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RETAIL REPORT

Skin Treatment Studio House Of Pietro Simone Opens In New York City



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Don't call it a med spa.

Facialist and brand founder Pietro Simone's new New York City face and body treatment studio, House of Pietro Simone, embraces the latest cutting-edge aesthetic tools such as a pressurized air device, LED, ultrasound and radio frequency, while

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gua sha, dry massage, a very deep level of treatment.”

The deep level of treatment Pietro Simone offers isn't cheap. For bespoke attention below the neck, a 3-hour Body Age-Management Correcting Protocol treatment is \$4,675 with a lead aesthetician or \$5,500 with Simone. The comprehensive service features a professional-strength body peel followed by a body Micro-Needle Peptides Infusion, Meso Micro-Needle in specific areas, a complete LED Body Therapy, and time under the Oxygen Dome as a PS PRO body restructuring compound is applied.



Pietro Simone, founder of the skincare brand Pietro Simone and studio House of Pietro Simone



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technologies available at House of Pietro Simone encompassing Meso-Microneedle, V-St, V-Form, V-Ipl, Oxygen Dome, LED Therapy, Jet Peel, Microcurrent, Pixel8, PS Dry Massage, Face Massage Manipulation, Cotton Thread Exfoliation and Crystal Gua Sha Technique. Simone designed The Rejuvenator to be a “strategic sequence of techniques, technologies and advanced methodologies [that] are combined, overlapped and fully personalized in order to stimulate, correct, enhance and revive the entire skin ecosystem,” according to House of Pietro Simone’s treatment menu.

The Rejuvenator is \$1,700, but most of the studio’s services run from \$250 to slightly under \$1000. Early on, Simone says The Rejuvenator has emerged as the most requested treatment. In addition, PiXel8-RF, a micro-needling-cum-radio frequency modality and EnerJet, which provides propulsion-powered skin lifting and scar treatment, have become popular with clients. House of Pietro Simone is the first studio to have EnerJet in the United States.

The studio’s rejuvenating treatments require a consultation with Simone beforehand to enable him to construct the perfect protocol to meet each client’s goals. Although its treatments may sound intense, Simone isn’t a fan of overly harsh treatments for the sake of overly harsh treatments.

“I’ve been doing this 20, 25 years, and in the past 10 to 15 years, with all these technologies, people went through crazy expensive treatments of lasers burning the skin in a stronger way,” he says. “There is the tendency to go strong because the stronger you go, the better the skin is going to be without really evaluating the process in terms of who I have in front of me, what is this doing to this person, what is your lifestyle, what is your skincare routine.”



One of the treatment rooms at the new House of Pietro Simone in Manhattan.

Simone is sunsetting two collections from his skincare line—Essential and Prestige—to focus on the Fierce Collection containing a dozen face and body products priced from \$45 to \$165. For Simone, the ingredient delivery system is as crucial as the ingredients themselves. The line's bestseller is the vitamin C- and glutathione-infused \$120 Dewy Reboot. The product employs what's dubbed a drone deliver system to create a small molecular structure that, according to Simone, "allows a much longer life of the active ingredient in the skin." Five product releases are planned for next year.