



**BEAUTYHEALTH™**

Second Quarter 2025  
Earnings Presentation

August 7, 2025



HydraFacial



# Disclaimer

This Presentation contains certain forward-looking statements. These statements may relate to, but are not limited to, expectations of future operating results or financial performance of The Beauty Health Company (the "Company"), capital expenditures, the introduction of new products, market strategy and the ability to execute certain strategic initiatives. Some of the forward-looking statements can be identified by the use of forward-looking words such as "anticipate," "expect," "suggests," "plan," "believe," "intend," "estimates," "targets," "projects," "should," "could," "would," "may," "will," "outlook," "forecast" and other similar expressions. These are intended to identify forward-looking statements. All forward-looking statements are based upon management estimates and forecasts and reflect the views, assumptions, expectations, and opinions of the Company as of the date of this Presentation. Any such estimates, assumptions, expectations, forecasts, views or opinions set forth in this Presentation constitute the Company's judgments and should be regarded as indicative, preliminary and for illustrative purposes only. The forward-looking statements and projections contained in this Presentation are subject to a number of factors, risks and uncertainties, some of which are not currently known to us, that may cause the Company's actual results, performance or financial condition to be materially different from the expectations of future results, performance or financial condition. Although such forward-looking statements have been made in good faith and are based on assumptions we believe to be reasonable, there is no assurance that the expected results will be achieved. Many factors could adversely affect our business and financial performance. We discussed a number of material risks in our Annual Report on Form 10-K for the year ended December 31, 2024, filed with the Securities and Exchange Commission (the "SEC") on March 12, 2025, and in our subsequent filings with the SEC such as on a Quarterly Report on Form 10-Q. Those risks continue to be relevant to our performance and financial condition. Moreover, we operate in a very competitive and rapidly changing environment. New risk factors emerge from time-to-time and it is not possible for management to predict all such risk factors, nor can it assess the impact of all such risk factors on the business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. We expressly disclaim any responsibility to update forward-looking statements, whether as a result of new information, future events or otherwise.

## Non-GAAP Financial Measures

In addition to results determined in accordance with accounting principles generally accepted in the United States of America ("GAAP"), management utilizes certain non-GAAP financial measures such as adjusted gross profit, adjusted gross margin, adjusted EBITDA, and adjusted EBITDA margin for purposes of evaluating ongoing operations and for internal planning and forecasting purposes. Management believes that these non-GAAP financial measures, when reviewed collectively with the Company's GAAP financial information, provide useful supplemental information to investors in assessing the Company's operating performance. These non-GAAP financial measures should not be considered as an alternative to GAAP financial information or as an indication of operating performance or any other measure of performance derived in accordance with GAAP, and may not provide information that is directly comparable to that provided by other companies in its industry, as these other companies may calculate non-GAAP financial measures differently, particularly related to unusual items.

Adjusted gross profit is gross profit excluding the effects of depreciation expense, amortization expense, and share-based compensation expense. Adjusted gross margin represents adjusted gross profit as a percentage of net sales.

