

# INVESTOR PRESENTATION

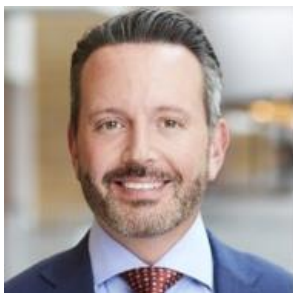
NOVEMBER 2021

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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"), the calculation of certain key financial and operating metrics, capital expenditures, the introduction of new products, expansion into new markets 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," "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, and may include, without limitation, changes in general economic conditions as a result of COVID-19, all of which are subject to change. 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 Prospectus filed pursuant to Rule 424(b)(5) of the Securities Act on July 26, 2021 and other filings with the Securities and Exchange Commission. 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.

This Presentation contains estimates relating to market size and other data about our industry, including research, surveys or studies conducted by third parties, information provided by customers and/or industry or general publications. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. While we believe that such information is reliable, we have not independently verified, and make no representation as to the accuracy of, such information.

# BEAUTYHEALTH MANAGEMENT PRESENTERS



BRENT SAUNDERS  
Executive Chairman  
Experience: 25 Years

- Co-founded Vesper Healthcare Acquisition Corp
- Director, Cisco Systems and BridgeBio Pharma
- Former Chairman and CEO of Allergan
- Former CEO, Actavis
- Former CEO, Forest Laboratories
- Former CEO, Bausch + Lomb
- Leadership roles at Schering-Plough and PwC



LIYUAN WOO  
Chief Financial Officer  
Experience: 23 Years

- Joined BeautyHealth in September 2020
- Prior to joining BeautyHealth, was the COO and CFO of The VOID, a virtual reality entertainment company
- Served as CFO for a number of companies such as SharkNinja, Gymboree, and bebe
- Deloitte M&A and Financial Advisory Services



# WE ARE



Deeply Connecting You to the BeautyHealth Community Where You Live, Work & Play

## CONSUMER

We take the consumer's view,  
providing them with experiences  
tailored to their needs

## EDUCATOR

We provide education and  
support to our core customers,  
estheticians & providers, to  
ensure the quality of experiences  
for the community

## 'AND' COMPANY

We are an 'and' company,  
forging strategic partnerships  
throughout our community. The  
community we're building  
benefits everyone – the  
consumer, customer and our  
company

# BEAUTY HEALTH CATEGORY CREATOR

## SKIN CORRECTION

Medical delivery  
technology-focused  
Lasers, Ultrasound, Fillers, Toxins

## SKIN CARE

Daily, over-the-counter  
skin care  
Serums, Creams, Lotions, Supplements

## BEAUTY HEALTH



# hydracial®

Highly effective, non-invasive and approachable treatment

Bridging professional and retail skin care markets

APPROACHABLE &  
EFFECTIVE



# 3 STEPS. 30 MINUTES. THE BEST SKIN OF YOUR LIFE!



## 1 CLEANSE

Uncover a new layer of skin with gentle exfoliation and relaxing resurfacing, using signature solutions.



BASE TIP



UPGRADES

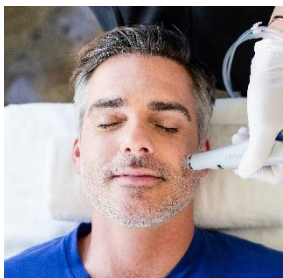


## 2 EXTRACT

Remove debris from pores with painless suction. Nourish with intense moisturizers that quench skin.



EXTRACTION TIP



## 3 HYDRATE

Saturate the skin's surface with antioxidants and peptides to maximize your glow.



