

self DEBUT



Heyday's skincare and retail section

Simply Skincare

AFTER ITS ATLANTA DEBUT THIS SUMMER, HEYDAY SKINCARE EXPANDS TO A BRAND-NEW MIDTOWN LOCATION THIS FALL.

BY MORGAN CALCARA

Heyday (@heydayskincare), the facial studio and skincare retail shop transforming the wellness industry by crafting personalized facials using progressive products, made its Atlanta debut this summer and will be expanding to Midtown this fall. The new Midtown location will provide clients with customizable and personalized 50-minute facials from its team of licensed estheticians. Facials have the option of add-ons and enhancements, such as gua sha, microdermabrasion, LED light therapy, professional peels and a hydration infusion. Heyday allows customers to stop guessing when it comes to their skincare and target their own individual skin needs. The licensed estheticians at Heyday help customers achieve their goals by recommending products and providing specially formulated facial treatments. Treatments can be done either by appointment or a monthly membership model, which provides clients with a monthly facial, 50% off enhancements, 15% off all products anytime in store or online, and 20% off products at sign-up. The Midtown store marks the second Atlanta location this year and is one of 13 other locations spanning from Los Angeles to Philadelphia. The facial studio plans to expand to more markets around the U.S. and hopes to have over 300 stores by 2026.

PHOTO COURTESY OF HEYDAY