

Sugar Sugar Announces Authentic Skin™ Trademark Application to Elevate Facial Offerings and Strengthen Brand Identity

A new era in clean, results-driven skincare: Blending science, transparency, and artistry under the Authentic Skin™ brand.



Scottsdale, Arizona Oct 8, 2025 ([Issuewire.com](https://www.issuewire.com)) - Sugar Sugar, the nation's fastest-growing clean beauty franchise, today announced the filing of its trademark application for **Authentic Skin™**, a new

brand identity that will define its facial services and eventually extend to its product line.

Authentic Skin™ is designed to position Sugar Sugar's facial offerings as **premium, distinct, and results-driven treatments**, setting them apart in a rapidly expanding market. The global facial treatment market has grown by **7.8% annually over the last five years** (IBISWorld, 2024), and facials now account for **30% of spa revenues nationwide** (International Spa Association, 2023). With consumer demand rising and more facial-only concepts emerging, the Authentic Skin™ mark will provide Sugar Sugar with a clear, differentiated identity.

"The Authentic Skin™ name carries a dual meaning," Aimee Blake, Sugar Sugar Founder said. "It represents both the promise of clean, natural skin and the elevated service and visit philosophy of our estheticians. It reflects the care, precision, and consistency that define Sugar Sugar's client experience."

Research underscores the importance of differentiation. Brands with a strong, unique identity enjoy **23% higher customer loyalty** (Nielsen Global Brand Report, 2023). By uniting its facial services under the Authentic Skin™ mark, Sugar Sugar aims to reinforce loyalty and drive growth across its franchise system.

Over time, Authentic Skin™ will also replace Sugar Sugar's *Skin From Scratch™* product line, tying products and services together under one cohesive brand. This alignment supports stronger retail sales and in-studio demand, as **77% of beauty consumers who purchase professional products are more likely to book complementary in-studio treatments** (Statista, Beauty Consumer Insights Report, 2023).

While the company has begun using the ™ designation, final approval is still pending with the **United States Patent and Trademark Office (USPTO)**. The trademark application, Serial Number **99412707**, is under review and will require full examination before registration is granted.

"Authentic Skin™ represents our continued commitment to innovation, differentiation, and delivering value to our franchisees," said William Johner, Co-Founder Sugar Sugar. "It's not just a name, it's a promise to elevate both the guest experience and the business performance of every Sugar Sugar studio."

About Sugar Sugar

Sugar Sugar is America's leading clean beauty franchise, offering sugaring hair removal, organic spray tanning, vegan facials, and brow science. With a focus on clean ingredients, client care, and franchisee success, Sugar Sugar is redefining the self-care industry.

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