VORTEX FUSION TIP

\$200

Average  
cost to consumer

Monthly

Recommended  
frequency

## Personalized Treatment Enhancements



BOOSTERS

Boosters address  
specific skin concerns  
such as acne,  
hyperpigmentation, dry  
skin and wrinkles



KERAVIVE

Keravive is a relaxing  
treatment designed to  
cleanse, exfoliate,  
nourish, and hydrate the  
scalp for healthier and  
fuller-looking hair

16

Boosters  
of which

9

are partner  
boosters

# PARTICIPATING IN HIGH-GROWTH CATEGORIES WITHIN PERSONAL CARE

SPA SERVICES  
GROWING ACROSS  
ALL TYPES OF  
TREATMENTS,  
PARTICULARLY IN  
FACIALS



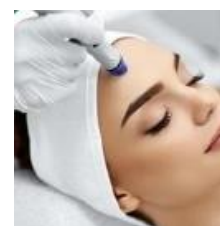
## 11.1%

expected growth in  
U.S. medical spa services  
(2017–2025)



## 6.4%

expected growth in  
U.S. spa facilities  
(2017–2022)



## 14.0%

expected growth in U.S. skin care  
specialists (2016–2026)

# CONSUMERS INCLINED TO SPEND ON BEAUTY & HEALTH



## EXPERIENTIAL

- Aging millennials are spending more on skincare, preferring experiences over products
- Holistic, in-side-out beauty
- Increased emphasis on rituals



## GROWTH IN DISPOSABLE INCOME

- As U.S. economy grows, consumers have more disposable income to spend on premium products



## CHANNEL GROWTH & DYNAMICS

- Multi-brand retailers (e.g., Sephora, Ulta and Nordstrom)
- Shift to digital
- Travel retail
- Consumers embracing affordable luxury



## INFLUENCERS & SOCIAL MEDIA DRIVING PURCHASE DECISIONS

- Online demos, which originally gained popularity in cosmetics, are becoming increasingly influential in skincare
- Skincare increasingly valued in age of selfies/social media



## EMBRACING NATURAL & INCLUSIVITY

- Showcasing skin vs covering it up
- Clean, sustainable, "natural-ish"
- All-in beauty: gender, age, skin type



## NEXT GEN BEAUTY

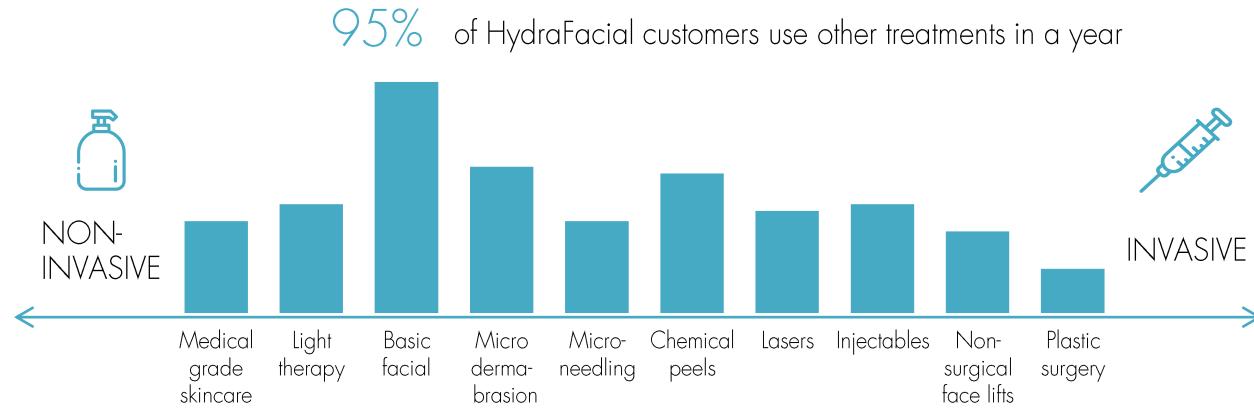
- Personalization
- Digital beauty

# FAVORABLE MARKET SHIFTS BENEFITING THE HYDRAFACIAL BUSINESS MODEL

## SKIN HEALTH

HYDRAFACIAL IS AN AND COMPANY NOT AN OR COMPANY

Today's consumers are seeking approachable and effective skin health solutions that bridge the gap between OTC and invasive options



## EXPANDING DEMOGRAPHICS

Facial consumers are more diverse across genders and are younger than ever before, offering a significant market opportunity

