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## WS Development brings Skin Laundry to four properties

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Boston, MA WS Development, is bringing Skin Laundry, a pioneering Los Angeles-based skincare company, to four of its greater Boston properties this spring. The new locations include Derby Street Shops in Hingham, where the brand will debut in March, followed by openings at MarketStreet Lynnfield in Lynnfield, Legacy Place in Dedham, and at Boston Seaport. The clinics will offer Skin Laundry's extensive suite of high-tech complexion care treatments, including the newest long-pulse Nd:YAG laser device and most advanced non-laser skin resurfacing technology.

"We are thrilled to welcome Skin Laundry's expansion to Greater Boston with locations at several of our properties. We are always looking to bring exciting new brands to our communities and with Skin Laundry's cutting-edge technology and commitment to accessible, high-quality skincare, it will be the

perfect wellness retreat.” said Sherri Shuler, director of field marketing, asset strategy & experience at WS Development.

Skin Laundry has bridged the gap between expensive medical procedures once only available in doctors’ offices, and affordable, no-downtime treatments delivered in clinics. Celebrating its 10th year of business since opening its first doors in Santa Monica in 2013, the company is on track to nearly double its footprint to 60 clinics across the globe by the end of 2023.

Gregg Throgmartin, CEO at Skin Laundry recently said, “Building upon the incredible success of our clinics in Southern California, New York City, Arizona and, most recently, Northern California and Denver, we’re thrilled to expand our footprint to New England, beginning with Boston. We can’t wait to introduce Bostonians to our fast, effective medical-grade facials that help rejuvenate the skin’s cells, boost collagen production, improve clarity--and so much more.”

Skin Laundry employs advanced medical-grade skincare technology and develops proprietary protocols accordingly. Its newest device is a long-pulse Nd:YAG laser that targets multiple skin concerns with one treatment, and the thermo mechanical action device that uniquely combines heat and motion to transfer thermal energy directly to the top layer of skin. Safe for all skin types, Skin Laundry facials are designed to treat a variety of skin concerns, including acne, acne scars, melasma, hyperpigmentation, rosacea, fine lines, wrinkles, texture, and dullness.

All treatments are performed by a medical team of registered nurses who are trained and guided by board-certified dermatologists and medical professionals. Skin Laundry believes consistency is key and its membership model supports this belief with plans that include discounts across all treatments, in addition to products, and add-ons to incentivize regular visits.

Skin Laundry treatments are safe for all skin types and tones. For more information on Skin Laundry’s upcoming openings, products, and treatment options, visit [skinlaundry.com](https://skinlaundry.com).

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