

ROGEE BEVERLY HILLS MAGAZINE

LEGACY COLLECTION
VOLUME 3 * ISSUE 1 * COVER 5

JOYCE MARIE PARTISE
47 YEARS BEVERLY HILLS BUSINESS LEGACY



JOYCE MARIE PARTISE

Skincare Pioneer * Singer * Civic Leader

For nearly five decades, Joyce Marie Partise has been one of the most dynamic forces in Beverly Hills. Her luxury skincare salon, JOYCE MARIE OF BEVERLY HILLS, has been a destination for discerning clients since 1979.

Her jazz performances have captivated audiences worldwide — her “SWAY” music video has surpassed 18 million views on YouTube, proof that this Beverly Hills icon is now a global sensation. Joyce’s community activism has delivered real results, successfully pushing the City of Beverly Hills to implement street signage and parking meter reforms that improved daily life for residents and visitors alike.

I recently sat down with Joyce Marie Partise to talk about her legendary skincare practice — and what keeps her passionate after all these years.

**You were one of the very first licensed Estheticians in California.
What was that like?**

I received my license in 1979 — I was number 436 in the entire state. Today there are over 100,000. I also became one of Dermalogica’s original distributors in 1983, before anyone knew the name. I’ve been at the forefront of this industry from the very beginning.

**The skincare world has transformed since then.
What sets your approach apart?**

Everything has evolved — the peels, the technology, and the machines. When I started, Glycolic Acid didn’t even exist. My salon has the latest technology, but what my clients treasure most is my signature European deep-cleansing facial. They leave relaxed, rejuvenated, and beautified. That hands-on artistry is what has kept people coming back for decades.

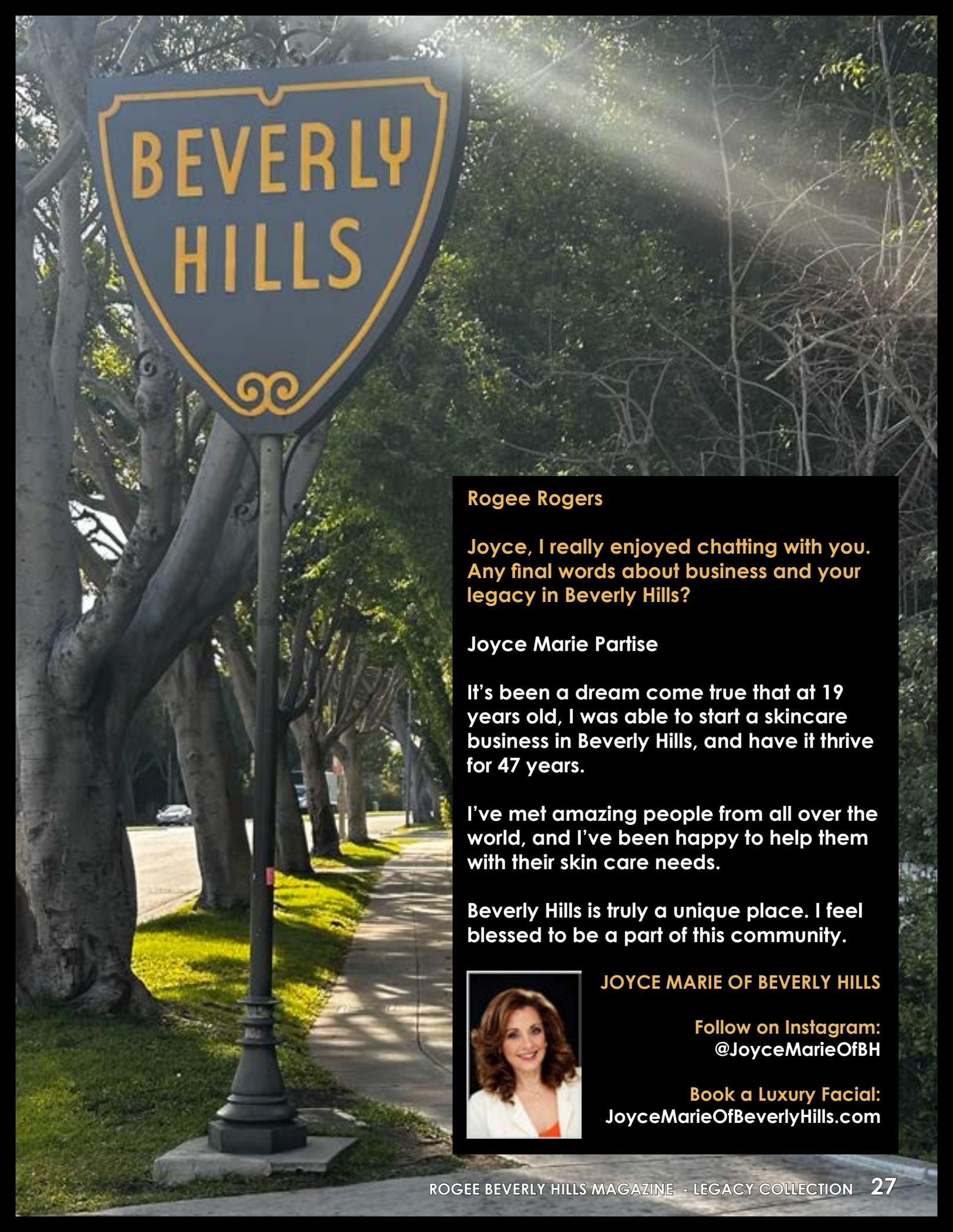
What’s it like working steps from Rodeo Drive?

It’s magic. My clients step out of this serene treatment room into the energy of Beverly Hills — the shopping, the dining, and the celebrity sightings. There’s nowhere else like it.

Article by Rogee Rogers
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**JOYCE MARIE OF BEVERLY HILLS
SKIN CARE SALON**





BEVERLY HILLS

Rogee Rogers

Joyce, I really enjoyed chatting with you. Any final words about business and your legacy in Beverly Hills?

Joyce Marie Partise

It's been a dream come true that at 19 years old, I was able to start a skincare business in Beverly Hills, and have it thrive for 47 years.

I've met amazing people from all over the world, and I've been happy to help them with their skin care needs.

Beverly Hills is truly a unique place. I feel blessed to be a part of this community.



JOYCE MARIE OF BEVERLY HILLS

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