



# Skintuition Report

Volume 3

◆ BEAUTYHEALTH™

Hydracial™



# Skintuition

[skin-tü-'i-shən] noun

- a. an intrinsic or deep-rooted understanding of skin health
- b. knowledge or conviction gained through extensive experience and cumulative knowledge in clinical applications, technologies, and ingredients

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# 2026 Skintuition Predictions

**Where science meets intuition and the future of aesthetics takes shape.**

As we step into a new era of beauty and aesthetics, one truth has never been clearer: Our industry isn't standing still. It's evolving—moving beyond fleeting trends toward regeneration, restoration, and longevity. The conversation has shifted from surface-level glow to deep, sustained skin health.

Our Hydrafacial treatment has always delivered results that go beyond glow.

Now in its third edition, **The Skintuition Report** uncovers the forces shaping the next frontier of skin health, spanning science, innovation, data, trends, and the human stories behind them.

# We see a landscape defined by powerful trends transforming the future of skin health:



**Beauty, MD:** The medicalization of beauty is accelerating. Science, safety, and results now define luxury, with dermatologists and estheticians as the new tastemakers—and they're influencing today's savvy consumers to seek clinical data, transparency, and efficacy above all else.

**The Art of Undetectable Treatments:** "Notox" and skiminalism are redefining flawless—results should be undetectable yet undeniable. Think radiant, naturally glowing skin that whispers wellness instead of shouting procedure.

**Regeneration Nation:** Peptides, exosomes, and microbiome tech are moving from the fringe to the foundation. Prejuvenation meets pro-aging in a new era where skin health equals longevity—as consumers move away from quick fixes toward long-term aesthetic wellness.

**Whole-Body Glow:** Confidence doesn't stop at the face. Post-weight-loss aesthetics, hair and scalp health, body skin treatments, hormone therapy, supplements, and IVs are expanding the definition of skin health.

**Cumulative Care:** The next evolution in aesthetics recognizes that results build over time, through thoughtful layering of treatments and consistent rituals beyond the clinic. Real transformation happens in the cadence between appointments, not just in the chair.

# The Science and Technology of Skin Health

**Hydrafacial treatments deliver more than a glow. They are a breakthrough in skin health, where cutting-edge technology meets clinical science.**

Each treatment is powered by our proprietary Vortex-Fusion Technology and personalized for every skin type and concern. The results are visible immediately—and build with repeat treatments.<sup>1</sup>

In an industry crowded with promises, Hydrafacial stands apart. The noninvasive treatment is backed by science and beloved by skincare professionals for its proven efficacy and unmatched client satisfaction. The experience is pain-free, the results undeniable.

1. Freedman, Bruce M. "Hydradermabrasion: an innovative modality for nonablative facial rejuvenation." *Journal of Cosmetic Dermatology* Vol. 7,4 (2008): 275-80.

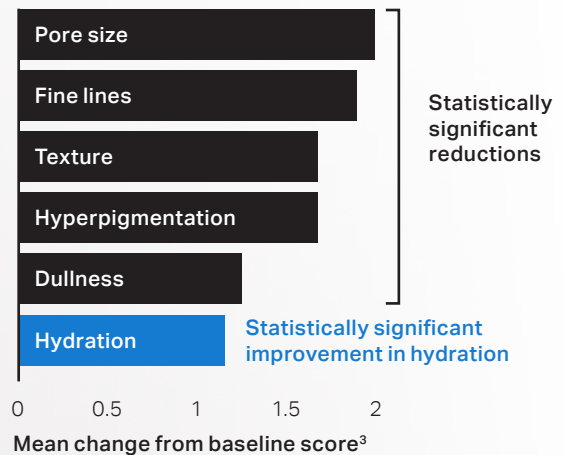
# Science-Backed Results for the Best Skin of Your Life

**CLINICAL STUDY**  
Published in The Journal of Dermatological Treatment, The Journal of Cosmetic Dermatology

## Hydrafacial treatments are the foundation of skin quality.

Clinically shown to hydrate and visibly improve clarity and texture, Hydrafacial treatments deliver measurable results that redefine what healthy skin looks and feels like.

In a clinical study, physicians found that a series of six Hydrafacial treatments significantly improved hydration, visibly improved skin texture, and reduced the appearance of pore size, hyperpigmentation, dullness, and fine lines<sup>1</sup>—key markers that define overall skin quality.



Study participants receiving Hydrafacial treatments also reported improvements in their skin's look and feel.

**80%**

saw a significant improvement in pore size<sup>2</sup>

**60%**

saw a significant improvement in texture<sup>2</sup>

“ At my clinic, Hydrafacial is the one treatment that I encourage every patient to experience because it addresses the essential building blocks of healthy skin – cleansing, exfoliation, hydration. No matter what their main concern may be, Hydrafacial ensures the skin is deeply refreshed, balanced, and optimally prepared for further treatments. Each treatment can be personalised to individual skin needs, is suitable for all skin types, and delivers instant visible results, which is why it has become the cornerstone of our patient journey.

