

Awaken Your Inner Goddess with Anew Dawn

By Sue Toth



Dawn Jacobus is an Owner/Operator of ANEW DAWN | Beauty and Balance and has been in the Wellness Industry for 22 years. Dawn is a Licensed Aesthetician, Licensed Massage Therapist and Certified Healing Touch Practitioner. She is also a Certified Professional in Advanced Peeling Techniques for Complex Skin Conditions. Dawn weaves beauty and balance into all her treatments, assisting each guest in awakening their inner Goddess.

ANEW DAWN Beauty and Balance offers facials, rejuvenating treatments, including microcurrent face lifting treatments, lymphatic drainage of the

assist my guests in looking and feeling their personal best is a joy and an honor. I love coming to a beautiful and peaceful space that Stephen and I created, doing what I love, and seeing the joy and glow emanate from my clients' faces after a treatment. Sharing similar goals and aspirations for our business with my husband brings me great joy."

Dawn and Stephen love Randolph for many reasons. Dawn's parents grew up in town and had their first date at Bill's Luncheonette. Many of their family members still live in Randolph today.

"I am proud of this community, have many fond memories of growing up here, and feel rooted here," she said.

ANEW DAWN offers a tranquil setting for people to gather, relax, refresh and renew body, mind and spirit. Dawn hopes to build lasting relationships with residents and neighboring business owners.

Although ANEW DAWN is a new business in Randolph, Dawn has been serving clients in the wellness industry for 24 years, and she continues to hone her skill-set with continued education, so that she may continue to offer new, cutting-edge technologies and treatments, as well as maintaining knowledge and updates regarding industry standards.

"Having the ability to work for myself while being creative with my brand and offerings is great fun! I am very lucky to have this opportunity to express my gifts and talents in this capacity. Every day as an entrepreneur is fun!"

Dawn and Stephen celebrated 13 years together in October 2019 and began their journey in business in 2014. They enjoy hiking in nature, music festivals, socializing with friends, movies, traveling and spending time with family. Dawn has a daughter who is married, lives in Byram and enjoys gardening, art, and her pets.

Stephen and Dawn enjoy attending local Pilates and yoga classes, gardening, and cooking together. Dawn has competed professionally in natural bodybuilding competitions, and placed first place in two NJ/NY competitions. Stephen is a board certified holistic registered nurse. He enjoys helping and mentoring others, by creating/utilizing health and wellness systems/programs and assisting individuals/communities with implementation in order to optimize life experience.

ANEW DAWN can be reached at www.anewdawnbeautyandbalance.com or (973) 769-0066.



face and neck, hydrofacials, chemical peels, acne treatments, microdermabrasion, LED light treatments, massage therapy including their signature balanced bliss, warm stone therapy, reflexology, Reiki and Healing Touch energy therapy.

Additionally, Dawn offers thorough skin consultations, as well as vegan, gluten-free and oncology safe skin care products in the treatment room and for home care. Dawn believes in educating her guests to assist them in finding the perfect regimen to meet their individual goals and lifestyle.

Based in Randolph NJ at 124 Morris Turnpike, Dawn specializes in customized, results-driven beauty treatments. ANEW DAWN | Beauty and Balance offers clients a variety of services and products that will help them feel young, energized and stunning every day.

"We pride ourselves on providing individualized, superior cosmetic services using state-of-the-art technologies. Additionally, what truly distinguishes ANEW DAWN as a leader in the beauty industry is our passion for helping people and our commitment to supporting our clients throughout the entire treatment process," Dawn said.

"What has inspired me and brought me to this line of work is the passion to help others achieve wellness, pain relief, and feel their personal best. My calling began when my daughter was born prematurely, and I sought ways in which to assist her in her growth and healing," Dawn said. "I discovered that massage therapy can lead to weight gain in preterm infants, and I was intrigued. Thus, my career in massage therapy began! It has been a beautiful journey ever since. Shortly after becoming a massage therapist, I continued on to attend skin care school to augment my spa offerings and become a Licensed Skin Care Specialist, I further enhanced my skill-set by studying energy medicine and becoming a Certified Healing Touch Practitioner, which assists in clearing, energizing and balancing the human bio-energy field/system, promoting pain relief, stress relief, and healing."

Dawn's biggest inspiration is her partnership in this endeavor with her husband, Stephen Pearce, administrator and co-founder of ANEW DAWN Beauty and Balance. Being entrepreneurs and having the freedom to create, express and grow the business and community in wellness brings them joy and accomplishment.

"Beauty and wellness have been passions of mine since childhood," she continued. "I find great value and am honored when guests trust me with my expertise to help them with their beauty and wellness treatments. Being able to

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