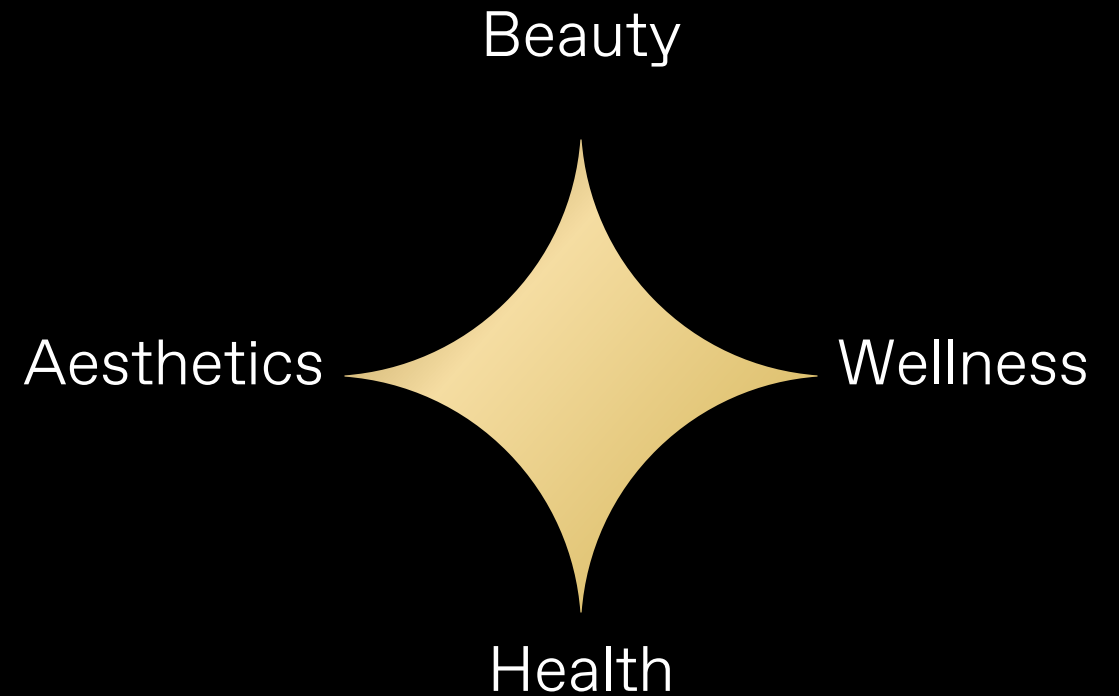
Adjusted EBITDA is calculated as net income (loss) excluding the effects of benefit for income taxes; depreciation expense; amortization expense; share-based compensation expense; interest expense; interest income; other income, net; change in fair value of warrant liabilities; foreign currency (gain) loss, net; litigation related costs; Go-to-Market restructuring; and severance, restructuring and other. Adjusted EBITDA margin represents adjusted EBITDA as a percentage of net sales.

The Company does not provide a reconciliation of its fiscal 2025 adjusted EBITDA guidance to net loss, the most directly comparable forward looking GAAP financial measures, due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation, which cannot be done without unreasonable efforts, including adjustments that could be made for changes in fair value of warrant liabilities, integration and acquisition-related expenses, amortization expenses, non-cash share-based compensation, gains/losses on foreign currency, and other charges reflected in our reconciliation of historic numbers, the amount of which, based on historical experience, could be significant. The presentation of this financial information is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with GAAP. The Company's fiscal 2025 adjusted EBITDA guidance is merely an outlook and is not a guarantee of future performance. Stockholders should not rely or place an undue reliance on such forward-looking statements. See "Forward-Looking Statements" for additional information.

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Hydrafacial is a  
Medtech Meets Beauty  
company at the nexus  
of Beauty, Aesthetics,  
Wellness and Health

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✦ BEAUTYHEALTH™

Q2 2025  
Performance  
Update

# Second Quarter 2025 Highlights

## Net Sales

**\$78.2m**

-13.7% YoY

Lower delivery systems net sales, partially offset by increase in consumables net sales

## Delivery Systems Net Sales

**\$22.4m**

-36.5% YoY

Decrease in delivery systems net sales, as macroeconomic challenges persist

## Consumables Net Sales

**\$55.8m**

+0.8% YoY

Slight growth in consumables reflects growth in active install base<sup>2</sup> partially offset by YoY decline in APAC from transition to distributor model in China

## Net Income

**\$19.7m**

+\$19.5m YoY

Increase due to lower operational spend related to expense management initiatives and higher gross margin

## Adjusted EBITDA<sup>1</sup>

**\$13.9m**

+\$19.1m YoY

Increase due to lower operational spend related to expense management initiatives and higher gross margin

# 2025 Strategic Focus

## Enhancing Commercial Execution



Refining our pricing model, increasing lead conversion, and strengthening international partnerships

## Accelerating Science-Backed Innovation



Expanding our booster pipeline, skincare offerings, and clinical validation initiatives while leveraging our 179 patents