Dr. Ana Mansouri | Aesthetic Doctor  
The Skin Clinic | Birmingham, UK

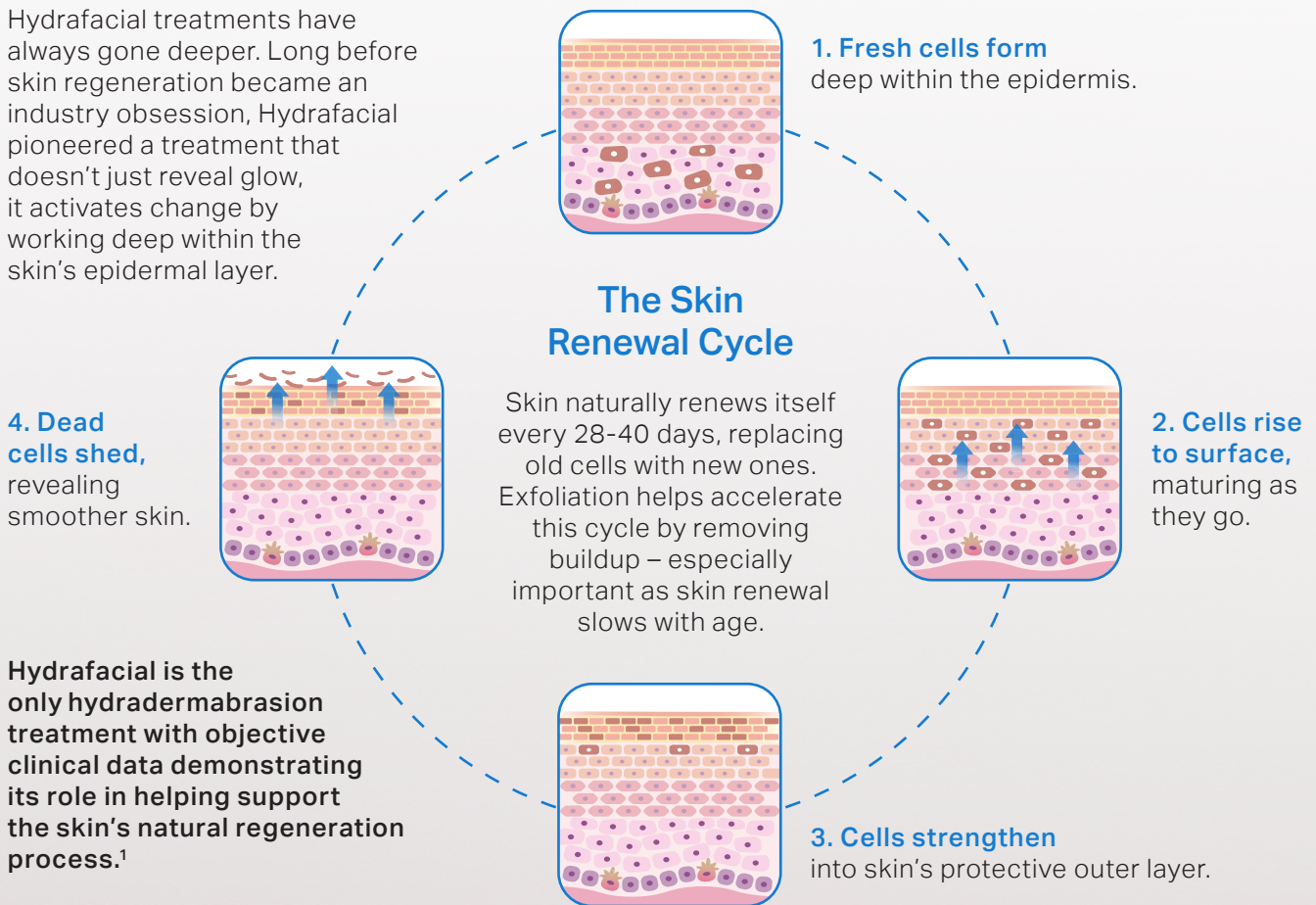
”



1. Freedman, Bruce M. "Topical antioxidant application enhances the effects of facial microdermabrasion." The Journal of Dermatological Treatment. Vol. 20,2 (2009): 82-7.  
2. Freedman, Bruce M. "Hydradermabrasion: an innovative modality for nonablative facial rejuvenation." Journal of Cosmetic Dermatology Vol. 7,4 (2008): 275-80.  
3. Three independent physicians blindly reviewed digital photographs of 10 patients before and after Hydrafacial treatments.

# Regenerating Skin Through Hydrating Exfoliation

Hydrafacial treatments have always gone deeper. Long before skin regeneration became an industry obsession, Hydrafacial pioneered a treatment that doesn't just reveal glow, it activates change by working deep within the skin's epidermal layer.



Hydrafacial is the only hydradermabrasion treatment with objective clinical data demonstrating its role in helping support the skin's natural regeneration process.<sup>1</sup>

## The Power of Hydrating Exfoliation

Hydrafacial treatments uniquely combine three mechanisms for supporting optimal skin renewal:

1. Tips provide a mechanical abrasion.
2. Customized peels help chemically exfoliate the skin.
3. Skin nourishing ingredients simultaneously replenish moisture.

After a series of six Hydrafacial treatments, clinical measures show:

- ✓ Thickening of the upper layers of the skin for better protection and more youthful appearance.<sup>2</sup>
- ✓ Increased skin firmness, helping to support the skin's natural production of healthy collagen and elastin.<sup>2</sup>
- ✓ Improved hydration levels, optimizing skin's renewal without irritation.<sup>3</sup>

**Together, exfoliation and hydration help support the skin's natural regeneration process, revealing healthier, more youthful-looking skin.**

1. Based on review of published clinical studies for "hydradermabrasion" treatments in PubMed and Google Scholar as of December 2, 2025.

2. Freedman, Bruce M. "Topical antioxidant application enhances the effects of facial microdermabrasion." *The Journal of Dermatological Treatment*. Vol. 20,2 (2009): 82-7.

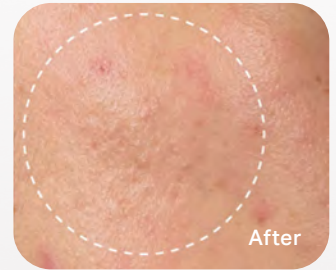
3. Freedman, Bruce M. "Hydradermabrasion: an innovative modality for nonablative facial rejuvenation." *Journal of Cosmetic Dermatology* Vol. 7,4 (2008): 275-80.

# Less Acne. More Glow!

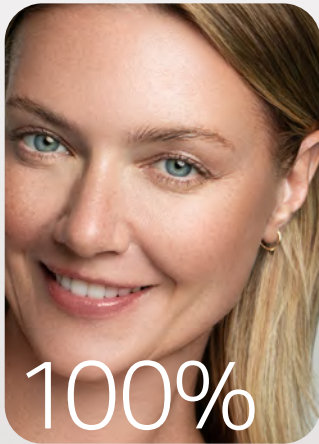
**CLINICAL STUDY**  
Published in The Journal  
Clinical and Aesthetic  
Dermatology

## Clarifying Hydrafacial treatments are clinically proven to help address acne skin concerns.<sup>1</sup>

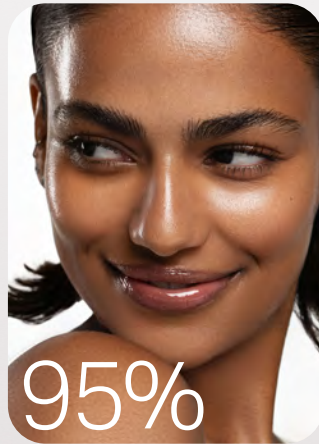
Participants in a clinical study with mild-to-moderate acne showed benefits after a series of five or more Clarifying Hydrafacial treatments, including:



Individual results may vary. This individual received five Clarifying Hydrafacial treatments including booster and blue LED. Photos courtesy of The Glow Aesthetics.



