BeautyHealth Releases Third Annual Skintuition Report

Dec 4, 2025

Latest volume reveals how shifting consumer preferences are redefining modern aesthetics

LONG BEACH, Calif., Dec. 04, 2025 (GLOBE NEWSWIRE) -- The Beauty Health Company (NASDAQ: SKIN), home to flagship brand Hydrafacial, today released Volume Three of its **Skintuition Report,** an annual deep dive into the forces shaping modern skin health. This year's report uncovers the most significant consumer-driven shifts of 2025, identifies the trends poised to define aesthetics in 2026, and offers new insight into how people are approaching longer-term skin health and regeneration.

Designed to decode the state of skin health today and where it's headed, the report integrates science, innovation, clinical data, cultural trends, and provider perspectives to reveal why skin regeneration, rather than skin correction, is becoming the new beauty standard.

This year's findings point to a meaningful reordering of aesthetic priorities. Consumers are entering a skin-first era, with industry research showing 75 percent of consumers are now prioritizing treatments that improve overall skin quality over volume-enhancing procedures.[1] Additional findings point to an increasing demand for firmer, smoother, more hydrated skin, [2] reinforcing the move toward treatments that strengthen and renew the skin over time. To meet this demand, Hydrafacial introduced the **HydraFillic with Pep9™ Booster** in June 2025, a booster clinically proven to visibly improve the appearance of fine lines and wrinkles, deeply hydrate, and help strengthen the skin barrier.[3]

"For 28 years, Hydrafacial has partnered with providers to help innovate and meet the evolving needs of aesthetic consumers," said Hydrafacial Chief Marketing Officer Carrie Caulkins**.** "Today's consumers are seeking treatments that support skin regeneration, and Hydrafacial is the only hydradermabrasion treatment with objective clinical data demonstrating its role in helping support the skin's natural regeneration process. [4] We're well aligned with consumers who are refocusing on maintaining their skin health rather than relying on correction later."

Key Trends Shaping 2026 and Beyond
Skintuition Report: Volume Three identifies five major trends reshaping how consumers and providers think about skin health:

- **Medicalization of Beauty**: Science, safety, and transformative results now define the luxury market, with dermatologists and estheticians as trusted experts.
- **The Art of Undetectable Treatments**: "Notox" and "skinimalism" are in, as consumers prioritize natural, radiant skin that whispers wellness, not procedure.
- **Cumulative Care**: Demand is also increasing for results that build over time through consistent rituals and layered treatments, not one-off fixes.
- **Whole-Body Glow**: Skin health now extends beyond the face to the scalp and body, with increased attention on hormonal balance, hydration, and internal-external synergy.
- **Regeneration Nation**: Peptides, exosomes, and microbiome technologies are moving from fringe to foundation, signaling a new era of longevity-focused aesthetics.

Hydrafacial: Driving Provider Success in a Skin-First Era
As consumer demand shifts toward regenerative, skin-first treatments, Hydrafacial strives to continue to be a powerful growth driver for providers:

- **Clients come back more often**: Hydrafacial consumers who visit a medspa receive an average of 3.6 Hydrafacial treatments per year.[5]
- **An aesthetic gateway:** Hydrafacial treatments serve as a starting point for deeper skin journeys, with 50 percent of clients purchasing an additional treatment or retail product during their visit.[6]
- **Loyalty fuels word-of-mouth**: Hydrafacial consumers return more consistently and refer more friends and family than with any other specialty facial treatment.[7]

Read the full Skintuition Report: Volume Three **here.**

[1]Is a tectonic shift about to happen in medical aesthetics? BCG. January 2025. N=4000 Consumers selecting "somewhat or strongly agree."
[2]Kline's Aesthetic Skin Care Consumer Insights USA.
[3]Based on Corneometer, Vapometer, Cutometer, and 3D imaging measurements of 30 participants before and 24 hours after a Hydrafacial Platinum treatment in a clinical study. Instant results are measured 30 minutes after treatment. Individual results may vary.
[4]Based on review of published clinical studies for "hydradermabrasion" treatments in PubMed and Google Scholar as of December 2, 2025.
[5]Ipsos Study. 2025.
[5]Guidepoint Qsight - Sales Measurement from Full Year 2024. Qsight Sales Measurement data is based on point-of-sale transactions from 3,400+ US Aesthetics practice locations.
[7]NewBeauty Beauty Engine. July 2025.

About The Beauty Health Company
The Beauty Health Company (NASDAQ: SKIN) is a medtech meets beauty company delivering millions of skin health experiences every year that help consumers reinvent their relationship with their skin, bodies, and self-confidence. Our brands are pioneers: Hydrafacial™ in hydradermabrasion, SkinStylus™ in microneedling, and Keravive™ in scalp health. Together, with our powerful global community of estheticians, partners, and consumers, we are personalizing skin health for all ages, genders, skin tones, and skin types. We are committed to being ever more mindful in how we conduct our business to positively impact our communities and the planet. Find a local provider at https://hydrafacial.com/find-a-provider/ and learn more at beautyhealth.com or LinkedIn.

Forward-Looking Statements
Certain statements made in this document are "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this document, the words "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements.

These forward-looking statements are not guarantees of future performance, conditions, or results, and involve a number of known and unknown risks, uncertainties, assumptions, and other important factors, many of which are outside The Beauty Health Company's control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements.

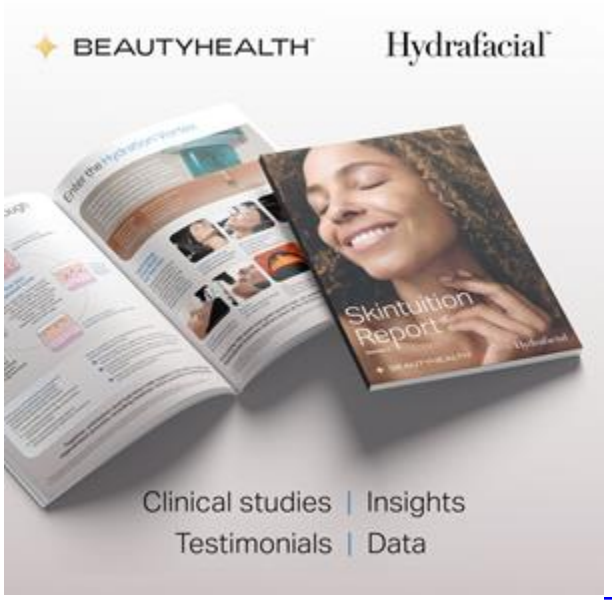
Important factors, among others, that may affect actual results or outcomes include The Beauty Health Company's ability to execute its business plan; consumers' perception of skin health, skin concerns, and overall beauty trends; the ability to place delivery systems across various channels and locations; potential litigation involving The Beauty Health Company; changes in applicable laws or regulations; and the possibility that The Beauty Health Company may be adversely affected by other economic, business, and/or competitive factors. The Beauty Health Company does not undertake any obligation to update or revise any forward-looking statements, whether because of new information, future events, or otherwise, except as required by law.

Contacts:
Hydrafacial Media Contact:
Jennifer Burchette, DeVries Global
jburchette@devriesglobal.com

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/f4e27471-1e1e-4b32-8f2c-bd81887dd0e8

BEAUTYHEALTH

BeautyHealth Skintuition Report Volume 3



The latest volume of BeautyHealth's Skintuition Report offers a data-driven look at the trends, behaviors, and emerging insights shaping the future of skin health.

Source: The Beauty Health Company