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## **Glowbar is now open at Derby Street Shops**

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Photo credit Glowbar.

Hingham, MA Derby Street Shops' health and wellness offerings are expanding with the arrival of Glowbar. On a mission to help everyone feel confident in their skin, Glowbar provides 30-minute, customized, and affordable facials tailored to a wide range of skin concerns. With 20 studios across the East Coast, Glowbar has brought its signature skincare experience to the South Shore for the first time.

"Derby Street has this amazing mix of energy and convenience, with tons of like-minded businesses that make it easy to fit Glowbar into a routine. It felt like the perfect spot for our fourth Massachusetts studio," said Rachel Liverman, founder and CEO of Glowbar.

Founded in 2019 by Boston native and third-generation esthetician, Liverman, Glowbar was born out of her own struggle to find a reliable, convenient, and trustworthy source for routine facials. She set out to create the solution she couldn't find, blending three generations of skincare expertise into one accessible and results-driven experience.

Each Glowbar facial begins with a consultation, where a licensed esthetician discusses the client's individual skin concerns and goals. Using this information, the esthetician – guided by Glowbar's proprietary treatment system – customizes the most effective approach for that session. All treatments are included – no add-ons required – making the experience straightforward, efficient, and accessible.

Glowbar's custom facials can include a range of advanced treatments such as Dermaplaning, Chemical Peels, Extractions, LED therapy, Cavitation, High Frequency, and more. Earlier this year, the brand expanded its offerings to target puffiness, fine lines, and wrinkles to further meet clients' needs. New additions include NuFACE Microcurrent Technology, designed to lift, sculpt, and tone facial muscles for an instant, youthful boost; an Alginate Mask, a deeply hydrating peel-off mask that soothes and refreshes the skin; Cryo Globes to reduce puffiness, calm redness, and enhance circulation for a sculpted, refreshed look; and Lymphatic Facial Massage to boost circulation and promote excess fluid drainage for a healthy, radiant glow.

"As we continue to expand our health and wellness offerings, Glowbar is the perfect addition and provides another way for our guests to prioritize self-care. With summer just around the corner, it's the ideal time for Glowbar to open, offering guests the opportunity to refresh and feel their best heading into the new season," said Meaghan Cazeault, marketing director of Derby Street Shops.

Glowbar facials are available through a monthly membership for \$65, multi-facial packages for 3, 6, 9 and 12 facials, or as single sessions for \$80 each. In celebration of the new Derby Street studio, Glowbar is offering special founding membership rates (\$60 for the first four months) for a limited time. For more details, visit Glowbar's membership page.

Glowbar is located next to Ben & Jerry's at Derby Street Shops, 94 Derby St.g

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