

Press Release

Akerman Advises Clean Your Dirty Face in Sale to Gorgeous Collective

August 24, 2026

Akerman represented the franchisor Clean Your Dirty Face, a facial bar brand offering 30-minute facial services and a proprietary skincare product line, in its sale to Gorgeous Collective, a multi-brand beauty and wellness franchise platform anchored by IMAGE Studios and a portfolio company of private equity firm MPK Equity Partners.

Founded in 2015, Clean Your Dirty Face has grown to 33 locations nationwide, serving clients through a signature facial protocol performed by licensed estheticians. The transaction marks Gorgeous Collective's first acquisition since its launch, expanding its reach into the professional skincare market.

The Akerman team advising Clean Your Dirty Face was led by [Ted D. Rosen](#), Partner, Corporate Practice Group, and also included [William Sullivan](#), Deputy Chair, Tax Practice Group; [Dale Alexandra Cohen](#), Partner, Corporate Practice Group; [Chelsy V. Lutz](#), Associate, Tax Practice Group; and [Asami Ono](#), associate, Corporate Practice Group.

About Akerman

Founded in 1920, Akerman is an Am Law 100 firm recognized by Vault among the nation's most prestigious law firms. The firm has more than 700 lawyers and business professionals throughout the United States.

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