

CALLED HOME

Words by Emily Bellringer
photos supplied

Some places find you long before you ever live there.

For registered nurse, midwife and cosmetic nurse Mitch Matson, Taranaki has always held that quiet pull. Through her Ngāti Mutunga whakapapa, she'd long felt connected to the region, but it wasn't until recently that she decided to follow that instinct.

Now, she's here. Opening the doors to Longeva isn't simply the beginning of a new business. It's the beginning of a chapter that feels deeply aligned with who she is today. "I look at the maunga every morning and think, this is where I'm meant to be."

For more than 35 years Mitch has cared for women in some of life's biggest moments. As a registered nurse, an independent midwife and, for the past 17 years, a cosmetic nurse, she's worked alongside women as they navigate birth, motherhood, menopause and everything in between. "It was never just about delivering babies," she tells me. "It was about caring for women when they were at their most vulnerable."

That simple philosophy has never really changed. Whether she was delivering babies, supporting new mothers or now helping women feel confident in their own skin, it's always been about the person sitting in front of her.

What has changed, however, is the industry around her. Over the years, Mitch watched cosmetic medicine become faster, louder and increasingly transactional. Fifteen-minute appointments. Franchise models. Pressure to sell more treatments.

It never quite sat right. "I've always believed women deserve honest conversations. Sometimes that means telling someone what they don't need." That sentence probably sums Mitch up better than anything else. She isn't interested in chasing perfection. She isn't interested in making women look like someone else. She's interested in helping them feel like themselves again.

Those conversations naturally evolved into what she now calls Functional Beauty. It's a philosophy that looks beyond the surface, recognising that healthy skin and healthy ageing are influenced by far more than what happens in a treatment room. Hormones, sleep, stress, nutrition, movement, emotional wellbeing.

"I realised women weren't really coming to talk about wrinkles, we were talking about menopause, exhaustion, confidence, identity and trying to work out who we were becoming. That realisation shaped every decision behind Longeva."

Rather than creating a busy clinic, Mitch has intentionally designed a boutique space where appointments aren't rushed and relationships matter more than volume. Some women come for subtle cosmetic injectables. Others are drawn to her sculptural lymphatic facial therapy, skin health consultations or simply a conversation about healthy ageing.

There isn't a formula. There isn't a one-size-fits-all plan. Just thoughtful care, delivered at each woman's own pace.

"I'm not trying to build an empire," Mitch laughs. "I just want to do what I do well."

Alongside Longeva, Mitch continues to work as a registered nurse at Healthspace, surrounded

by practitioners specialising in functional medicine and holistic health. For her, it's another piece of the puzzle. "If someone needs support beyond what I offer, I want to know they're being connected with the right people."

It's collaborative rather than competitive. Another reflection of how she's always approached healthcare. Starting again at 58, in a town she'd never called home, might seem like a bold move to some. To Mitch, it simply felt like the right one.

Her children are grown, decades of experience sit behind her and she's creating something that finally brings every part of her career together. Longeva isn't just about aesthetics.

It's about creating a place where women feel safe enough to ask questions, supported enough to make informed choices and confident enough to embrace the next stage of life.

A place where beauty isn't measured by looking younger, but by feeling healthy, vibrant and completely yourself.

LONGEVA

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Bookings by appointment only.

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