### ACROSS GENERATIONS



Over 30% of customers at beauty retailers (Ulta, Sephora, etc.) are under 24

### ACROSS GENDERS



Providers predict ~2x growth in male mix of total facial patients

### ACROSS GEOGRAPHIES



Huge international growth opportunity in Asia & Europe, making up ~70% of world's population

EXPANDING THE CATEGORY TO ATTRACT NEW DEMOGRAPHICS, WHILE STILL BEING THE TREATMENT OF CHOICE FOR 45+ FEMALES

## SIGNIFICANT OPPORTUNITY ACROSS CHANNELS

Consumers seek an experience across all channels of service

Spa Service Market

Regular and \$\$

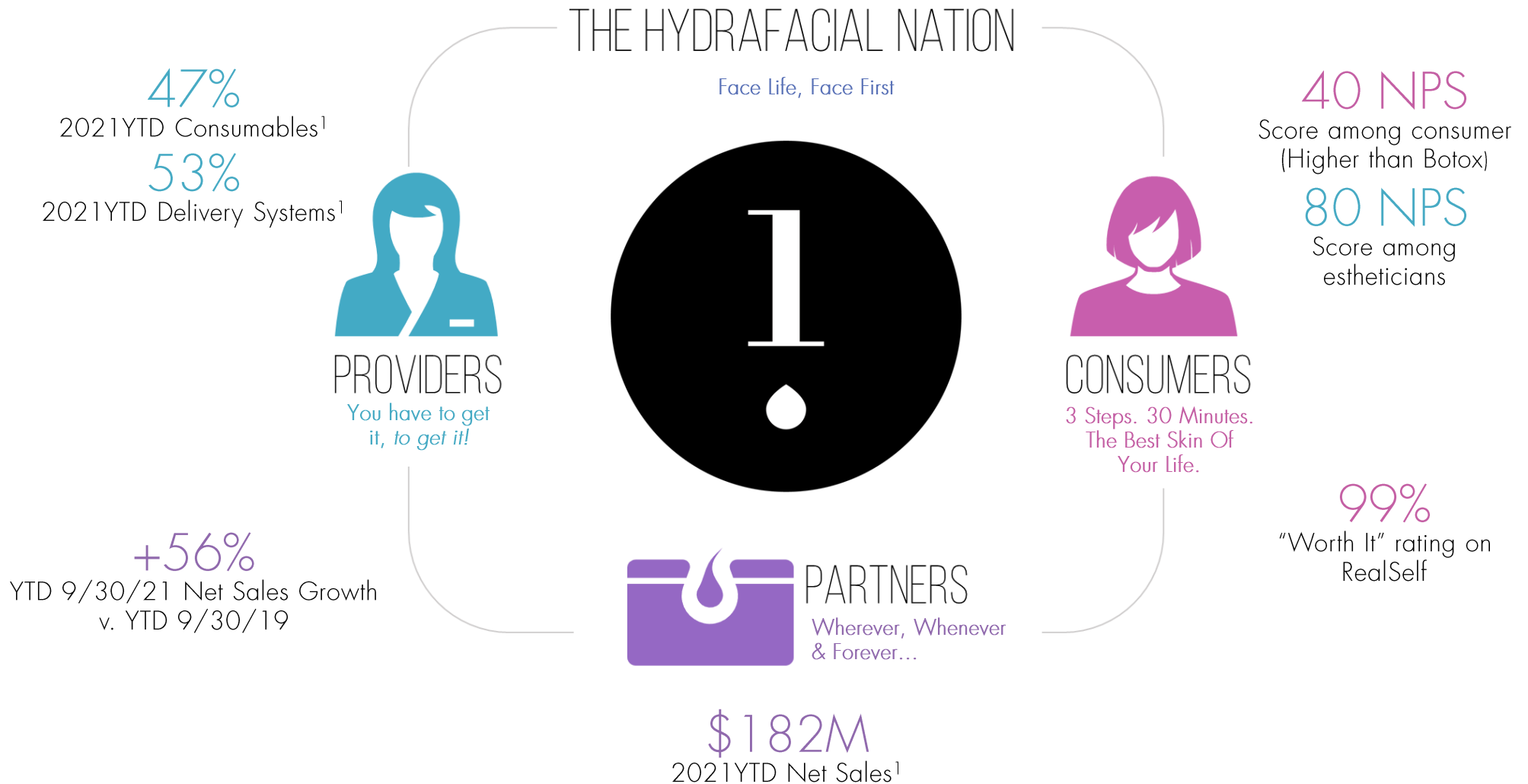
Aesthetics Market

Occasional and \$\$\$

Beauty Retail Market

Often and \$

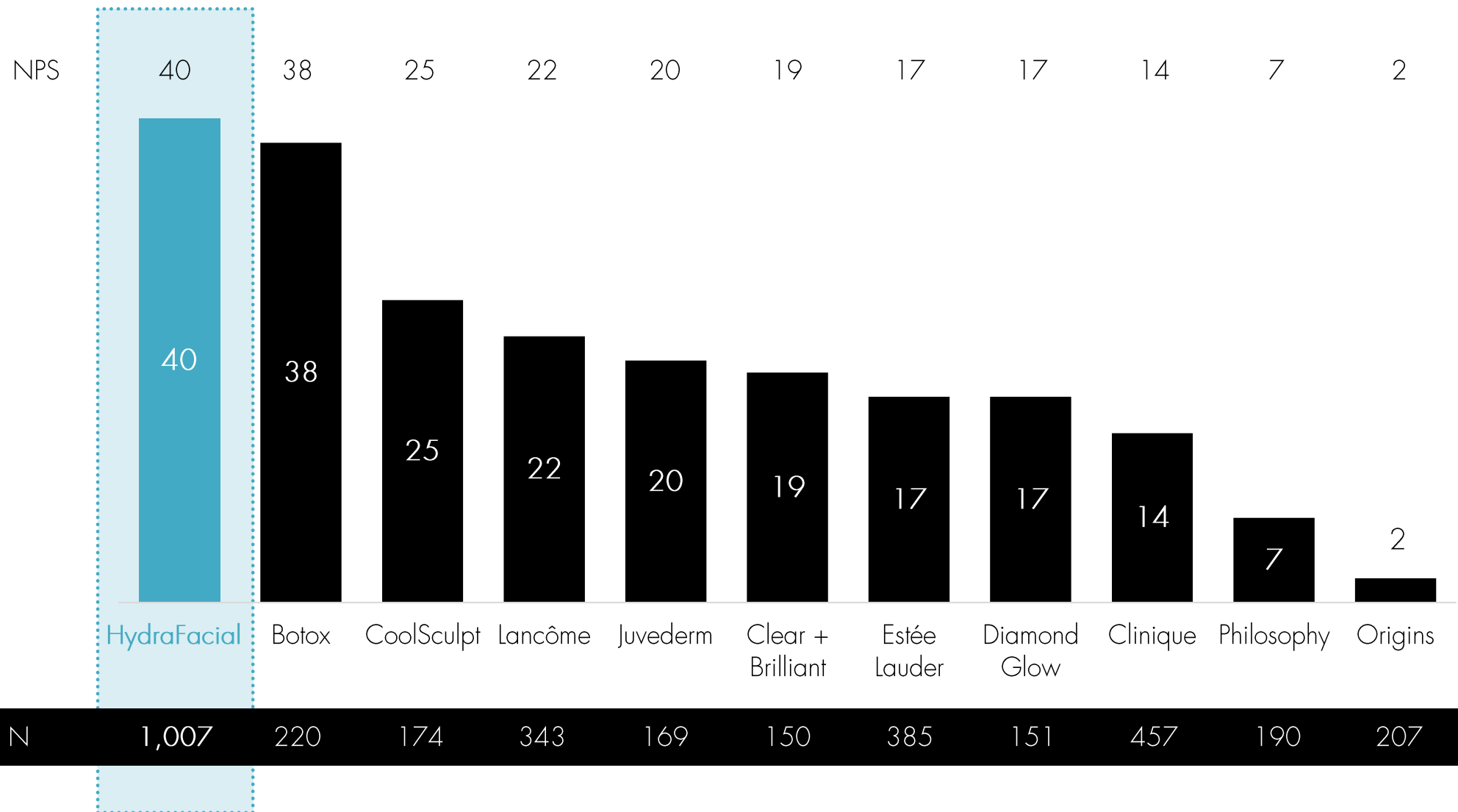
# THE POWER OF THE NATION



# THE MASTER PLAN

1. Sell a lot of products, use that money to...
2. Invest in our ~~skincare~~ providers, use that relationship to...
3. Find the consumers and build a direct relationship.
4. Leverage technology to connect them where they **live**, **work**, and **play**.
5. Build the ultimate flywheel of influence!

