

Wellness & Aesthetic Medicine

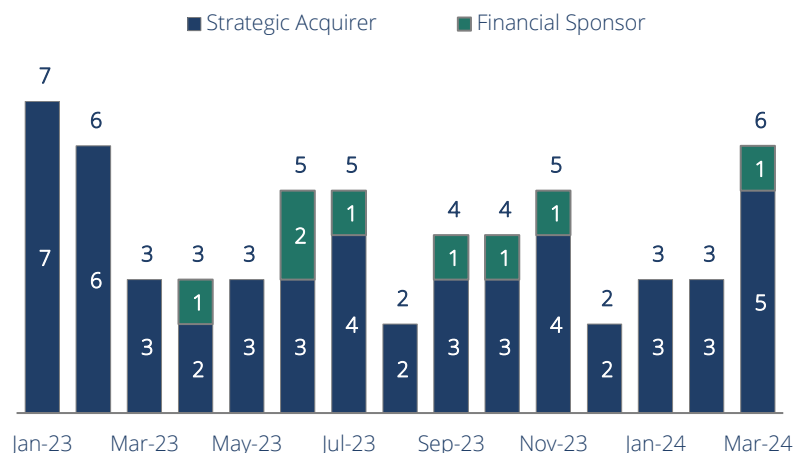
Q1 2024

Market Update















The wellness and aesthetic medicine sector had a strong start to 2024 as private equity backed platforms continued to employ an M&A strategy predicated on building density and growing into new markets. The first quarter was characterized by strategic add-on activity across both surgical and non-invasive segments within the broader medical aesthetics sector, as both spaces continue to draw interest from sponsors and strategics, alike.

The tangential wellness space also experienced investment activity with Formula Wellness taking on investment from private equity firm, Trive Capital. Going forward, Provident expects the broader aesthetics and wellness space to continue to be one of the most active and seller friendly sectors in healthcare services throughout the rest of 2024.

Transaction Activity



Select Transactions

Month	Investor	Target	Deal Description
March			Advanced Reconstructive Surgery Alliances announced the addition of My Houston Surgeons and Vanguard Aesthetic Plastic Surgery into its network of surgery practices.
March			Cosmetic Physician Partners and Woodlands Medical Aesthetics Institute announced a strategic partnership to improve clinical outcomes.
March			MedSpa Partners expanded its medical aesthetics platform into California through the acquisition of Ava MD under the leadership of Dr. Ava Shamban.
March			Trive Capital established a medical-based wellness and aesthetics platform through its acquisition of Formula Wellness, a medical aesthetics provider in the Dallas area.
March			Cosmetic Skin & Laser Center expanded its footprint in Florida through the acquisition of Rita Medical Elite, an aesthetics practice based in Sarasota.
February			Advanced MedAesthetic Partners announced the acquisition of LivingYoung Center for Health & Anti-Aging, a three-clinic medical spa based in Tampa.
February			Alpha Aesthetics Partners, a portfolio of Thurston Group, partnered with Anne Therese Aesthetic Medicine, adding two locations in Ohio and one in Florida to its platform.
February			MD Esthetics continued its expansion with two acquisitions including of InjectZen, bringing the clinic into MD Esthetics' growing network of Massachusetts-based med spas.

Provident Industry Coverage Team

AJ Shekar
Director
(617) 226-4251
ashekar@providenthp.com

Victoria Lizotte
Senior Analyst
(617) 226-4217
vlizotte@providenthp.com

Steve Grassa, CFA
Vice President
(617) 226-4213
sgrassa@providenthp.com

Publications & Podcasts

Podcast

[Examining Investor Interest in Aesthetic Medicine](#)

Whitepaper

[Investment & Consolidation in the Aesthetic Medicine Sector](#)