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Chestnut Hill Square to open Glowbar

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Chestnut Hill, MA Chestnut Hill Square plans to open Glowbar, the facial-membership brand with 30-minute, affordable, custom, and results-driven treatments, in summer 2024.

Rachel Liverman, CEO and founder of Glowbar comes from a family of skincare pioneers. In 1977, her grandmother, Catherine Hinds, founded the first fully-accredited esthetics school in Woburn, Mass., pioneering the way for millions to learn the importance of skin maintenance through regular facials. Liverman is continuing this family legacy with Glowbar, driven by a mission to provide accessible skincare that helps everyone feel confident in their skin.

“We’re bringing the glow to Boston — and carrying our mission of instilling confidence through easy, expert skincare to town along with us,” says Liverman. “This studio opening holds extra significance as I honor my grandmother’s legacy by introducing Glowbar to where it all started.”

Expanding across New York, Connecticut, New Jersey, Pennsylvania, and now Massachusetts, Glowbar is revolutionizing the skincare industry. Liverman has coined this phenomenon, “wellcare,” the next generation of specialized care offering an easy, convenient path to feeling your best. Glowbar’s method addresses the demand for consistent and reliable treatments without complicated menus and surprise up-charges. Glowbar’s flat rate of \$60 for members and \$75 for stand-alone appointments offer tailored facials that include extractions, dermaplaning, cavitation, microcurrent, high frequency, chemical peels, or LED.

“Chestnut Hill Square is pleased to announce the summer opening of Glowbar. Glowbar’s unique concept makes booking expert-level skincare more accessible than ever, and their services are the perfect complement to our center’s health and beauty offerings,” said Rebekah Macchia, marketing director for Chestnut Hill Square.

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