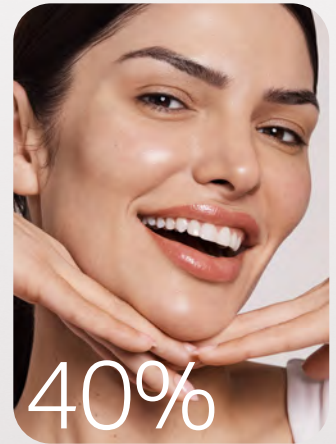
of participants saw clearer, healthier, more radiant-looking skin.



of participants reported skin as looking less oily and congested.



of participants said their skin looked clearer with fewer visible blemishes.



of participants reported feeling more confident after their first treatment, growing to 100%.

“ Hydrafacial treatments provide a valuable boost to traditional acne treatments by deeply cleansing pores, removing impurities, and optimizing skin hydration to create an ideal foundation for improved therapeutic outcomes. As part of a comprehensive acne management plan, Hydrafacial helps improve skin clarity and congestion, which helps patients feel more comfortable and confident in their own skin.

**Dr. Monica Boen | Board-Certified Dermatologist  
Cosmetic Laser Dermatology | San Diego, California**



1. Storgard, R., Mauricio-Lee, J., Mauricio, T., Zaiac, M., & Karnik, J. (2022). Efficacy and Tolerability of HydraFacial Clarifying Treatment Series in the Treatment of Active Acne Vulgaris. The Journal of Clinical and Aesthetic Dermatology, 15(12), 42–46.



# Fewer Wrinkles. Firmer Skin. Instant Glow.



HydraFacial treatments with the new HydraFillic with Pep9™ Booster are clinically proven to visibly address signs of aging, revealing visually firmer, more youthful-looking complexion.<sup>1</sup>

### Developed to Address the #1 Skin Concern

81% percent of beauty consumers say fine lines and wrinkles are their primary skin concern<sup>2</sup>

### Formulated with Our Proprietary Pep9™ Peptide Complex

Combines nine peptides to help reduce and prevent visible signs of skin aging, deeply hydrate, and help strengthen the skin barrier.

Consumer perception data gathered immediately post-treatment reinforced the efficacy of the booster. Results showed:<sup>3</sup>

**80%**  
reported an improvement in the appearance of skin firmness

**96%**  
reported an improvement in overall skin glow

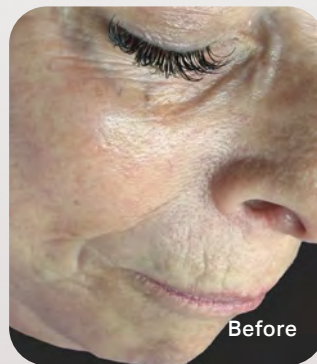
**93%**  
reported skin looked tighter, smoother, and felt deeply hydrated

**83%**  
reported reported fine lines and wrinkles looked less noticeable

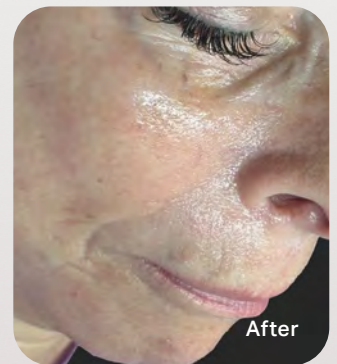
### Where Fine Lines Meet Their Match

Clinical testing conducted immediately following and 24 hours after a single Platinum HydraFacial treatment with the HydraFillic with Pep9™ Booster revealed statistically significant improvements in:<sup>1</sup>

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



Before



After

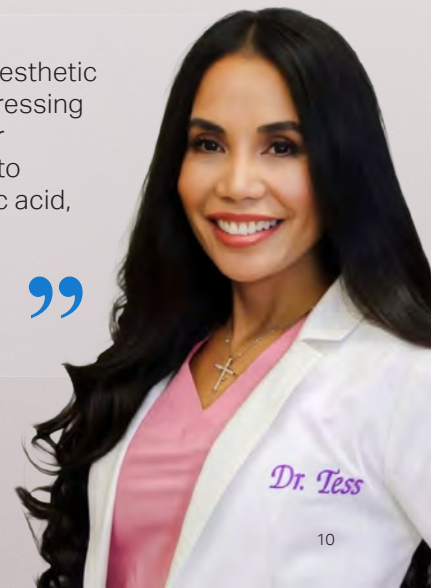
Individual results may vary. Before and immediately after a Platinum HydraFacial treatment with lymphatic therapy, red LED light therapy, and the HydraFillic with Pep9™ Booster. Photos courtesy of Kitt Horn, Licensed Esthetician, and Sara Cole, Nurse Practitioner, of Siren Medical Spa.

“Minimizing the appearance of fine lines and firming skin are two of the top aesthetic goals my patients want to achieve, and peptides are a key ingredient in addressing both concerns. The new HydraFillic with Pep9™ Booster is a game-changer because it leverages the power of HydraFacial’s Vortex-Fusion Technology to deliver a unique blend of high-performance synergistic peptides, hyaluronic acid, and fruit extracts at a level where they can be best absorbed into the skin.”

**Dr. Tess Mauricio | Board-Certified Dermatologist  
M Beauty Clinic | San Diego, California**

”

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. Instant results are measured 30 minutes after treatment. Individual results may vary.  
2. NewBeauty Beauty Engine Survey for HydraFacial. December 2024.  
3. Based on a consumer perception study with 30 participants 30 minutes after a HydraFacial Platinum treatment. Individual results may vary. Data on file at HydraFacial.



Dr. Tess

# The Best Skin of Your Life Just Got 3X Better

Hydrafacial treatments with the Hydralock HA Booster lead to immediate and sustained hydration and wrinkle reduction.

