply changing someone's appearance. It is about helping people feel good, take care of themselves, and become the best version of themselves, from the inside out.

.

YOU COMBINE BEAUTY, WELLNESS, AND HOLISTIC CARE. WHAT DOES "BEAUTY FROM WITHIN" MEAN TO YOU?

For me, health is beauty. When you feel healthy, you often have more energy, feel more confident, and simply feel better in your own skin and body. That is why I truly believe that beauty starts from within. My background in oncology, health coaching, and research has shaped the way I see the body. I do not look at the body as separate parts. It is a whole system, and so many factors can work together to influence how we feel and the concerns we may have. That is also why education is such a huge part of my practice. I want my clients to understand their options and make informed decisions rather than simply following the latest trend. I combine my healthcare background with a holistic approach to help each person look at their individual goals, lifestyle, and overall well-being. To me, "beauty from within" is not about chasing perfection. It is about taking care of yourself, feeling good in your body, and enhancing what is already there. When you feel good from within, I believe that confidence can naturally shine on the outside.

WHAT WOULD YOU SAY HAS BEEN ONE OF THE BIGGEST FACTORS BEHIND THE SUCCESS OF YOUR BUSINESS?

I would say one of the biggest factors behind the success of my business has been personalized care and genuinely seeing each client as a human being, not just as a patient or an appointment on my schedule. Throughout my career, whether I was working as a nurse in the hospital, in health coaching, or in research, I always believed in taking the time to connect with the person in front of me. I remind myself that this person is somebody's mother, father, daughter, son, or loved one. At the end of the day, we are all human, and I believe people deserve to feel seen, heard, and cared for. Sometimes, it is as simple as taking an extra few minutes to get to know someone. Maybe they want to tell me about their family, their dog, something they are passionate about, or something important happening in their life. I never want the experience to feel like, "Hi, how are you? Here is your treatment. Goodbye." I believe that human connection has helped me throughout my entire career and has become a big part of my practice. My goal is for clients to feel comfortable, understood, and truly cared for almost like they are at home when they are here.



AN EXCLUSIVE INTERVIEW

S. NAIMI ADULT HEALTH NURSE PRACTITIONER, P.L.L.C.

What treatments do your clients love the most, and what makes your approach different?

My clients enjoy a variety of treatments, but some of the most popular are Platelet-Rich Plasma (PRP)/ Platelet-Rich Fibrin (PRF) treatments, IV therapy, neurotoxins, fillers, Hydrafacials, and our holistic weight management programs. What makes my approach different is that I look at each person as a whole. I believe the body has an incredible ability to heal, restore, and regenerate itself, and I believe in supporting the body rather than simply focusing on one concern in isolation. Whether we are addressing the skin, overall wellness, or weight management, I want to understand what may be happening beneath the surface, not just treat what we can see. Education is also a huge part of my practice. I want my clients to understand their bodies, make informed decisions, and choose what is healthy and appropriate for their individual needs rather than simply following the latest trend. For me, aesthetics is never separate from health. I believe that when you support your health from within, the beauty naturally follows.

.

You mentioned that PRP is one of your most prominent services. Can you tell us a little more about it?

Platelet-Rich Plasma, or PRP, is one of the treatments I personally love because it uses the body's own natural components to support the healing and regenerative processes. We draw a small amount of the patient's own blood and process it in a centrifuge to separate and concentrate the platelet-rich plasma. The PRP can then be used in targeted areas where we want to support collagen production and tissue regeneration. Essentially, we are using components from a person's own body to support the body's natural ability to repair and regenerate. Education is also a very important part of the process. I always remind my clients that their overall health and lifestyle matter. PRP is not a magic solution where you come in for a treatment and expect it to do everything for you. Taking care of your body, maintaining good nutrition, and supporting your overall wellness can all play an important role in achieving the best possible outcome. It is a treatment I personally believe in and incorporate into my own wellness routine, and it is something I have also shared with my family and clients. I think that personal experience is one reason I am so passionate about educating people about it.

You built your business from a medical background rather than a traditional business background. What were some of the biggest challenges you faced as an entrepreneur?

Entrepreneurship is a completely different world. You are never really taught how to be an entrepreneur in school, especially not in nursing school. In healthcare, you are taught to follow a structure, follow protocols, and build a stable career.



There is a clear path in front of you. Entrepreneurship is almost the opposite. There is no guaranteed path, no syllabus to follow, and very little stability. For me, one of the biggest challenges was learning to become comfortable with uncertainty. You have to take risks without knowing whether they will work. You have to make decisions without having all the answers and create your own path instead of following one that has already been laid out for you. When something does not work in school, you can study harder, ask a professor for guidance, and move on to the next chapter. In entrepreneurship, when something does not work, there is no professor handing you the next chapter. You have to rewrite the syllabus yourself and keep going. Coming from a conventional job that offered structure and stability, entrepreneurship was a huge shift for me. But it also taught me resilience. Every challenge forced me to think differently, trust myself a little more, and keep building even when I was unsure of what the next step would look like. I am still learning every day, and I think that is what makes entrepreneurship both challenging and exciting. You never really have all the answers, you just learn, adapt, and continue moving forward.

Your personal journey as an immigrant and oldest daughter has clearly shaped you. How has your story influenced the entrepreneur you are today?

Being an immigrant, being a female, and being the oldest daughter in a family of six children came with a lot of responsibility from a very young age. My parents worked incredibly hard to provide the basics for our family. They worked minimum-wage jobs, and as the oldest, I naturally felt the need to step up and become a leader. I started working and financially providing for myself when I was 15 years old. From an early age, I became a problem solver, not just for myself, but often for my family as well. I learned how to figure things out without always having someone there to show me the way.

My parents gave us a roof over our heads, food, and always encouraged us to get an education, but there were still many things in life that I had to learn and navigate on my own. That experience shaped the way I approach entrepreneurship today. When I started my business, I did not have a roadmap, a mentor, an investor, or anyone telling me exactly what to do. At first, it was simply a small side project that I was passionate about. But I approached it the same way I had learned to approach life: figure it out, solve the problem in front of you, learn from what does not work, and keep moving forward. Growing up with those responsibilities gave me a level of independence and resilience that I carry into my business every day. I learned early on that you may not always know exactly what to do or have someone to guide you, but you can take the next step, learn along the way, and continue building from there.

As your company continues to grow, what is your vision for the brand?

My vision is to create a space where people feel genuinely seen, understood, and cared for. I want to bring together my experience in medicine, aesthetics, and holistic care to create something that goes beyond simply treating what we see on the outside. I want every person who walks through my doors to leave with a better understanding of their body, their health, and what is truly right for them. Education is a big part of that. I don't want people to feel like they are simply following the latest beauty trend. I want them to feel empowered to make informed decisions about their health and their appearance. As the practice grows, I want to stay true to what I believe in trust, education, personalized care, and results that feel natural and authentic to the individual. I want to create an experience where beauty and wellness are not treated as two separate things, but as part of the same journey. Ultimately, I want people to leave feeling healthier, more confident, and more connected to themselves. If someone walks out of my practice feeling like they have been truly listened to, learned something about their health, and feel a little more confident in their own skin, then that is the kind of impact I want to create.

Where can readers connect with you and book your services?

They can book through our website, innerbeautyglow.org, or call the number listed on our website. They can also find us on Instagram and TikTok at InnerBeautyGlow, where we share educational content, treatments, and updates. We are located in Dix Hills, Long Island, and we are excited to work with you and help you enhance your health, beauty, and wellness from the inside out.