

# Wellness & Aesthetic Medicine

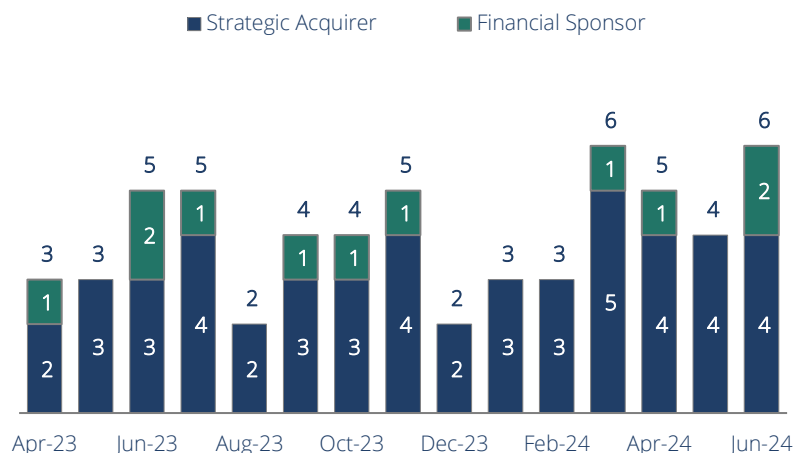
Q2 2024

## Market Update

With the announcement of fifteen closed transactions, deal activity remains robust within the wellness and aesthetic medicine sector throughout Q2 2024. M&A was largely driven by strategic add-ons as platforms established in recent years continue to focus on geographic expansion.

Injectable treatments continue to be a meaningful value driver and complementary service to surgical and broader aesthetic providers. In one instance, Olympus Cosmetic Group, backed by VSS Capital Partners, partnered with Artisan Plastic Surgery and Artisan Beaute medspa. The ability to cross-sell services and increase the long-term value of customer relationships will likely contribute to the convergence of surgical and non-invasive services. Provident anticipates the vertical to remain active for the second half of 2024 as existing platforms prioritize growth via M&A and investors continue to seek new platforms.

## Transaction Activity



## Select Transactions

Month	Investor	Target	Deal Description
June	 PRINCETON MEDSPA PARTNERS	 Mirabelle BEAUTY, HEALTH & WELLNESS	Princeton Medspa Partners partnered with Mirabelle Beauty, Health, & Wellness, a leading medspa, in the Overland Park, Kansas region
June	 AMP ADVANCED MEDAESTHETIC PARTNERS	 CURATE MEDAESTHETICS	Advanced Medaesthetic Partners partnered with Curate MedAesthetics, a leading medical spa in Chattanooga, Tennessee
June	 Lineage	 AESTHETIX	Lineage LLC, the only evergreen capital group in medical aesthetics, partnered with Aesthetix, a Silicon Valley-based plastic surgery, dermatology, and aesthetic medicine practice
May	 ASCEND PLASTIC SURGERY	 Tallahassee Plastic Surgery Clinic	Ascend Plastic Surgery Partners, a network of plastic surgeons and aesthetic centers, added on the Florida-based Tallahassee Plastic Surgery Clinic
May	 CPOP COSMETIC PHYSICIAN PARTNERS	 MISpa NON-SURGICAL AESTHETICS	Cosmetic Physician Partners, a network of 38 leading aesthetics clinics across the US, partnered with McCormack Plastic surgery, a cosmetic surgery practice in Dallas, Texas
May	 OLYMPUS	 ARTISAN PLASTIC SURGERY ARTISAN BEAUTE	VSS Capital Partners-backed Olympus Cosmetic Group acquired Artisan Plastic Surgery and Artisan Beaute, a cosmetic and reconstructive plastic surgery and luxury medspa enterprise
April	 SKIN & SPIRIT	 SKINTOLOGY MED SPA	Palo Alto-based medical aesthetics and skincare group SkinSpirit partnered with Skintology MedSpa Tribeca, SkinSpirit's third New York location
April	 Elase	 IMAGES MED SPA	Elase Medical Spas, formerly known as Birch Medical Spas, partnered with Images Med Spa, a premier Chicago-based Medspa platform

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## Publications & Podcasts

### Podcast

[Examining Investor Interest in Aesthetic Medicine](#)

### Whitepaper

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