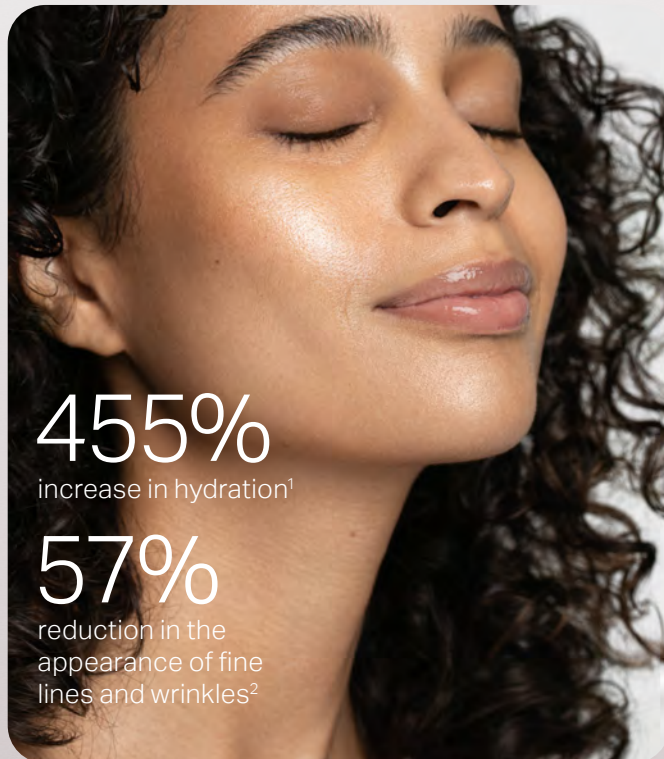
The proprietary formulation is backed by clinical testing and delivers a signature Hydrafacial glow that keeps on giving.



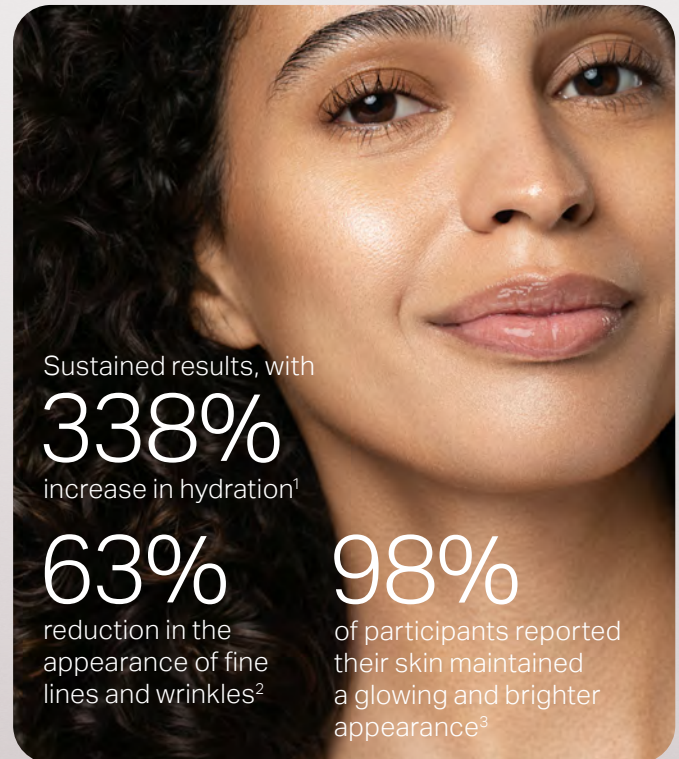
## Hydrate Deeper. Glow Longer.

In a clinical study, participants with all Fitzpatrick skin types presenting the symptoms of dry skin received a single Hydrafacial treatment with the Hydralock HA Booster. Here's what we found:

### Immediately Following One Treatment



### 24 Hours After One Treatment



1. Based on Corneometer measurements of 38 participants before, immediately after, and 24 hours post-treatment in a clinical study. Individual results may vary.  
2. Based on QuantifiCare skin analysis of 38 participants before, immediately after, and 24 hours post-treatment in a clinical study. Individual results may vary.  
3. Based on a consumer perception study with 38 participants. Individual results may vary. Data on File at Hydrafacial.

# Enter the Hydration Vortex

Hydrafacial's proprietary Vortex Fusion Technology uses dermabrasion tips to gently lift away impurities while infusing skin-nourishing ingredients. This unique mechanism maximizes absorption, enhances efficacy, and amplifies results.



## Protection from Pollution and Free Radicals

A 32% increase in antioxidant levels.<sup>2</sup>

## Engineered for Efficacy

Clinically proven to increase the absorption of topical products vs manual application.<sup>3</sup>

## Technology That Works for Your Skin

Platinum Hydrafacial treatments deliver 7 skin therapies in 1 experience, working together to visibly enhance glow and restore a refreshed, radiant complexion.



### Lymphatic Drainage

Creates a more sculpted and lifted appearance.



### Microdermabrasion

A crystal-free tip for smoother, brighter-looking skin.



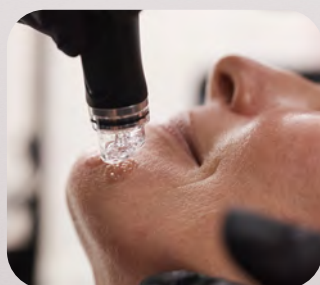
### Peel

Pain-free, customizable, and no downtime.



### Extract

Cleanses pores without discomfort or redness.



### Booster

Fully customized to target your skin's needs.



### LED

Red and blue light are known to help firm and clarify skin, respectively.



### Hydrate

Nourishing serums help restore glow.

**À la carte, the seven therapies would cost, on average, \$1,000+. The Platinum Hydrafacial treatment delivers them all for \$325+, maximizing value and time.<sup>4</sup>**

1. Freedman, Bruce M. "Topical antioxidant application enhances the effects of facial microdermabrasion." *The Journal of Dermatological Treatment*. Vol. 20,2 (2009): 82-7.  
2. Freedman, Bruce M. "Hydradermabrasion: an innovative modality for nonablative facial rejuvenation." *Journal of Cosmetic Dermatology* Vol. 7,4 (2008): 275-80.  
3. Aribi M, Salti G, Anhido J. Efficacy in Facial Hydration of Dermabrasion Technique.  
4. Company data. Data on file at Hydrafacial, LLC.

# Amplifying Outcomes Across Aesthetic Treatments

Hydrafacial treatments are incredible on their own and seamlessly complement a wide variety of other professional treatments, too. Whether used before to prep the skin for optimal performance or after to support healing and recovery, Hydrafacial treatments help maximize every modality's potential.