## Deepening Provider Partnerships



Increasing engagement, simplifying sales execution, and expanding brand support

# Updated 2025 Financial Guidance

3Q 2025

**\$65 – \$70m**

3Q 2025E net sales

**\$2 – \$4m**

3Q 2025E adjusted EBITDA<sup>1</sup>

FY 2025

**\$285 – \$300m**

FY 2025E net sales

**\$27 – \$35m**

FY 2025E adjusted EBITDA<sup>1</sup>

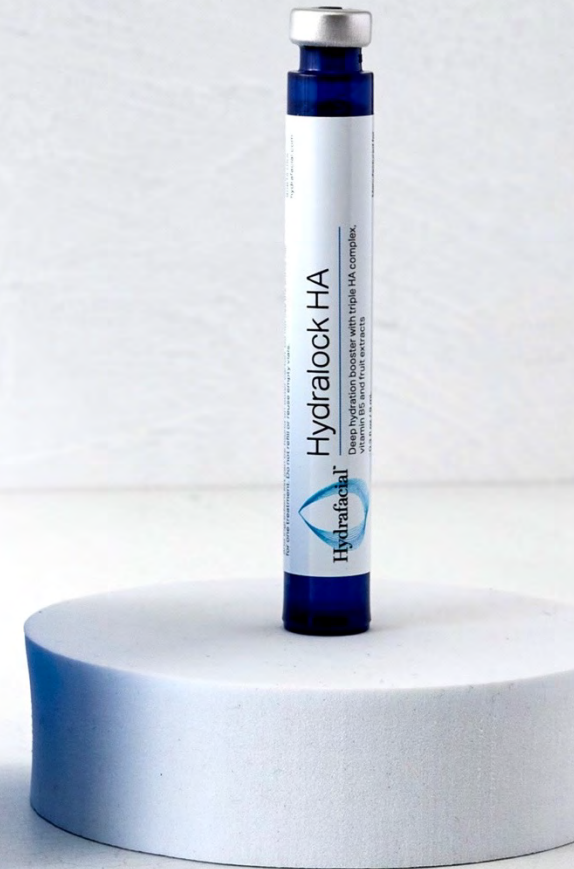


# Compelling Business Model

Harnessing the power of our large device footprint and clinically effective consumables



35K+  
device  
footprint



# Strongly Positioned in Growing Industry

## Our Opportunity

7%

global medical aesthetic market projected growth through 2029<sup>1</sup>

41%

of aesthetic practices with microdermabrasion offer Hydrafacial treatments currently<sup>2</sup>

75%

of consumers agree their focus has shifted from adding volume or undergoing corrective treatments to a focus on overall skin quality<sup>1</sup>

## Our Leadership

#1

Market Share<sup>2</sup>

#2

Best-Known Brand<sup>3</sup>

1.5

Tx Per Second<sup>4</sup>



# Positioned for Long-Term Success

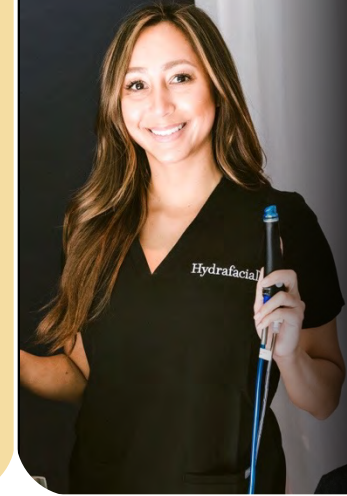
## DIFFERENTIATED PRODUCT & TECHNOLOGY

Created hydradermabrasion category with clinical efficacy and patented technology



## LEADER IN LARGE, ADDRESSABLE MARKET

Omnichannel distribution and favorable global tailwinds provide structural advantages



## LOYAL ESTHETICIANS

Adored by estheticians for attractive economics, rapid equipment payback, and ability to bundle with other services

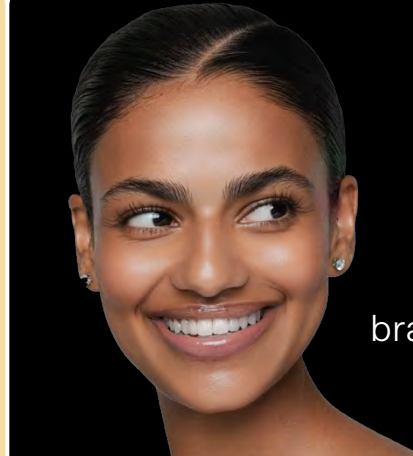
## UNIQUE ECONOMIC MODEL

Profitable unit economics on equipment sales and long-tailed, durable recurring cash flow from consumables sales



## LOVED BY CONSUMERS

Accessible price point, immediately gratifying results and dynamic branding drive best-in-class NPS and engagement



## INNOVATION PIPELINE

Exciting internal pipeline paired with marquee industry partners attracted to our unique platform and evangelical community