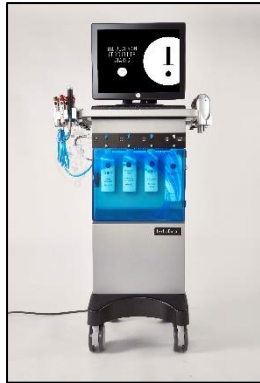
# HYDRAFACIAL NPS RANKS HIGHEST ACROSS BRANDED AESTHETICS AND MEDTECH PEERS



Source: Third party research 2019 reflecting pre-COVID conditions

Note: NPS = Net Promoter Score as of 2019; Other brands listed are top 5 treatment and top 5 skincare brands used by HydraFacial users; N = Number of responses

# TODAY



Delivery Systems account for **53%** of Net Sales<sup>1</sup>

- The patented HydraFacial systems generate~ 3.2M treatments performed annually
- One-time placement generates treatments (revenue) for 3-7 yrs

Consumables account for **47%** of Net Sales<sup>1</sup>

- Every treatment uses



- Through which flow



- And customizable



# TOMORROW

Next Gen System connects consumer via app and home handheld device to professional system and the community



360° CONNECTIVITY

KERAVIVE SYSTEM

HOME EXTENSION

PERK AT RETAIL

<sup>1</sup> Based on 9 months ended 09/30/21 as % of Net Sales (unaudited)