**When paired with Hydrafacial treatments, results magnify.<sup>1</sup>**



### **Intense Pulse Light (IPL) Therapy**

Up to 30% visible reduction in brown spots<sup>2</sup>



### **Non-Ablative Fractional Laser or Fractional Radio Frequency:**

2X smoother-looking skin vs. laser alone<sup>3</sup>



### **Fractional Laser**

90% client satisfaction and interest in receiving the combination again<sup>4</sup>



### **Fractional Laser**

133% increase in hydration immediately after a Hydrafacial treatment, supporting recovery<sup>4</sup>



### **Radio Frequency or Focused Ultrasound:**

2X firmer-looking skin vs. laser alone<sup>5</sup>



### **Ablative Fractional Laser:**

50% smoother-looking skin vs. laser alone<sup>6</sup>

**By enhancing skin health and hydration, Hydrafacial treatments help create the ideal foundation for advanced aesthetic treatments, improving comfort, accelerating recovery, and delivering superior, longer-lasting results.**

1. Based on 60 participants randomized to receive other aesthetic treatments with and without a Hydrafacial treatment. M.D. Hydrafacial Protocols in Aesthetic Medicine in Combination with Other Medical Devices. Elite Laser Clinic. Madrid, 2018  
2. Results observed in a limited study when Hydrafacial treatment was performed in combination with intense pulsed light (IPL) or Q-switched laser.  
3. Results observed in a limited study when Hydrafacial treatment was performed in combination with non-ablative fractional laser and fractional radio frequency for facial rejuvenation.  
4. Based on 10 participants, ages 20-65 years, receiving a Fractional Laser treatment on their full face and a Hydrafacial treatment with the Regen Booster on one side of their face 3 days after the laser. Measurements immediately following the Hydrafacial treatment.  
5. Results observed in a limited study when Hydrafacial treatment was performed in combination with radio frequency and focused ultrasound for facial firming.  
6. Results observed in a limited study when Hydrafacial treatment was performed in combination with fractional facial resurfacing with ablative fractional laser (CO2 or Erbium:YAG).

# Skinification of the Scalp

HydraScalp, powered by Keravive, is a clinically proven hair and scalp solution that helps maintain a balanced scalp microbiome to promote the scalp's natural function for healthier-looking, fuller hair.



## Clinically Proven Results for Fuller, Healthier-Looking Hair<sup>1</sup>

Participants in a clinical study showed benefits after a series of three Keravive treatments and daily use of the take-home peptide spray, including:

82%

said their hair looked healthier, shinier, and showed fewer gray strands<sup>2</sup>

75%

saw improved hair fullness<sup>2</sup>

**SIGNIFICANT IMPROVEMENT**

in confidence in their appearance<sup>2</sup>

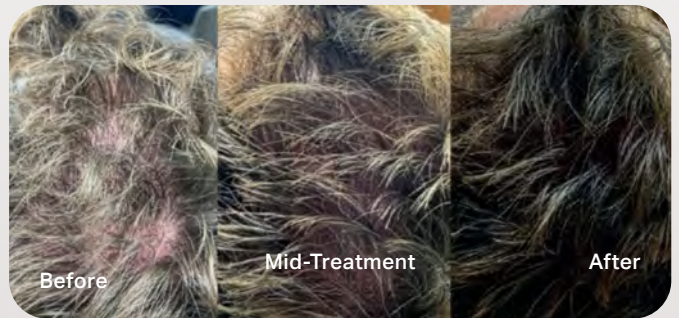
Additionally, providers reported a **STATISTICALLY SIGNIFICANT** reduction in hair thinning and improvement in hair appearance.<sup>3</sup>

71%

of beauty consumers are concerned about their scalp health and hair growth

79%

of those concerned are interested in an in-office treatment that can help<sup>4</sup>



Individual results may vary. Courtesy of Kelly Horton, Faces SkinGym. Three HydraScalp treatments over three months with daily use of the take-home peptide spray.

“ We focus on advanced, results-driven approaches to scalp health. With the addition of HydraFacial's Keravive Scalp Treatment, we've seen a significant rise in client demand for hair restoration and overall scalp rejuvenation. Keravive has quickly become one of our top-performing services, delivering visible improvements in scalp hydration and hair density while generating over \$60,000 in additional revenue this year and attracting new clients seeking elevated scalp care solutions.

Kelly Horton-Beeman | Licensed Esthetician  
FACES SkinGym | San Diego, California

”



1. Kilmer S, Shamban AT, Callender VD, Jalian HR, Karnik J. Clinical Evaluation of the Effectiveness and Safety of an In-Office Scalp Stimulating Treatment and a Take-Home Scalp Health Product. HydraFacial LLC. 2019  
2. Based on perception of 44 participants receiving a series of 3 HydraFacial Keravive treatments with daily application of take-home peptide spray in between treatments for 20 weeks.  
3. Investigator assessment of 44 patients receiving a series of 3 HydraFacial Keravive treatments with daily application of take-home peptide spray in between treatments for 20 weeks.  
4. NewBeauty Beauty Engine. January 2025. N=2,846.

# Microneedling with SkinStylus

The first microneedling device with FDA  
clearance for the face and abdomen<sup>1</sup>

Delivers Microneedling or Nano-Needling treatments

## Nano-Needling

Nano-needling is a cosmetic treatment that creates nano-channels in the skin to help rejuvenate and improve the appearance of fine lines, wrinkles, texture, and tone.

## Level Up Results with Hydraneedling

This enhanced experience combines everything to love about a Hydrafacial treatment plus, gentle, non-invasive nano-needling.

Benefits include:

- ✓ Enhances Hydrafacial serum penetration and absorption
- ✓ Promotes smoother, more luminous-looking skin
- ✓ Improves the appearance of fine lines and wrinkles

46%

of beauty consumers  
have received or  
are interested in  
microneedling<sup>2</sup>

Before and one week after a series of three Deluxe Hydrafacial treatments with SkinStylus nano-needling over six weeks. Individual results may vary.



1. Cleared to improve appearance of facial acne scarring in Fitzpatrick skin types I, II, and III in patients aged 22 years and older and to improve the appearance of surgical or traumatic hypertrophic scars on the abdomen in adults aged 22 years and older.  
2. NewBeauty Beauty Engine. N=2,846. January 2025.

# Hydracial Intelligence

## The Skin-First Era

Beauty consumers aren't chasing volume, they're investing in skin health. They want smoother texture, firmer skin, and long-lasting hydration—without needles, downtime, or overcorrection.