Anchored by our  
flagship brand, Hydrafacial

Asked for by name and  
recommended to friends



**39%**  
Brand  
awareness<sup>1</sup>

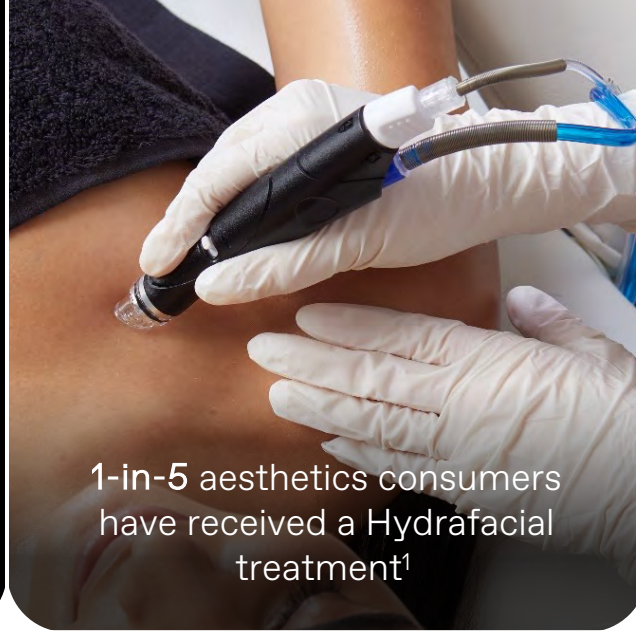
**55%**  
more  
conversion  
than  
Botox<sup>1</sup>

**96%**  
RealSelf  
“Worth It”  
Rating<sup>3</sup>

**52**  
Consumer  
Net  
Promoter  
Score<sup>2</sup>



# Hydrafacial continues to drive revenue for providers

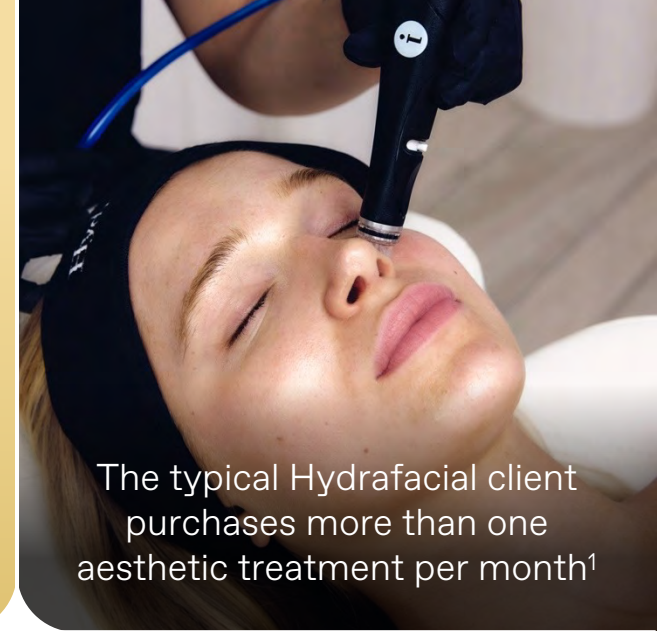


1-in-5 aesthetics consumers have received a Hydrafacial treatment<sup>1</sup>

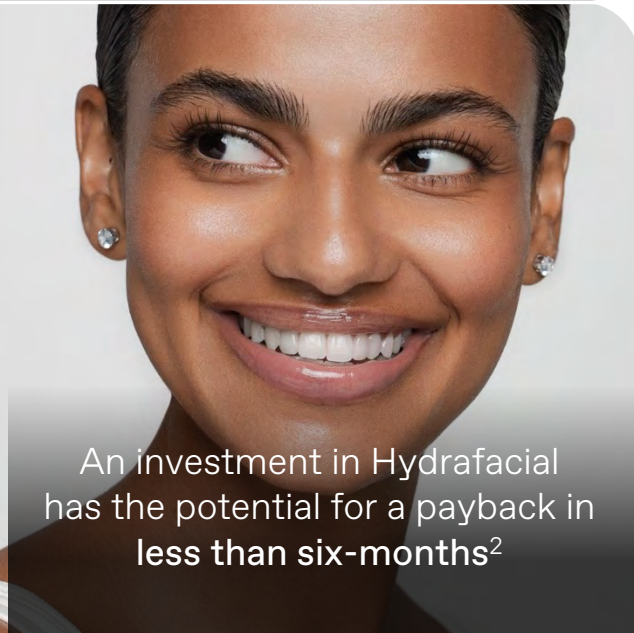


An esthetician performing just 10 Hydrafacial treatments per week can earn

**\$100,000** annually<sup>2</sup>



The typical Hydrafacial client purchases more than one aesthetic treatment per month<sup>1</sup>



