

BY: Senator PARKER

HONORING Dr. Barbara Beckford upon the occasion of her designation as recipient of a 2023 Women-N-Motion Empowerment Award by the Young, Gifted and Black Entrepreneurial Awards Program

WHEREAS, It is the sense of this Legislative Body to take note of and publicly acknowledge individuals who have distinguished themselves through their exemplary careers, accomplishments, and purposeful lives of service to their community and their profession; and

WHEREAS, Attendant to such concern and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Dr. Barbara Beckford upon the occasion of her designation as recipient of a 2023 Women-N-Motion Empowerment Award by the Young, Gifted and Black Entrepreneurial Awards Program to be celebrated at its Awards Brunch on Sunday, March 26, 2023, at the Simpson Restaurant and Bar, Brooklyn, New York; and

WHEREAS, Founded by Carl O. Gray, the Young, Gifted & Black (YGB) Entrepreneurial Awards Program recognizes individuals who continue to reach levels of great success through hard work and determination, proving to be inspiring role models to their community and peers; and

WHEREAS, Furthermore, in conjunction with the observance of Women's History Month, this auspicious occasion features several outstanding women who are leaders, motivators, business professionals, innovators and entrepreneurs; and

WHEREAS, Dr. Barbara Beckford is the proud owner of Skin Esteem, a medical spa located in St. Albans, Queens, which aims to provide the same medical spa services that other medical spas offer at a more affordable cost; and

WHEREAS, A Black-owned business established in 2015 with lower income households in mind, Skin Esteem began in Dr. Barbara Beckford's home where she developed an extensive clientele before moving into a business space; and

WHEREAS, After serving as a registered nurse and adult nurse practitioner for over 20 years, Barbara Beckford earned a Doctor of Nursing Practice degree in 2016; furthermore, just one year later she started a skin care line, Young and Aging Skin, to prevent the public from using skin bleaching creams; and

WHEREAS, Today, Skin Esteem offers services such as laser hair removal using the prestigious Candela laser, chemical peels for various skin conditions, hair loss treatment/skincare with platelet-rich plasma, teeth whitening, intravenous vitamins/minerals/amino acid infusions, medical weight loss, non-surgical body contouring, dermal fillers such as Radiesse and Juvederm, Xeomin for wrinkles, medical-grade thread

lifting using the popular Les Encres threads, anti-aging treatment, and much more; and

WHEREAS, Dr. Barbara Beckford, respectfully known as Dr. B by her clients and social media followers, also mentors nurses on how to open their own medical spas and intravenous infusion businesses, and recently started a clothing line, BeckyB Collections; and

WHEREAS, It is the custom of this Legislative Body to commend individuals of outstanding character, who have shown initiative and commitment toward constantly pursuing higher goals for themselves, and acting as role models of leadership to be emulated by both peers and young people; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Dr. Barbara Beckford upon the occasion of her designation as recipient of a 2023 Women-N-Motion Empowerment Award by the Young, Gifted and Black Entrepreneurial Awards Program; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Dr. Barbara Beckford.