

## Undo expands into London with acquisition of the NAAMA Studios business (UK only)



We are excited to announce that the business operations of NAAMA in the UK have been acquired by Undo, one of Europe's leading laser tattoo removal experts.

Undo's 10 years of dedicated tattoo removal expertise, PicoWay® laser technology, and high standards of care combine perfectly with NAAMA's treatment excellence and experienced staff. Undo will continue NAAMA's dedication to care and quality, while introducing operational enhancements that will make these services accessible to more people.

A part of the transition, Undo will introduce PicoWay® lasers into the London clinic alongside the Lightsense laser. PicoWay® is one of the most advanced tattoo-removal laser platforms available, effective across a wide range of inks, colours, and skin types. Across its European clinics, Undo has now successfully treated over 100,000 clients with the PicoWay, supported by a dedicated medical process that turns clinical data into shared protocol and training. NAAMA's London clinic and its experienced team will integrate these same standards.

Existing NAAMA clients in the UK will see no interruption to their treatment. Appointments, records, and treatment plans continue as normal, with the same team in place.

## WHAT THIS MEANS FOR NAAMA'S UK CLIENTS

- Continued access to professional and experienced treatment providers.
- Introduction of industry-leading PicoWay® laser technology.
- Advanced treatment protocols focused on improving outcomes.
- Ongoing support and guidance throughout your treatment journey.
- A stronger organisation dedicated exclusively to laser tattoo removal excellence.

A New Chapter for NAAMA: Welcome to the Undo Family.

### The Undo & NAAMA Team

## ABOUT UNDO

Undo is a European expert in laser tattoo removal, operating clinics across the Netherlands, Sweden, Norway, Denmark, Finland and the UK. It's a founder-run business, built on the promise of happy outcomes, with over 100,000 clients having been treated to date.

[weareundo.com](https://weareundo.com)

"Tattoo removal deserves to be treated as a specialist craft, and that's exactly how Undo approaches it. Bringing NAAMA into a group built on shared clinical standards is the right way to grow what we started in London."

- Stephanie Demetriou, Managing Director, NAAMA

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"With clients flying in from the UK to be treated at Undo in the Netherlands, we're very happy to now bring our services back to them in the UK. We look forward to offering UK clients our expertise in tattoo removal and the standard of care that we're known for, and collaborating with the highly experienced team at NAAMA Studios."

- Sera Koeleman, Founder Undo Netherlands

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"This is a natural step in building Undo across Europe. What unites every clinic we operate is one shared standard of care, and we're bringing that to London while keeping everything clients already value about their team."

- Gustav Grippe, Group CEO, Undo