An investment in Hydrafacial has the potential for a payback in less than six-months<sup>2</sup>



**94%**

of clients reported a **confidence boost** after their last Hydrafacial treatment<sup>3</sup>



Nearly half of Hydrafacial consumers **visit a spa or medspa** once per month<sup>1</sup>



**64%**

Hydrafacial's market share in the U.S. microdermabrasion category<sup>4</sup>

# Clinically Proven Immediate and Long-Term Results

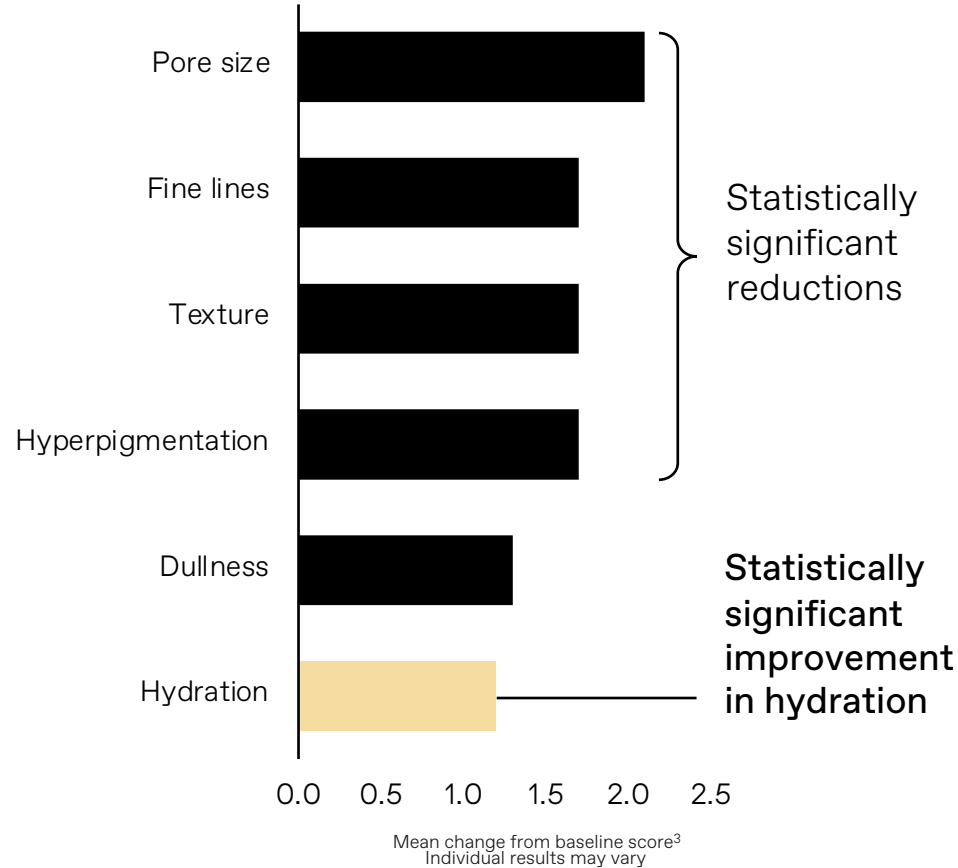
In clinical studies with participants ranging in skin types and concerns

## After just 1 treatment<sup>1</sup>

- ◆ 100% of participants reported decreased pore size
- ◆ 90% of participants reported decreased visible fine lines and wrinkles
- ◆ 80% of participants reported improved tone and texture

## After a series of treatments, participants reported<sup>2</sup>

- ◆ Significant improvement in hydration
- ◆ Visibly improved skin texture
- ◆ Significant reduction in the appearance of pore size, hyperpigmentation, dullness, and fine lines



Differentiated by clinically proven results | Fortified by 179 patents

# Skin Health Benefits Beyond the Face: Hydrafacial Keravive treatments

First-of-its-kind scalp facial powered by Hydrafacial's patented Vortex Technology

The three-step, in-office treatment and at-home regimen is designed to deeply cleanse, exfoliate, and nourish the scalp