# OUR PRESENCE AROUND THE GLOBE

Loved in

87+

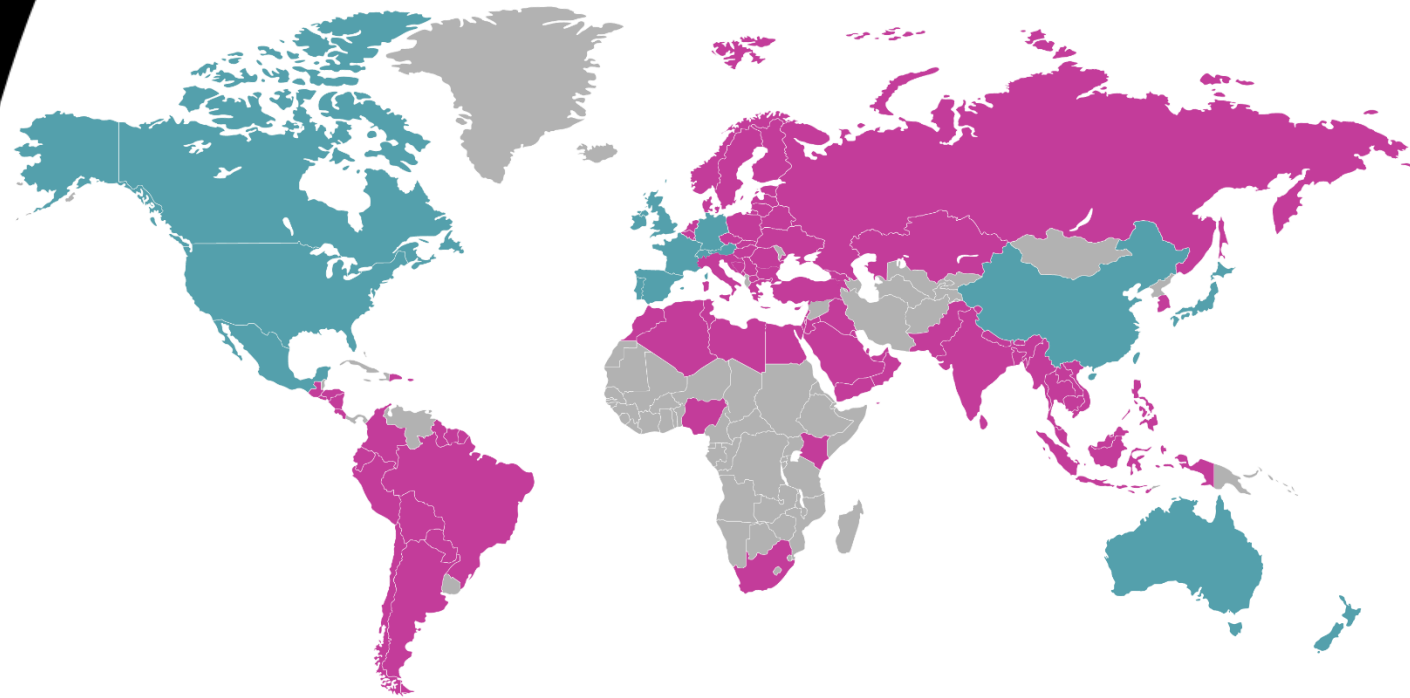
Countries and Territories  
Worldwide

19,000+

Delivery Systems

15

Direct Markets  
2021

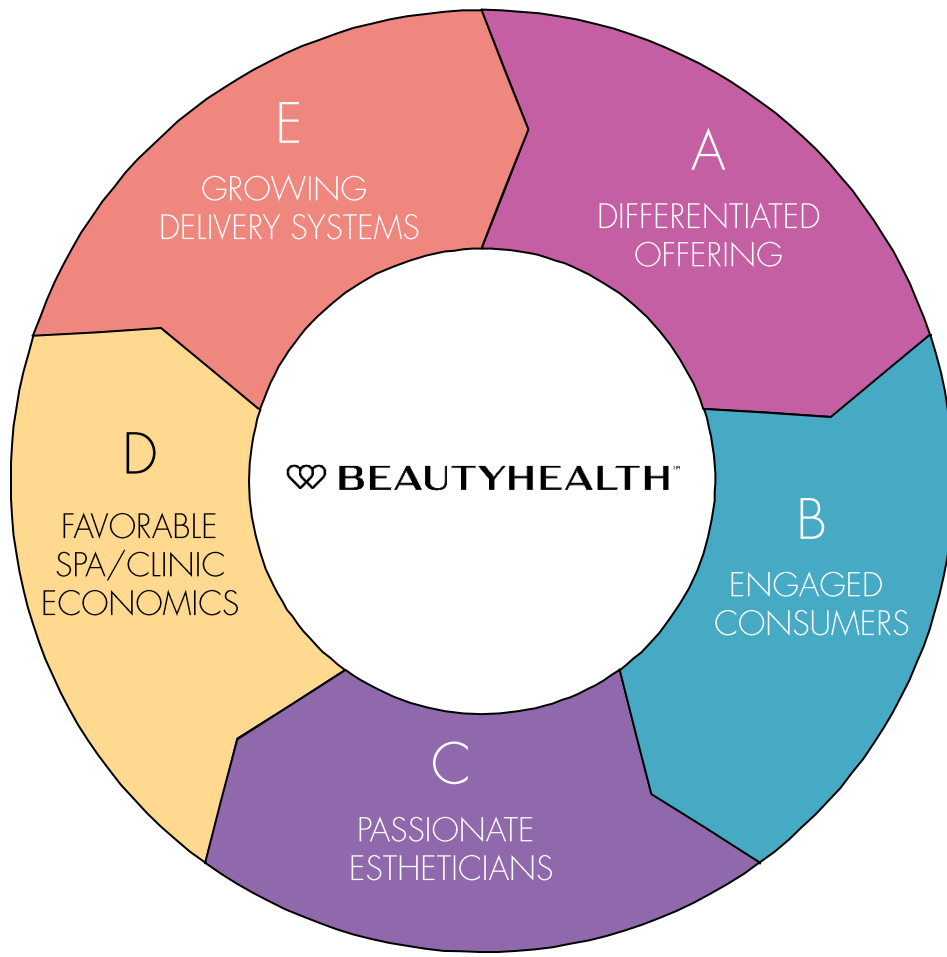


## LOVED AROUND THE WORLD

Direct

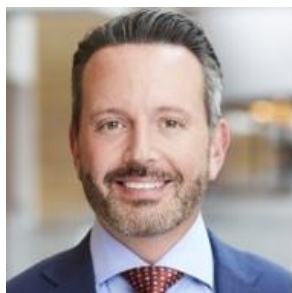
Distributor

# POWERFUL FLYWHEEL DESIGNED TO DRIVE COMPETITIVE POSITIONING



- A Differentiated offering to build brand**
  - Technologically advanced offering with high consumer and provider engagement
  - Customization/Personalization to skin concern
- B Strong base of engaged consumers to fuel growth**
  - 50–60% Millennials (vs. ~40% of facial users), a highly engaged demo
  - 15% of users get 4+ HydraFacial treatments in a given year
  - 40 NPS (vs. 5–15 NPS for other skincare brands used by our customers)
- C Passionate esthetician community to recommend HydraFacial**
  - Avid social discussion; 5x more esthetician posts than competitors
  - Estheticians actively recommending (80 NPS; 45% of users learned about HydraFacial from their provider)
  - Estheticians make ~20% more than from a traditional facial
- D Favorable spa/clinic economics to increase HydraFacial share**
  - Payback of delivery system in ~5 months
- E Growing installed base to fund new investments**
  - As HydraFacial grows, investing in training to expand upon esthetician loyalty
  - Investing in targeted S&M investments to create deeply loved brand and R&D efforts to improve offering/create innovative products

LED BY A  
VISIONARY  
AND  
EXPERIENCED  
EXECUTIVE  
TEAM



**BRENT SAUNDERS**  
Executive Chairman

Experience: 25 Years



**CLINT CARNELL**  
Chief Executive Officer

Experience: 25 Years



**LIYUAN WOO**  
Chief Financial Officer

Experience: 23 Years



