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HEYDAY SKINCARE TO LAUNCH FIRST ATLANTA LOCATION THIS SUMMER

New York-Based Brand to Introduce Consumer-Focused Skincare Services in Georgia Next Month

ATLANTA: Heyday, the groundbreaking skincare brand re-shaping the wellness industry, is bringing its innovation to Atlanta. With a team of certified skincare experts, progressive products, and customized facial experiences, Heyday provides fully customizable 50-min facials that are personalized to each client with the option to add enhancements. Heyday will make its Atlanta debut in the Dunwoody neighborhood, at 123 Perimeter Center W., Suite 300, Dunwoody, GA 30346, later in July. The 1,894-square-foot Dunwoody location is the first franchise from Atlanta-based private equity group Level 5 Capital Partners to open in the Atlanta market.

“We're thrilled to launch in the Atlanta market with our Dunwoody shop opening this summer,” said Patrick Ryan-Southern, CEO of L5 Skincare, the Heyday franchising entity of Atlanta-based Level 5 Capital Partners. “Consumers are focused on self-care and wellness now more than ever before, and with that comes the need to help them break through the noise and choose what’s best for their individual needs. Heyday aids consumers in doing exactly that by providing them with product recommendations and facials formulated to address their individual needs from real experts in the skincare field, either by appointment or a monthly membership model.”

A pre-opening sale is now live for Heyday Dunwoody. Facial enthusiasts are invited to pre-order their first-time facial [HERE](#) for \$65 (normally \$130 – 50% off). Heyday Dunwoody’s full-time offerings include facials (after first-time visit, \$130), Membership (\$99/month which includes a monthly facial, 50% off enhancements and 20% off all products at sign-up / 15% off anytime), and enhancements (50% off for members and include Gua Sha, Microdermabrasion, LED Light Therapy Professional Peels and a Lip Boost).

Founded in 2015 with its first location in New York City, Heyday quickly gained traction among consumers and the wellness industry by meeting the need for personalization by the modern-day customer. Heyday provides customized, conversational facial treatments that are formulated individually for each customer by a licensed esthetician. Both online and in-shop, customers receive personalized product recommendations to meet their unique skincare goals and needs. Heyday combines its seamless, digital-first booking experience with a sleek and gender-neutral design, to empower customers to learn from skincare experts and elevate their personal wellness from inside out.

Heyday currently has 11 locations across New York, Los Angeles, Philadelphia and Bethesda. Atlanta is the latest city to welcome the brand, which has a series of openings underway in markets across the country and plans to open over 300 shops by 2026.

Tune in on Heyday's Instagram ([@heydayskincare](https://www.instagram.com/heydayskincare)) and website (www.heydayskincare.com) for other Grand Opening festivities coming in late July. Renderings and interviews are available upon request.

About Heyday: Heyday is a premier self-care destination that takes the facial out of the spa and the guesswork out of skincare, to empower you to live your best life. Spanning from coast to coast, Heyday's physical stores offer personalized facials, progressive products and professional guidance for a four-wall, open-door experience that is reinventing the traditional skincare model to be both accessible and approachable. For more information visit www.heydayskincare.com or join the conversation on Instagram [@heydayskincare](https://www.instagram.com/heydayskincare).

Media Contacts:

Tara Murphy, Abby Watkins + De'Andra Gaston | 360 Media, Inc. | 404.577.8686 or info@360media.net

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