

# CTRL+ALT Digital Expands Medical Spa Portfolio with Website Redesign for Botox'd Beauty Company

*Jacksonville-based digital agency now serves four aesthetics and wellness brands*

JACKSONVILLE, FL, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [CTRL+ALT Digital](#), a Jacksonville-based, full-service digital agency, has grown its footprint in the medical spa and aesthetics sector to four client brands with the recent completion of a website redesign and marketing collateral for Botox'd Beauty Company, a boutique medical spa in Follansbee, West Virginia.

The engagement adds to a portfolio that already includes Spruce Aesthetics + Infusion Bar, Transformations Aesthetics, and Thrive Infusions, positioning CTRL+ALT Digital as a specialist partner for healthcare practices, and specifically med spas. CTRL+ALT Digital also recently completed [22 website redesigns for the Florida Department of Health](#).

"It means the world to us when we earn new business through client referrals and our reputation," said Jen Stafford, CEO and Co-Founder of CTRL+ALT Digital. "Botox'd Beauty Company had seen our work for another client and reached out to us after receiving their recommendation."

Botox'd Beauty Company, founded and led by nurse practitioner Justina Newton, RN, BSN, MSN, FNP-BC, has built a loyal following on natural-looking results and a boutique, education-first patient experience. Its previously existing website, however, no longer reflected that premium positioning and did not include the expansive list of aesthetics and wellness services they now



offer. The design also did not inspire confidence, which is extremely important in healthcare.

CTRL+ALT Digital redesigned the practice's digital presence from the ground up, introducing a refined visual identity, including a color palette that balances luxury and sophistication, and a rebuilt site architecture with dedicated pages for every treatment category, including injectables, skin treatments, body and weight loss, and wellness and health. Individual pages were added for specific services such as neurotoxins, dermal fillers, Sculptra, RF microneedling, laser resurfacing, IV infusions, hormone therapy, and more. Each page was built to inform and guide visitors toward booking through the practice's scheduling platform. CTRL+ALT Digital also designed a companion trifold brochure that carries the new brand identity into the physical space.



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Botox'd Beauty Company*

“In aesthetic medicine and wellness, the website is not only the first impression but often serves as the first consultation. A user lands on a treatment page and what they see there decides whether they trust the practice enough to even consider learning more, which then determines if they ever physically walk through the door,” said Sean Wagoner, Senior UI/UX Designer and Frontend Developer at CTRL+ALT Digital. “We always design with the user experience top of mind, developing user personas on day one, and ensuring to continuously navigate the site the way they would.”

That approach certainly pays off:

“I couldn't be happier with my new website,” said Justina Newton, Owner of Botox'd Beauty Company. “The entire process was smooth from start to finish. They listened to what I wanted, communicated well throughout the project, and created a beautiful, professional website that exceeded my expectations. Any questions or changes I had were handled quickly, and their attention to detail really shows. I truly have no complaints. Everything turned out exactly the way

I hoped. If you're looking for a web design company that is talented, responsive, and easy to work with, I highly recommend them."

#### Building a Specialty in Medical Spa Marketing

The Botox'd Beauty Company redesign reflects a deliberate push by CTRL+ALT Digital to grow their expertise in the medical spa and aesthetics vertical. Across its four clients in the category, the agency's work spans various levels of engagement including website design and development, website hosting, branding, digital marketing such as SEO and PPC, marketing collateral, animated video production, technical expertise and consulting, content strategy, and even billboard design.



The med spa market has seen a surge in recent years which means med spa owners operate in a market where treatment menus overlap heavily and differentiation often comes down to trust and practice expertise. Stafford continued, "Med spas are consumer brands and they are clinical practices so the marketing has to earn trust on both fronts at once. That is a harder problem than it sounds, and it is one we have gotten very good at solving. Botox'd Beauty Company is exactly the kind of client we want more of; proven clinical expertise and clear market differentiators. They just needed the digital presence to match."

#### About Botox'd Beauty Company

Botox'd Beauty Company is a boutique medical spa located at 1400 Main Street in Follansbee, West Virginia. Led by board-certified nurse practitioners and aesthetic specialists, the practice offers injectables, laser and skin treatments, body contouring and medical weight loss, IV therapy, hormone optimization, and a range of aesthetic services. Every treatment is customized to the individual patient, with an emphasis on natural, balanced results and an experience where education and comfort come first. Learn more at [GetBotoxd.com](http://GetBotoxd.com).

#### About CTRL+ALT Digital

CTRL+ALT Digital is an award-winning, full-service digital agency based in Jacksonville, Florida, serving local and national clients. The agency specializes in branding, digital marketing, medical spa website design, website design and development, custom software development, and more. CTRL+ALT Digital is a certified Women-Owned Small Business (WOSB), a Google and Microsoft

Partner, and a certified GSA contractor. Learn more at [ControlAltDigital.com](https://www.controlaltdigital.com).

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