**JWALA KARNIK, M.D.**  
EVP, Global Strategy & Partnerships

Experience: 29 Years



**BEN BAUM**  
Chief Experience Officer

Experience: 23 Years



200+  
COLLECTIVE  
YEARS  
OF  
EXPERIENCE  
within the  
sector



**DEB RODRIGUEZ**  
Chief Talent Officer

Experience: 33 Years



**INDRA PAMAMULL**  
APAC President

Experience: 24 Years



**STEPHAN BAKER**  
EMEA President

Experience: 22 Years



**DAN WATSON**  
EVP, Sales Americas

Experience: 36 Years



**PAUL BOKOTA**  
VP & General Counsel

Experience: 23 Years



# STRATEGIC INVESTMENTS



## RELENTLESSLY INNOVATE AS A CATEGORY CREATOR

- Category ownership - skin & scalp health
- Launch system 2.0 with personalized services
- Value added innovation across all touchpoints – serums, devices, and experiences
- Connector platform - build robust and scalable programs that solidify relationship with estheticians & providers and end-consumers



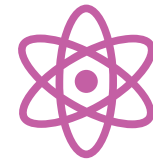
## DRIVE CONSUMER DEMAND WITHIN THE COMMUNITY

- Turn up marketing of the brand, as well as wellness and personalization messaging
- Accelerate provider engagement through education and events
- Invest in promotional activities and partnerships



## EXPAND GLOBAL FOOTPRINT

- Invest in EMEA and APAC HQs for scaling
- Convert distributor markets to direct through M&A



## M&A

- Target companies with leading positions in the Beauty Health spectrum
  - Growth-oriented
  - High NPS
  - Recurring revenue characteristics
  - Attractive margin profile
  - Leverage our current install base

# INVESTMENT HIGHLIGHTS

1

CATEGORY CREATING PRODUCT

2

CUSTOMER LOYALTY

3

COMMANDING PLATFORM

4

MULTI-DIMENSIONAL GROWTH OPPORTUNITIES

5

COMPELLING ECONOMIC PROFILE

6

PROPRIETARY TECHNOLOGY

7

EXPERIENCED MANAGEMENT AND BOARD

