

A New Way to Glow Arrives: goGLOW Mount Pleasant Launches Sunless Tanning This January

MOUNT PLEASANT, SC, UNITED STATES,

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[goGLOW Mount Pleasant](#) prepares to welcome a new approach to sunless beauty, announcing its upcoming soft launch on January 23, 2026. Owned by local resident Elizabeth Cecchetti, the studio offers a refined, wellness-focused spray-tanning experience that prioritizes skin health, confidence, and education in an elevated setting.

“

I wanted to create a space where people feel cared for and confident. goGLOW brings wellness, education, and connection together to serve our Mount Pleasant community.”

*Elizabeth Cecchetti, owner of
goGLOW Mount Pleasant*

Cecchetti’s decision to open goGLOW™ was shaped by a long-standing passion for wellness and helping people feel their best, paired with a desire to bring something intentional and community-centered to Mount Pleasant. She recognized a growing demand for [beauty services](#) aligned with healthy lifestyles and thoughtful self-care; a philosophy clearly reflected in the goGLOW brand.

Before entering the beauty and skincare space, Cecchetti spent more than a decade supporting small businesses in

the federal defense sector. Her work required precision, accountability, and consistently high standards, principles that now guide goGLOW Mount Pleasant. That background influences every detail of the studio, from operational excellence to the guest experience itself.

A Skincare-First Approach to Sunless Tanning

goGLOW Mount Pleasant distinguishes itself with a skincare-first philosophy that centers skin health in every service. The studio uses clean, professional-grade formulations paired with advanced techniques, including custom color blending, pH-balancing sprays, and moisture-locking finishes. These methods are designed to produce natural-looking, long-lasting results while supporting the skin’s overall condition.

Highly trained specialists work closely with each guest, beginning with personalized consultations that account for skin tone, lifestyle, and experience level. Education is a core part of the process, helping clients understand proper preparation, aftercare, and how to maintain

their glow over time.

An Inclusive, Elevated Guest Experience

Inclusivity is central to goGLOW Mount Pleasant's mission. The team is trained to work with all skin tones, body types, and levels of familiarity with spray tanning. The studio environment is intentionally welcoming, offering a luxury experience that feels approachable, calm, and respectful.

During the soft opening, guests can expect the same personalized care and attention that will define the studio long term. The opening phase also introduces limited-time opportunities, including a \$25 introductory spray tan for first-time clients beginning January 23 and founding membership rates available ahead of the full launch.

Rooted in Community Connection

Beyond beauty services, Cecchetti envisions goGLOW Mount Pleasant as a trusted self-care destination and an active community partner. Supporting local businesses, building meaningful relationships, and giving back to the Mount Pleasant community are central to her long-term vision. The studio aims to become a place where wellness, confidence, and community intersect.

As anticipation builds ahead of the soft opening, goGLOW Mount Pleasant invites the community to discover a new standard in sunless tanning, one grounded in care, education, and genuine connection.

[Reach out today](#) for more information about goGLOW Mount Pleasant. Learn about our upcoming soft opening on January 23, inquire about introductory spray tan offerings, or speak directly with our team to discover how we bring a skincare-focused approach to sunless tanning. We welcome community questions and look forward to connecting with new guests in Mount Pleasant.

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