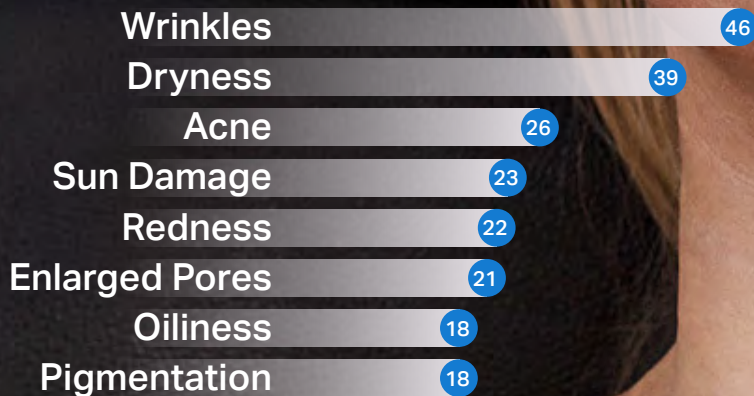
# 75%

of consumers say their focus has shifted from adding volume or undergoing corrective treatments to **improving overall skin quality**<sup>1</sup>

Key goals linked to non-invasive treatments<sup>2</sup>

**Firmer skin**  
**Smoother skin**  
**Hydrated skin**

% top skin concerns of US women<sup>3</sup>



**Hydracial delivers what modern consumers want most: visible results, zero downtime, and total personalization.**

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. Americans' top skin concerns and how much they'd spend to treat them | YouGov

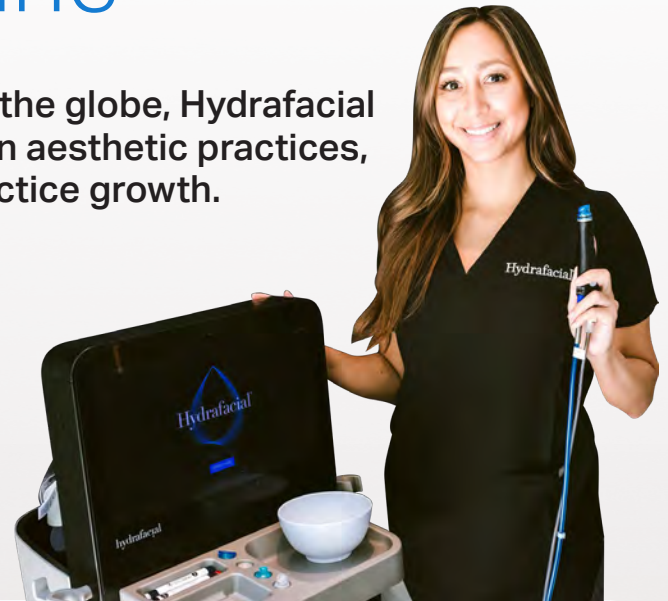
# Hydrafacial Intelligence

## The Client Pipeline

With more than 35,000 devices across the globe, Hydrafacial has become the cornerstone of modern aesthetic practices, driving both client satisfaction and practice growth.

### The Treatment That Opens Doors

**7%** of new clients at aesthetic practices come in for the very first time because of Hydrafacial<sup>1</sup>



### Once They're In, They Stay

Half of all Hydrafacial clients purchase additional treatments or retail products, expanding practice value beyond the chair.

**25%**  
purchase skincare during their Hydrafacial treatment visit<sup>1</sup>

**22%**  
add rejuvenation treatments like dermaplaning or microneedling<sup>1</sup>

**45%**  
receive a neurotoxin treatment within the same year<sup>1</sup>

Hydrafacial isn't just profitable, it's a client pipeline. It brings new clients in and keeps them coming back for more.

1. Guidepoint Qsight - Sales Measurement as from Full Year 2024. Qsight Sales Measurement data is based on point-of-sale transactions from 3,400+ US Aesthetics practice locations.

# Hydrafacial Intelligence

## Love at First Glow

In clinics and medspas across the globe, Hydrafacial treatments are reshaping how consumers discover, experience, and stay engaged with aesthetic care.

Three in four aesthetic consumers say they were motivated to try a Hydrafacial treatment by a booster. A portfolio of 10+ boosters personalizes the treatment to address unique skin concerns.<sup>1</sup>



## 75%

of beauty consumers first hear about Hydrafacial from a trusted professional, and 1 in 3 book their first appointment on that recommendation.<sup>2</sup>

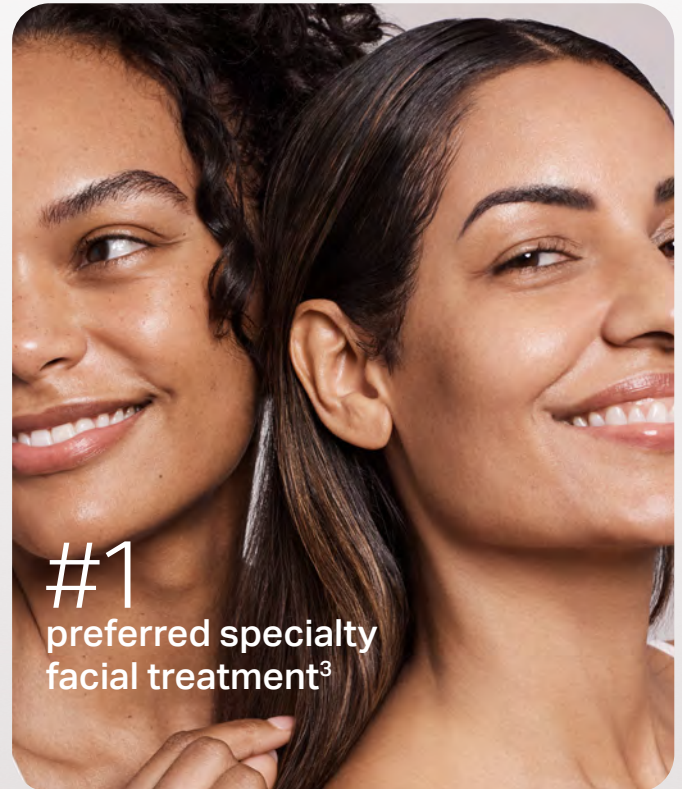
## 70%

of medspa clients receive more than one Hydrafacial treatment a year, averaging **3.6 treatments annually**.<sup>2</sup>

Even newcomers to facial treatments are eager: **80%** say they plan to try a Hydrafacial treatment in the future.<sup>3</sup>

### Trust, Proof, and the Power of Return

Hydrafacial's strength lies in both science and satisfaction.



## #1

preferred specialty facial treatment<sup>3</sup>

Clients **come back more often**, and **tell more people**, than with any other specialty facial treatment.<sup>3</sup>

## 60%

**more likely to recommend** it to a friend than those of the next-closest competitor.<sup>3</sup>

“ With Hydrafacial, there's less downtime than any other facial, and you leave glowing with porcelain skin. Why wouldn't I choose this facial every time?

