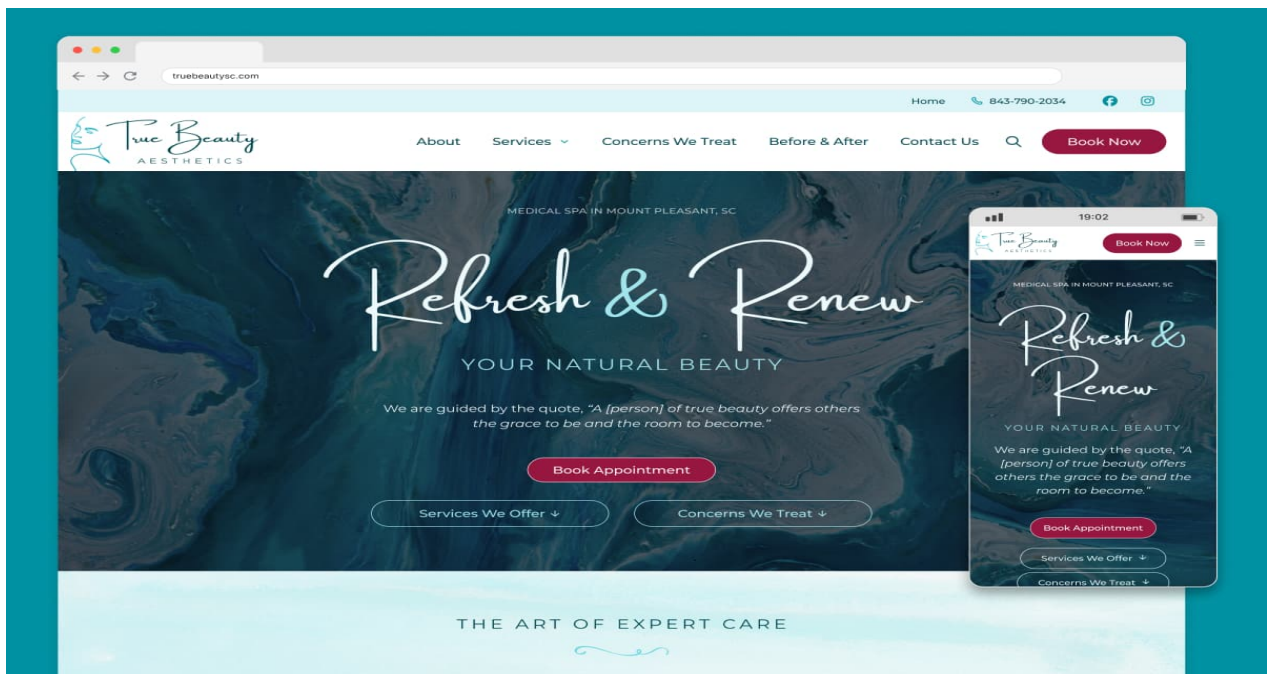




Medical Spa Launches Website, Moves to New Location

January 08, 2026

MOUNT PLEASANT, SC - January 08, 2026 -

True Beauty Aesthetics, a medical aesthetics practice in Mount Pleasant led by Malissa LaRoche, PA-C, announced the launch of its redesigned website featuring expanded service information, provider expertise profiles, and educational resources. The new site provides prospective patients with comprehensive details about the medical spa's menu of injectable treatments, skincare services, and the providers' approach to natural enhancement.

According to LaRoche, owner and injector at True Beauty Aesthetics, the redesign addresses the need for more in-depth information about the practice's services, as well as their unique approach to medical spa services.

"There are so many online sources, it can be hard to decide who to trust for accurate information about medical aesthetic treatments," said LaRoche. "Our new website offers useful details at-a-glance while also providing detailed resources our patients can use to understand our treatments, why we offer each one, and our team's natural-looking approach."

The website launch coincides with the practice's recent relocation.

"Our new location is convenient and designed to accommodate our growing patient list," LaRoche explained. "We took the opportunity to customize the new space, and we feel it reflects the spirit of our team. It's welcoming, calm, and supports a personalized approach to skin rejuvenation. And we hope that also comes across for those who visit the new website."

The practice offers a wide range of cutting-edge aesthetic treatments and services including injectables, peels and facials, laser treatments, and waxing, as well as skincare services provided by the practice's licensed aestheticians. Each service's web page includes treatment details, expected results, and information about the providers who perform the procedures. This expanded format allows visitors to research specific treatments and understand how they address different aesthetic concerns.

The new website also features and better highlights the qualifications and experience of the True Beauty Aesthetics team. LaRoche and fellow physician assistant Rebecca Johnson have both completed Master Expert Injector training, a distinction that reflects advanced expertise in facial anatomy and injection techniques. The site also introduces the practice's licensed aestheticians—Amy Mounce, Alana McCann, and Michelle Gurny—who provide skincare treatments, waxing services, and lash and brow care.

LaRoche says that her team stands apart because they take a down-to-earth, holistic approach to each patient's treatment plan, rather than offering the same "cookie-cutter" treatment to everyone.

"We wanted our website to reflect the depth of expertise our team brings to every patient interaction," LaRoche noted. "Between our two physician assistants and three aestheticians, we have decades of combined experience in medical aesthetics. The new site gives us the chance to share our team members' backgrounds and our thoughtful approach to patient care."

The website now includes a before and after gallery featuring results from actual patients treated at the Mount Pleasant practice. The gallery demonstrates outcomes across various treatment types, giving prospective patients realistic examples of achievable results. And a new patient testimonials section provides firsthand accounts of experiences at True Beauty Aesthetics, offering insight into the practice's approach to individualized care.

The practice also launched a blog where the team will regularly publish educational content about aesthetic treatments, skincare routines, and industry developments. The blog aims to help patients understand treatment options, trends, and answer common questions that arise in first appointments. Blog content will cover topics ranging from brands, facial balance, injector technique, skincare, and practice news and announcements.

True Beauty Aesthetics specializes in Botox and dermal filler injections tailored to individual facial anatomy, as well as chemical peels and aesthetic services. The practice is located at 1100 Queensborough Blvd, Suite 101, Mount Pleasant, SC 29464. The new website is now live at <https://truebeautysc.com/>.

###

For more information about True Beauty Aesthetics, contact the company here: True Beauty Aesthetics Cynthia Crosby (843) 790-2034 cynthia@truebeautysc.com 1100 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.

Website: <https://truebeautysc.com/>

Email: cynthia@truebeautysc.com

Phone: (843) 790-2034

