

Massage Envy announces strategic partnership with Obagi offering one-of-a-kind service and medical-grade skin care products

Pairing with market leader marks Massage Envy's deeper move into high-end skin care services



SCOTTSDALE, Ariz., April 3, 2019 /PRNewswire/ -- Today Massage Envy, the leading provider of therapeutic massage and skin care services collectively across its franchise network, announced it has formed a partnership with professional skin care brand Obagi to provide exclusive facial services and sell Obagi Medical products at its nearly 1,200 franchised locations nationwide.

The customizable facials were uniquely designed to use Obagi's medical-grade skin care products, which incorporate powerful ingredients such as retinol or vitamin C.

"We are delighted to partner with Obagi, a trusted, professional brand that is adored by consumers and estheticians," said Joe Magnacca, Massage Envy Franchising president and CEO. "We are proud to offer products from the Obagi Medical line which has been carried in physician's offices for more than 30 years. This is a huge differentiator for the Massage Envy brand and will enable us to serve consumers with the best products and treatment protocols."

Facial Services

"Massage Envy has designed proprietary facial treatments specifically using Obagi Medical products that really deliver on what consumers want – an enjoyable treatment that provides great results," said Christy Bower, Massage Envy vice president of products and services. "That's exactly what they get with this highly personalized, spa-like experience."

The facials include an initial consultation with an expert esthetician to help understand the client's particular skin concerns, determine what goals the client wants to achieve and how those concerns may be addressed during the service. Each esthetician undergoes training specific to protocols to effectively deliver this particular service in addition to an Obagi Medical certification process, allowing the brand to bridge the gap between high-end and accessible luxury facials and ensuring customers are receiving the highest-quality treatment available.

The service then proceeds to a steam cleanse, a customizable step using different exfoliating options, extraction, and a face, neck and décolletage massage. During this part of the treatment, the client also receives an Obagi Medical Hydrate Luxe nourishing mask.

"The facial treatment is great for exfoliation. Exfoliating enzyme treatments with beads and enzymes are used to help remove pore clogging impurities from the surface of the skin and dull surface cells," said Diana Morrison, licensed esthetician and lead service development manager for Massage Envy Franchising.

The facial ends with the Obagi Hydrate daily face moisturizer, SPF, and lip balm using Massage Envy's proprietary CyMe product.

"The products used on the face are Obagi Medical brand and the cost is the same to a consumer as the prior signature facial. There are no upcharges for extractions or use of correct serums, like retinol, which is often an additional charge at other providers," Morrison added.

Obagi Medical Products

Following the facial service, guests at Massage Envy franchised locations can purchase the same products used during application providing them the opportunity to take the luxurious experience and professional strength products with them for at-home skin care maintenance.

"These products are great for at-home self-treatment," Morrison said. "These highly curated, professional products represent the foundational products Obagi Medical offers. They're great for revealing healthy, beautiful skin," Morrison said.

Most Massage Envy franchised locations will carry 10 to 15 Obagi Medical SKUs. Below are the top Obagi Medical products being offered nationwide:

- ELASTIderm Eye Cream, a great product to address fine lines and circles around the eyes;

- Professional-C Serum 15%, a vitamin C serum great for providing antioxidant defense and minimizing the appearance of skin aging;
- Obagi360 Exfoliating Cleanser, a beaded scrub with enzymes, a great product for both men and women that revitalizes and invigorates the skin;
- Hydrate Luxe, this rich cream doubles as a mask in facial service and an essential nighttime moisturizer that provides both instant and long-lasting hydration.

"We are very excited to partner with Obagi," said CEO Joe Magnacca. "As we move forward, we intend to increase the offering with an even wider array of skin care products and services with other top brands to build Massage Envy franchised locations into a true skin care destination for people who want the best products and services at a great value."

About Massage Envy

Massage Envy, based in Scottsdale, Arizona, is a national franchisor and, through its franchise locations, is the leading provider of therapeutic massage and skin care services. The Massage Envy franchise system is, collectively, the largest employer of massage therapists and estheticians, with more than 35,000 dedicated wellness professionals that provide best-in-class service to over 1.65 million members. Founded in 2002, Massage Envy has more than 1,150 franchise locations in 49 states that have together delivered more than 100 million massages and facials. For more information, visit www.massageenvy.com, or follow us on Instagram, Twitter and Facebook at @MassageEnvy.

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