



FOR IMMEDIATE RELEASE

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HEYDAY OPENING SECOND ATLANTA LOCATION THIS FALL

On the Heels of Heyday Perimeter's Atlanta Debut, the Popular Facial Studio + Self Care Destination Plans to Expand With a Midtown Location

ATLANTA: [Heyday](#), the quickly growing facial studio and skincare retail shop, continues to stake its place in Atlanta. With expansion led by Atlanta-based private equity group Level 5 Capital Partners, the first franchise in Dunwoody officially opened on Thursday, Aug. 11. The brand has no plans to slow down, already announcing its second location in Midtown slated to open in fall 2022. On a mission to offer high-quality, approachable facials without the hassle of a full spa day, Heyday offers a modern vibe built for convenience and conversation.

"As excited as we are to welcome Atlanta to the Heyday experience with the first location, we are even more ready to expand into additional areas of the city," said Patrick Ryan-Southern, CEO of L5 Skincare, the Heyday franchising entity of Level 5 Capital Partners. "With our second location planned to open in Midtown this fall, we stay true to the brand's goal of offering personalized facials to the modern-day customer. We welcome everyone to try out Heyday in Dunwoody at the Perimeter Center and again in Midtown when it opens."

Heyday Midtown will be located at 931 Monroe Dr. NE in the Midtown Promenade, which is currently under redevelopment for a revitalized look. Located just south of Piedmont Park and Virginia Avenue, Heyday Midtown will have direct access to the Atlanta BeltLine's Eastside Trail. It will offer the same quality, personalized facials, and skincare products available for purchase that all Heyday customers have come to know and love. The 50-minute facials are customized to each client with the help of highly trained and personable estheticians dedicated to bringing their skin to life. During the facials, personalized services, such as peels, exfoliations, or other enhancements are available, along with curated recommendations for an everyday skin routine. Customers are invited to purchase a Heyday membership (\$99/month which includes a monthly facial, 50% off enhancements and 20% off all products at sign-up / 15% off anytime), and enhancements (include Gua Sha, Microdermabrasion, LED Light Therapy Professional Peels and a Hydration Infusion), or book one-time facials for \$130. The Midtown location is set to open in fall 2022 with opening date to be announced.

More recently, Heyday Perimeter, located at 123 Perimeter Center W., Suite 300, officially opened its doors to the public on Thursday, Aug. 11. An opening sale is currently live with guests invited to purchase their first-time facial [HERE](#) for \$65 (normally \$130 – 50% off).

Heyday currently has 13 locations across New York, Los Angeles, Philadelphia, Bethesda and Alexandria. Atlanta, the 13th location, 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](#)) and website ([www.heydayskincare.com](#)) for other Grand Opening announcements on both locations.

Photos and interviews with the Heyday team 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](#).

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