

# CEW BEAUTY INSIDER



*Inside one of Alchemy 43's LA locations*



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## ALCHEMY 43 EXPANDS LA STOREFRONTS, PLANS NYC LOCATION

Pink furniture, neon lights and champagne offerings are not commonly seen when patients walk into a doctor's office for cosmetic treatments, but this glamorous approach to injectables is what has led Alchemy 43 to success. The Drybar-like aesthetics bar currently has three stores in L.A. - a flagship in Beverly Hills, a location on West 3rd Street - and a unit in West Hollywood, scheduled to open August 10. A location in Santa Monica will open August 13.

"We have had our eyes on these two areas from the start," said Nicci Levy, Founder and CEO. "Both locations are surrounded by the type of forward-thinking shops and cutting-

edge beauty, fitness and wellness services that appeal to our target consumer, and that's exactly what we look for when deciding where to open new stores."

Before founding Alchemy 43, Nicci held the role of Botox, Juvéderm and Latisse Business Development Manager for Allergan in Beverly Hills, and was struck at how clinical doctors performed injectable treatments. She identified a need for providing an uplifting environment to make services feel more like a self-care ritual, similar to getting a manicure or blowout, without sacrificing the quality of the treatment or the professionalism of the practitioner. Also, knowing the stigma and misconceptions attached to the industry, Nicci designed the stores to have a private back entrance for those who wish to keep a low profile.

"In my role at Allergan, I learned everything there was to know about cosmetic injectables, and I quickly realized that it was a largely misunderstood segment of the beauty market," said Nicci. "With Alchemy 43, the goal is not to change the way people look, it's to help them feel their best in their skin - whatever that means to them - while educating them on the process and making it fun."

All locations offer a menu of services with non-intimidating names such as "Well-Rounded" for cheek enhancements (\$650+) and "Smooth Talker" for laugh lines (\$650-\$1,300). According to the company, the average spend on microtreatments ranges from \$250-\$1,800 per person. Beyond injectables, Alchemy 43 also offers "beauty boosts" such as masks, energy-boosting B12 shots, and Kenalog shots to treat pimples fast. Prices for these treatments range from \$25 to \$50.

During an appointment, a professional team of aesthetic experts and licensed certified professionals work one-on-one with clients to develop a plan. Before making a decision, clients are able to see a simulation of expected results with CanfieldVectra 3D imaging software. Although treatments are customizable to each client's personal preferences, the menu stays the same across all stores, a major part of the business model.

"The idea is that you can walk into any of the stores in L.A., and eventually across the country, and get the same continuation of service and treatments that you're used to getting at your home store," she said.

Nicci plans to introduce the concept in new markets including Orange County, Dallas, and the San Francisco Bay Area. Plans are already underway for a New York City location which is expected to open sometime between the end of 2018 and early 2019.

Alchemy 43 is backed by Forerunner Ventures. Investors also include Drybar Co-Founders Alli and Cameron Webb and Michael Landau; Lead Edge Capital; BAM Ventures and Redo Ventures.

"Our investors have unparalleled foresight on consumer trends, and it's an honor to have a best-in-class network of partners who truly understand and share in my vision," said Nicci. "With their backing, we are opening new locations, expanding into new cities, building out first-class training programs; there is so much to come.