Paula G | Age 36  
Idaho

”

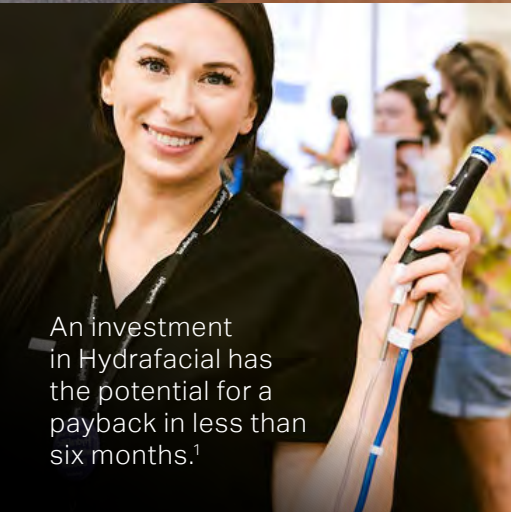
1. Ipsos Study 2025. Aesthetic consumers were asked, "Were you motivated to try a Hydrafacial treatment because of the booster?" N=178.

2. Ipsos Study 2025.

3. NewBeauty Beauty Engine. July 2025.

# Taking Treatment Rooms To The Next Level

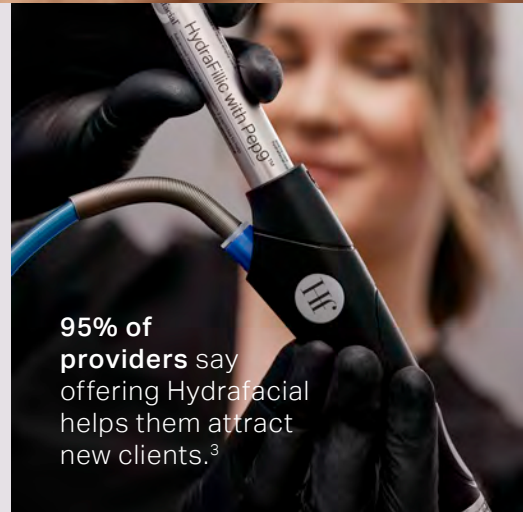
The best skin of their lives starts with the best business decision by providers.



An investment in Hydrafacial has the potential for a payback in less than six months.<sup>1</sup>



An esthetician performing just 10 Hydrafacial treatments per week annually earns<sup>2</sup>  
**\$100,000+**

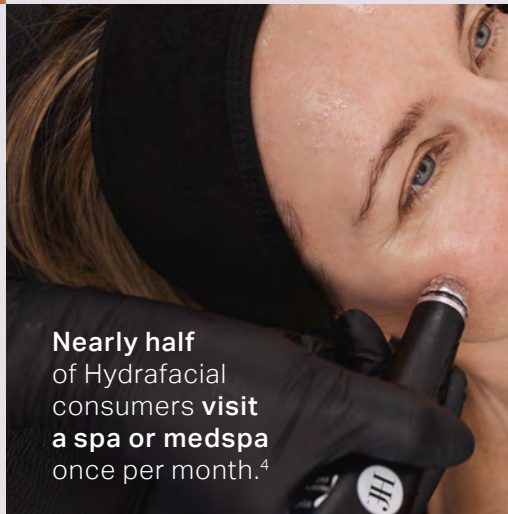


**95% of providers** say offering Hydrafacial helps them attract new clients.<sup>3</sup>



**1+**

The typical Hydrafacial client purchases **more than one** aesthetic treatment per month.<sup>4</sup>



**Nearly half** of Hydrafacial consumers **visit a spa or medspa** once per month.<sup>4</sup>



Specialty facials rank as the **second most popular medspa service**.<sup>5</sup>

1. Gross annual income and payback calculations based on providing 10 Deluxe Hydrafacial treatments a week at SRP of \$250 per treatment and working 50 weeks and 25 weeks in the year, respectively.  
 2. Gross annual income calculation based on providing 10 Deluxe Hydrafacial treatments a week at SRP of \$250 per treatment and working 50 weeks in the year.  
 3. Data on file. Hydrafacial, LLC  
 4. Ipsos Study 2025.  
 5. Spark Medical Marketing Survey, January 2025.

# Stronger Together: The Hydrafacial Community

Purchasing a Hydrafacial device is just the beginning. What truly sets our community apart is the commitment to mastery — to learning, sharing, and continuously elevating the standard of skin health.

Through Hydrafacial's world-class Training & Education programs, providers stay ahead of the curve with the latest advancements in skin science, treatment protocols, and business growth strategies.<sup>1</sup>

**60,000**  
estheticians trained  
worldwide

**6,000**  
in-office trainings  
in 2025

**600+**  
pieces of online  
educational content

**200+**  
days of training  
yearly

**120+**  
virtual training  
programs available

## Learning from Leaders

The inaugural **Hydrafacial Advisory Councils and Ambassador Network** is a prestigious collective of **plastic surgeons, dermatologists, aesthetic practitioners, and estheticians** shaping the future of skin health. Together, we are co-creating education, elevating protocols, and connecting the community so providers stay at the top of their game.



1. Company data. Data on file at Hydrafacial, LLC.

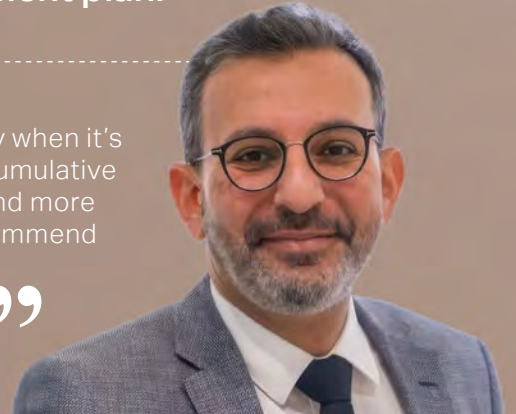
# The Hydrafacial Treatment Effect

Experts explain how a Hydrafacial treatment preps, primes, and perfects skin for better results across every age, tone, and treatment plan.

“ With my patients, I’ve seen the results of Hydrafacial multiply when it’s carried out as part of a consistent treatment regimen. The cumulative benefits are remarkable—skin becomes healthier, clearer, and more resilient over time—which is why it’s a treatment I often recommend as part of long-term skin health maintenance.