## THE SKINIFICATION OF THE SCALP

- ◆ 74% of consumers are concerned about scalp health and hair growth<sup>1</sup>
- ◆ 84% of consumers are interested in an in-office treatment that can help<sup>1</sup>

## CLINICALLY PROVEN RESULTS<sup>2</sup>

- ◆ In a clinical study, 75% of users reported fuller-looking hair, 70% reported improved scalp health, and 82% reported shinier, healthier strands after a series of treatments<sup>2</sup>



# Hydrafacial HydraFillic with Pep9™ Booster

Introduced June 2025 | Now the most successful Hydrafacial branded booster launch to date

People  
**BEST NEW  
LAUNCHES**  
2025



Fewer wrinkles. Firmer skin.  
Instant glow.

An advanced restorative booster powered by our proprietary Pep9™ peptide complex, formulated to support improved skin elasticity and help soften the appearance of fine lines and wrinkles.

Supported by clinical testing and  
consumer perception research.

Clinical testing immediately following and 24 hours after 1 Platinum Hydrafacial treatment showed statistically significant improvements in<sup>1</sup>:

- ◆ Skin firmness
- ◆ Skin elasticity
- ◆ Fine lines and wrinkles
- ◆ Skin barrier health
- ◆ Hydration

Consumer perception data  
immediately post 1 Platinum  
Hydrafacial treatment showed<sup>2</sup>:



1. 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 conducted from February - March 2025. Instant results are measured 30 minutes after treatment. Individual results may vary.

2. Based on a consumer perception study conducted from February - March 2025 with 30 participants 30 minutes after a Hydrafacial Platinum treatment. Individual results may vary. Data on file at Hydrafacial.

# Hydrafacial™



## Appendix: Non-GAAP Financial Reconciliations



# Second Quarter 2025 Non-GAAP Financial Reconciliations

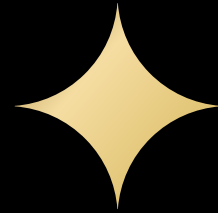
## Reconciliation of net income (loss) to adjusted EBITDA

Unaudited (\$ in millions) <sup>1</sup>	Three Months Ended June 30		Six Months Ended June 30	
	2025	2024	2025	2024
Net sales	\$ 78.2	\$ 90.6	\$ 147.8	\$ 172.0
Net income (loss)	\$ 19.7	\$ 0.2	\$ 9.6	\$ (0.5)
Adjusted to exclude the following:				
Benefit for income taxes	(1.0)	(0.4)	(0.1)	(1.0)
Depreciation expense	0.7	2.7	2.6	5.4
Amortization expense	4.7	6.3	9.0	12.1
Share-based compensation expense	5.3	6.5	8.8	13.1
Interest expense	4.1	2.5	6.6	5.5
Interest income	(3.2)	(4.2)	(6.2)	(9.6)
Other income, net	(18.1)	(17.3)	(18.2)	(33.4)
Change in fair value of warrant liabilities	0.2	(4.0)	(0.1)	(2.6)
Foreign currency (gain) loss, net	(4.5)	1.1	(6.3)	2.4
Litigation related costs	5.0	0.6	11.9	1.2
Go-to-Market restructuring	0.2	—	3.0	—
Severance, restructuring and other	0.6	0.9	0.6	2.4
Adjusted EBITDA	\$ 13.9	\$ (5.2)	\$ 21.2	\$ (4.8)
Adjusted EBITDA margin	17.8%	(5.7)%	14.3%	(2.8)%

# Second Quarter 2025 Non-GAAP Financial Reconciliations

## Reconciliation of gross profit to adjusted gross profit

Unaudited (\$ in millions) <sup>1</sup>	Three Months Ended June 30		Six Months Ended June 30	
	2025	2024	2025	2024
Net sales	\$ 78.2	\$ 90.6	\$ 147.8	\$ 172.0
Gross profit	\$ 49.1	\$ 40.9	\$ 97.7	\$ 89.3
Gross margin	62.8%	45.2%	66.1%	51.9%
Adjusted to exclude the following:				
Depreciation expense	0.2	0.4	0.4	0.9
Amortization expense	2.1	3.3	3.1	6.5
Share-based compensation expense	0.1	0.1	0.3	(0.3)
Adjusted gross profit	\$ 51.5	\$ 44.8	\$ 101.6	\$ 96.4
Adjusted gross margin	65.9%	49.4%	68.7%	56.1%



BEAUTYHEALTH™