



BeautyHealth Partners with LaserAway® to Supply Hydrafacial Syndeo™ Devices to All U.S. Locations

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Agreement covers more than 125 LaserAway locations across 27 states and new locations through 2025

LONG BEACH, Calif.--(BUSINESS WIRE)--Aug. 4, 2023-- The Beauty Health Company (NASDAQ: SKIN), home to flagship brand Hydrafacial, has entered an agreement with aesthetic dermatology leader LaserAway to supply Hydrafacial Syndeo devices to its more than 125 locations across the U.S. and any new practice sites opened through 2025. The partnership expands a successful introduction of Hydrafacial Syndeo in nine LaserAway locations in Southern California earlier this year.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230804560992/en/>



Hydrafacial treatment (Photo: BeautyHealth)

entire provider network, from large clinics to single chair estheticians.”

The strategic partnership establishes Hydrafacial as a standard treatment option for the millions of patients who visit LaserAway locations each year and builds on the robust stream of data and insights from each treatment performed by the next generation connected Syndeo devices at every LaserAway location.

“Our vision is to provide the best aesthetic treatments under one roof, no matter where you are in the country. We see Hydrafacial as the entry point for LaserAway, a treatment that is universally effective, painless, with no downtime—and is the perfect pre-treatment to prep the skin for our other lasers, injectables and skin tightening treatments,” said LaserAway CEO Scott Heckmann. “With the digital capabilities of Syndeo, we can also track the success of our patients over the course of multiple treatments.”

Syndeo combines Hydrafacial’s patented vortex fusion technology with a digital experience. Using Syndeo’s connected interface, providers can personalize each treatment according to a client’s unique skin needs and preferences.

Hydrafacial’s Syndeo device will become available at each of LaserAway’s more than 125 locations across 27 states from July 2023. The partnership agreement also includes all new LaserAway locations opening through 2025.

¹American Med Spa Association: 2022 Medical Spa State of the Industry Report July 2022

About The Beauty Health Company

The Beauty Health Company (NASDAQ: SKIN) is a global category-creating 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 community of estheticians, partners, and consumers, we are personalizing skin health for all ages, genders, skin tones, and skin types in more than 90 countries. 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](https://www.linkedin.com/company/beautyhealth).

As one of the nation’s largest aesthetic dermatology chains, LaserAway has nearly doubled its footprint in the past two years, a bellwether of the skyrocketing channel overall. The American Med Spa Association estimates the U.S. medspa sector will see 29% revenue growth through 2025.¹

The channel is a boon for Hydrafacial. Chains like LaserAway drive the highest number of Hydrafacial treatments of any channel. The number of Hydrafacial treatments performed in this setting from January to June 2023 have grown +16% compared to the same time frame last year, even after record growth in 2022.

“We are thrilled to expand Hydrafacial’s reach with an aesthetics leader like LaserAway,” said BeautyHealth President and CEO Andrew Stanleick. “Consumers are increasingly seeking out beauty health experiences that deliver transformative results, all in one location. Hydrafacial continues to grow within this booming channel and receives an overall brand boost that drives consumer trial across our

Forward-Looking Statements

Certain statements made in this release 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 press release, 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; the continued business relationship between The Beauty Health Company and LaserAway; the ability to place Hydrafacial Syndeo devices in all of LaserAway’s locations, including its anticipated, new practice sites; LaserAway continuing to purchase Hydrafacial Syndeo devices; 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.

About LaserAway

LaserAway is a leader in aesthetic dermatology, offering customized procedures tailored to a patient's individual needs. LaserAway has over 120 locations across the country and specializes in a full suite of aesthetic treatments including laser hair removal, laser tattoo removal, laser skin rejuvenation, body contouring, skin tightening, injectables, and skin care products. Find your nearest LaserAway at [laseraway.com/contact](https://www.laseraway.com/contact), and learn more about their treatments at [laseraway.com/services](https://www.laseraway.com/services).

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