



When you walk into the Violet Skin Boutique spa in downtown Hingham, you know that you are in for a treat. The chic interiors, calm atmosphere and highly trained staff put this new beauty spot on the ‘must see’—and ‘must try’—list. It’s not just the overall feel and aesthetic of the spa; the services and products that they offer are second to none and they’re guaranteed to change how you take care of your skin. With a highly sought after line of natural, anti-aging skin care products and a full-range of spa services—such as facials, skin consultations, massages, body treatments and hair removal—the Violet Skin Boutique’s newest spa is a much needed addition to the South Shore’s beauty offerings.

The women behind this business certainly know their stuff. Twins Rousana Gevondian - and Susanna Nassar have worked with their mother, Violet Mkhitarian in order to expand this growing business beyond its roots on Newbury St and their other spa in Brookline. According to Susanna, who also has a nursing degree and an MBA, their natural skin care lines and popular full-service spas offer something unique and special to their clients. There are no harsh chemicals or synthetic preservatives in their products and they source the best natural ingredients that the world has to offer; from Bulgarian rosewater and Moroccan argan oil to Seabuckthorn oil from Russia. Their products are freshly made on a weekly basis and some of them are so fresh that they require refrigeration.

Local as well as global expansion has been afoot for this company, and they opened the doors of their Hingham spa in September 2013. What prompted a second spa in Hingham? According to Susanna, they started to notice that a lot of their clients at the Brookline spa were traveling up from the South Shore in order to have treatments and purchase Violet products. With this in mind, it made perfect sense for the Violet Skin Boutique to open up a second location on 99 South St in downtown Hingham.

A short time after the Hingham spa opened its doors, its lead aesthetician, Kate Casassa, noticed that people were coming in with different kinds of skin issues than in Brookline. These included problems like broken capillaries, skin pigmentation, and other sensitivities. Kate states, “Because the South Shore community does a lot of boating, beach going and skiing, we see people come in with very sensitive skin, a lot of rosacea and a lot of sun damage.” She adds, “Those activities can really ravage skin. The skin problems down here are different than what we see in the city.”

What can you do to combat damage from the sea, sun and slopes? First off, the Violet Skin Boutique offers a free skin consultation to all new clients and their website has some great deals on both spa treatments and products. If you’re interested in trying one of their services, Kate firmly recommend that you start with a facial. The

rejuvenating Violet facials cater to a range of different skin types and they go beyond a simple mask and cleanse. These facials are so popular that they’ve even won “Best of Boston” awards from Boston Magazine four years in a row.

What makes the Violet facials so special? For a start, all of their facials take place in a serene treatment room reminiscent of a boutique hotel, complete with top-end spa features such as private shower and heated beds. These luxurious facials use customized masks that are freshly made and tailored for your skin type, and they also include therapeutic upper body massages. This means that clients get two treatments in one: skin rejuvenation and anti-aging benefits, as well as relaxation. Your aesthetician can also recommend some Violet products that will continue the effects of the facial and clients often see noticeable improvements within a week. All in all, according to Kate, “The facials really are an experience...you leave looking and feeling amazing.”

In addition to customized facial treatments, the Violet Skin Boutique also offers waxing services. About this, Susanna says, “We use all-natural hard wax that makes waxing feel much less painful and it’s also suitable for the most sensitive skin. We are very well known for our eyebrow styling, as well as our bikini waxes.” If you’re looking for something a bit more relaxing, the Violet Skin Boutique also has range of massages—including a couple’s massage—during which their highly trained therapists use organic aromatherapy body oils to ease your tensions away.

If you’re considering giving one of their products a try, Susanna recommends that you start with one of the masks or the argan face oil. In particular, she states that active South Shore clients will benefit from using the Violet pure argan oil. This popular product is perfect for the winter as it strikes the delicate balance between being very hydrating but also quite light.

How soon can you expect results from a Violet product? “Immediately—your skin will be healthy and glowing...the first time you use them, you will see a difference” says Susanna. Continued use will yield even greater results, with most clients finding that common skin problems and signs of aging are visibly reduced once they switch over to the Violet product range. The efficacy of their product range has not gone unnoticed and in 2013 the Violet skin care line was awarded the accolade of “Best Local Product” by the Improper Bostonian.

Why are these natural products so effective? Has nature created something that science has yet to match? While many of us might think that the secret to good skin is in some chemical concoction in a Swiss lab, “Not so” says Susanna. “Natural products are very very effective. More so than plastic surgery! It’s really amazing.” This family certainly offers personal testament to this fact; at age 38, both sisters still have the skin of 20 year old girls, whereas Violet herself is almost 70 years old and has no wrinkles on her face!



Aside from the aesthetic results that natural products can produce, many people with sensitive skin won’t be irritated by these products or need to worry about what is being put on their skin during a facial. The needs of customers with sensitive skin are met by several specialty lines at the Violet Skin Boutique. These include a rosacea treatment, acne program and a maternity and baby product line. The rosacea line has proven to be particularly successful and the acne program is a popular

alternative for parents who want to steer their children away from harsh chemicals or acne medication.

What’s next for the Violet Skin Boutique in Hingham? At the moment, they’re committed to building their South Shore client base and have gotten involved with the local community through charity events and other outreach activities. They’re also bringing out some new products and this spring they plan on offering an educational seminar about skin care for parents and teenagers. Next time you find yourself in Hingham Square, make a point of dropping in to the Violet Skin Boutique and seeing what they have to offer. Your skin will thank you for it! [SS](#)

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