True Beauty Aesthetics Marks One-Year Milestone With Open House

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MOUNT PLEASANT, SC - September 02, 2026 -
Malissa LaRoche, PA-C, owner of True Beauty Aesthetics, is celebrating one year at the practice's current Mount Pleasant location this month, with the milestone marked through a community open house scheduled for September 18.

True Beauty Aesthetics was built around the idea that aesthetic treatments should enhance a person's natural features rather than change them, a philosophy LaRoche has carried since founding the practice. Consultations are structured to be unhurried and judgment-free, with each visit centered on a patient's goals rather than a standardized approach. The medical spa describes itself as woman-owned and rooted in Mount Pleasant.

?Walking into this space still feels a little surreal some days,? LaRoche said. ?It's given our team room to spread out and given patients a place that feels calm the moment they walk through the door.?

True Beauty Aesthetics relocated to its current Mount Pleasant location a year ago this month, moving into a larger space designed to accommodate a growing patient base across the greater Charleston area, including

Daniel Island, West Ashley, and James Island, with some patients traveling from as far as Myrtle Beach. LaRoche said the additional space has allowed the practice to grow its team of licensed aestheticians and support staff while keeping the consultation-first approach patients have come to expect.

?Reaching this milestone means a lot to me,? said LaRoche, owner and injector at True Beauty Aesthetics. ?This space has let us do more for our patients than we could before, and I'm proud of what our team has built here in just a year.?

Looking ahead, LaRoche said she plans to continue building out the practice's service menu and team over the next year while keeping its current Mount Pleasant location as its base. That growth comes amid a broader shift in aesthetic medicine, as more patients look for treatments that are effective and reasonably priced while still delivering natural-looking results rather than dramatic change. The open house is intended to introduce that next chapter to patients in person rather than through a website update or social media post.

The September 18 open house will run as a walk-in event from 4 to 7 p.m. at the practice's Mount Pleasant location and is open to both existing and prospective patients. Representatives from skincare and treatment partners, including Allergan, Ariessence, and IS Clinical, are scheduled to attend and share information about products and treatments used at the practice. Guests can also expect light refreshments, including wine, along with raffle drawings featuring items from several of the practice's partners. Attendees are welcome to stop by at any point during the three-hour window.

?We wanted to mark this milestone by opening our doors to the people who have supported us this year,? LaRoche said. ?It's a chance for patients to meet our team, ask questions, and see the space where we do our work, rather than just hear about it secondhand. I'm grateful for that support, and I'm looking forward to what comes next.?

True Beauty Aesthetics is a medical spa in Mount Pleasant, South Carolina, led by Malissa LaRoche, PA-C, who has more than 20 years of experience in plastic surgery and aesthetics. The practice offers Botox and dermal filler injections, laser treatments, chemical peels, and additional skincare services for patients throughout the greater Charleston area. True Beauty Aesthetics is located at 1100 Queensborough Boulevard, Suite 101, Mount Pleasant, SC 29464. For more information, visit their website.

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For more information about True Beauty Aesthetics, contact the company here:True Beauty AestheticsCynthia Crosby(843) 790-2034cynthia@truebeautysc.com1100 Queensborough Blvd STE 101, Mt Pleasant, SC 29464

True Beauty Aesthetics

Led by Malissa LaRoche, PA-C, True Beauty Aesthetics offers Botox®, fillers, microneedling, laser resurfacing, facials, waxing, and head spa in Mount Pleasant, SC. Consultations are free, and the medical spa serves clients throughout greater Charleston.

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