**Dr. Ahmed El Houssieny | Cosmetic Doctor**  
Bank Medispa | Manchester, UK

”



“ With 30,000 Hydrafacial treatments performed at my clinic and extensive experience in addressing anti-aging concerns, this treatment has definitely become a cornerstone of my approach to skin health. Hydrafacial is the key element in preventing skin aging. The gentle-yet-effective exfoliation, combined with advanced Vortex-Fusion Technology and personalized, high-efficacy boosters, visibly improves skin texture and complexion. Based on clinically proven evidence, the treatment activates essential skin functions, enhances cell metabolism, and promotes healthy cell renewal—delivering the radiant, refreshed look that patients consistently seek and expect at Dr. Ellwanger Clinic.

**Dr. Jürgen Ellwanger | Dermatologist**  
Dr. Ellwanger Clinic | Munich, Germany

”

“ I often recommend Hydrafacial as a foundation for healthy skin because, while it’s a fantastic treatment in its own right, it also provides the perfect prep and finishing touch for many of my advanced procedures. For example, I always use it to deep clean, exfoliate and hydrate the skin prior to micro-needling to optimise the results. Actually, the most popular combination treatment at my clinic is the Radio Frequency together with Hydrafacial. The combination of skin tightening and collagen stimulation, together with all the benefits of Hydrafacial, gives my clients beautifully smooth, clean, firm and hydrated skin with no downtime.

”

**Nilam Holmes | Beauty & Skin Specialist**  
Dermaspa | Milton Keynes, UK



“ Hydrafacial is not a facial. It is an aesthetic procedure that has data to show it can increase skin thickness with regular treatment. In addition, it has been shown to supplement and prep the skin for other procedures like lasers. This treatment is safe for all skin types, has minimal downtime, and can be fine-tuned for special needs: acne, anti-aging, hydration, and even for scalp health.

”

**Dr. Karan Lal | Double-Board Certified Pediatric and Cosmetic Dermatologist**  
Affiliated Dermatology | Scottsdale, Arizona



“ Hydrafacial goes beyond the basics, offering a results-driven treatment that targets individual skin concerns while infusing the skin with powerful active ingredients. This multi-step facial gently exfoliates, deeply nourishes, and delivers lasting hydration, leaving skin visibly brighter, smoother, and glowing. Whether you’re new to aesthetics or looking to enhance your post-procedure recovery, Hydrafacial is the perfect choice. It’s an ideal introduction to professional skincare and a restorative option following injectables or energy-based treatments.

**Dr. Aya Elsalah | Aesthetics Specialist  
Maysoun Clinic | Dubai, United Arab Emirates**



“ In my practice, patients increasingly seek treatments that deliver visible, measurable results with minimal downtime. Hydrafacial has become an integral part of my holistic skin health approach, combining advanced technology with comfort and safety. Its versatility allows me to tailor protocols to different skin needs, from rejuvenation to barrier repair, helping patients achieve radiant, balanced, and resilient skin.

**Dr. Diala Haykal | Aesthetic Doctor, Laser & Anti-Aging Medicine Specialist  
Centre Médical Esthétique Laser Palaiseau | Palaiseau, France**



“ What I love about Hydrafacial is its versatility. It’s suitable for all skin types, tones, ages, and genders. The treatment is completely customisable, meaning we can adapt it to target individual skin concerns, whether that’s dryness, congestion, pigmentation, or simply a healthy glow. This makes it an ideal option for everyone, from those with skin of colour to the growing number of men seeking advanced skin treatments.

**Dr. Manav Bawa | Cosmetic Doctor  
Time Clinic | London, UK**



“ From Elite to Syndeo, our clinic has performed Hydrafacial for more than 6 years. All patients love this procedure because it can clean the skin thoroughly before various EBD treatments and remove excess sebum and impurities from the skin surface and pores. This can avoid unexpected side effects and enhance better outcomes. Meanwhile, the serum can moisturize and nourish the skin, making it supple and tolerant for the EBD treatment to follow. Also, between the medical treatments, classic Hydrafacial combines with various boosters to bring extra skin benefits.

**Dr. Wang Zhan | Dermatologist  
FBU Cosmetic Dermatology | Shenzhen, China**



“ Hydrafacial isn’t just for youthful skin; it’s for evolving skin. At Smart Skin Med Spa, we love seeing the transformation it provides for women navigating menopause. When dryness and dullness set in, Hydrafacial helps replenish hydration and restore the radiant glow that every woman deserves, at every stage.

**Emily Stapleton Gray, MSN, FNP-C | Nurse Practitioner  
Smart Skin Med Spa | Hoover, Alabama**



# The Original Glow Authority

The power of the Hydrafacial brand is unmatched in the aesthetics industry.

#1

client requested skincare treatment by name<sup>1</sup>

38%

brand awareness<sup>1</sup>

1.2M+

global social media followers

\$16.1M

Earned Media Value YTD 2025<sup>2</sup>



## The Glow They Know

In demand by consumers of aesthetic and professional beauty treatments.

5M+

Hydrafacial treatments delivered in 2024<sup>3</sup>

1.5M

treatments per second<sup>4</sup>

47%

who have heard of the brand try a Hydrafacial treatment<sup>1</sup>

92%

of Hydrafacial consumers would switch estheticians if they did not offer the treatment<sup>3</sup>

## Instantly Gratified, Consistently Satisfied

The immediate glowing results from every treatment leave clients raving about their experience.

95%

RealSelf "Worth It" Rating<sup>5</sup>

52

Net Promoter Score<sup>6</sup>

94%

of clients reported a confidence boost after their last Hydrafacial treatment.<sup>7</sup>

100%

of clients would recommend Hydrafacial treatments to friends and family.<sup>3</sup>



1. Ipsos Study 2025. Base: Consumers of the aesthetic and professional beauty category (n=1000); Brand Aided Awareness. Conversion defined as % of respondents who are aware of and have tried a given brand.

2. Tribe Dynamics, January-October 31, 2025.

3. Company Data.

4. Treatments per second calculation based on 5 million treatments/year, spread across a 40-hour work week, 50 weeks in a year.

5. RealSelf.com.

6. Consumers of the aesthetic and professional beauty category that have received a Hydrafacial treatment (n=178); "On a scale of 0 to 10, how likely are you to recommend Hydrafacial treatment to a friend or colleague?"

7. Company data, May 2022.

# Beloved by Providers & Consumers Alike



Best  
Pro  
Facial



Best Hydrating  
In-Office  
Treatment



Best  
Anti-Aging  
Treatment



Best  
Needle-Free  
Tweakment



Best  
Pro Facial  
Treatment:

Hydrafacial treatment  
with the Hydralock  
HA Booster



Best  
Hydrating  
Facial



Best  
New  
Launch

Hydrafacial HydraFillic  
with Pep9™ Booster



Best  
Medical  
Aesthetics  
Facial