



**BEAUTYHEALTH™**

Fourth Quarter & Full Year 2024  
Earnings Presentation

March 12, 2025



# 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, 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," "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 filed with the Securities and Exchange Commission (the "SEC") on March 12, 2025 and in our subsequent filings with the SEC. 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, share-based compensation expense and other items such as manufacturing optimization costs; write-off of discontinued, excess and obsolete product; Syndeo Program; Syndeo product optimization logistics & service costs; and Go-to-Market restructuring. Adjusted gross margin represents adjusted gross profit as a percentage of net sales.

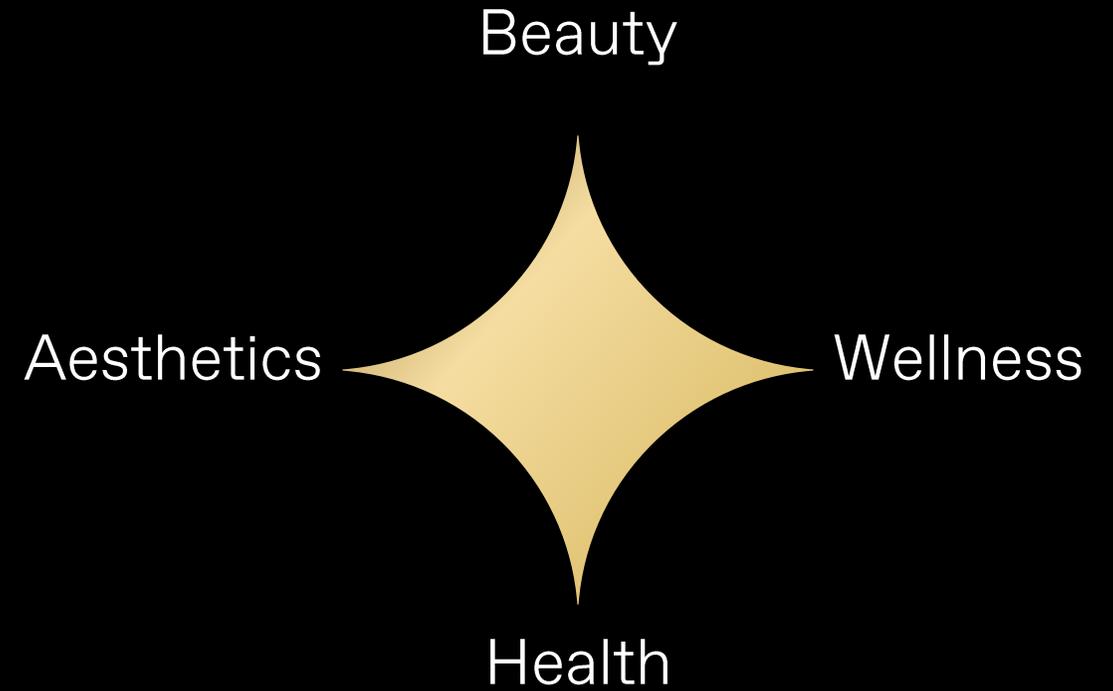
Adjusted EBITDA is calculated as net loss excluding the effects of (benefit) expense for income taxes; depreciation expense; amortization expense; share-based compensation expense; interest expense; interest income; other (income) expense, net; change in fair value of warrant liabilities; foreign currency loss (gain), net; manufacturing optimization costs; write-off of discontinued, excess and obsolete product; Syndeo Program; Syndeo product optimization logistics & service costs; Go-to-Market restructuring; litigation related costs; transaction related costs; 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™

Q4 & FY 2024  
Performance  
Update

# Fourth Quarter 2024 Highlights

Net Sales

**\$83.5m**

-14% YoY

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

Delivery Systems  
Net Sales

**\$26.8m**

-40% YoY

Decrease in delivery systems net sales, as macroeconomic challenges persist, combined with the international launch of Syndeo in 2023

Consumables  
Net Sales

**\$56.7m**

+9% YoY

Continued year-over-year growth in consumables net sales across all regions, reflecting growth in active install base<sup>2</sup>

Net Income (Loss)

**\$(10.3)m**

-\$0.9m YoY

Net loss was relatively flat year-over-year

Adjusted  
EBITDA<sup>1</sup>

**\$9.0m**

+\$5.6m YoY

Adjusted EBITDA more than doubled year-over-year, reflecting lower operating spend and higher gross margin, partially offset by lower net sales

# Full Year 2024 Highlights

## Net Sales

**\$334.3m**

-16% YoY

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

## Delivery Systems Net Sales

**\$125.4m**

-39% YoY

Decrease in delivery systems net sales, as macroeconomic challenges persist, combined with the international launch of Syndeo in 2023

## Consumables Net Sales

**\$208.9m**

+9% YoY

Continued year-over-year growth in consumables net sales across all regions, reflecting growth in active install base<sup>2</sup>

## Net Income (Loss)

**\$(29.1)m**

+\$71.0m YoY

Net loss improvement in the current year driven by the absence of prior year charges associated with the Syndeo Program

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

**\$12.3m**

-\$12.1m YoY

Adjusted EBITDA meaningfully exceeded guidance, coming in above the high end of FY24 guidance of (\$2.0) to \$4.0 million



# 2024 Achievements

## OPERATIONAL EXCELLENCE

- ◆ Appointed new Chief Supply Chain & Operations Officer to improve operations
- ◆ Re-aligned manufacturing capacity to improve gross margins; concluded China third-party manufacturing by consolidating global manufacturing operations at our facility in Long Beach
- ◆ Reignited innovation pipeline, including the successful launch of Hydralock HA Booster in Q4 2024
- ◆ Instituted quality improvement program leading to improved Syndeo performance and customer satisfaction
- ◆ Stabilized Syndeo and completed our global Syndeo replacement program

## SALES EXECUTION

- ◆ Strengthened commercial leadership with appointments of Chief Revenue Officer and Chief Marketing Officer
- ◆ Strategically changed go-to-market device strategy to diversify sales across the portfolio to Syndeo, Elite and Allegro
- ◆ Restructured sales strategy, creating better processes, tools, and technology to improve provider adoption
- ◆ Lowered provider barriers to entry by improving availability of financing options

## FINANCIAL DISCIPLINE

- ◆ Significantly reduced operating expenses – decrease of over \$30 million in FY 24 vs. FY 23
- ◆ Shifted corporate culture toward cost consciousness and data-driven decision making

# 2025 Financial Guidance

1Q 2025

**\$61 – \$66m**

1Q 2025E net sales

**(\$6) – (\$4)m**

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

FY 2025

**\$270 – \$300m**

FY 2025E net sales

**\$10 – \$25m**

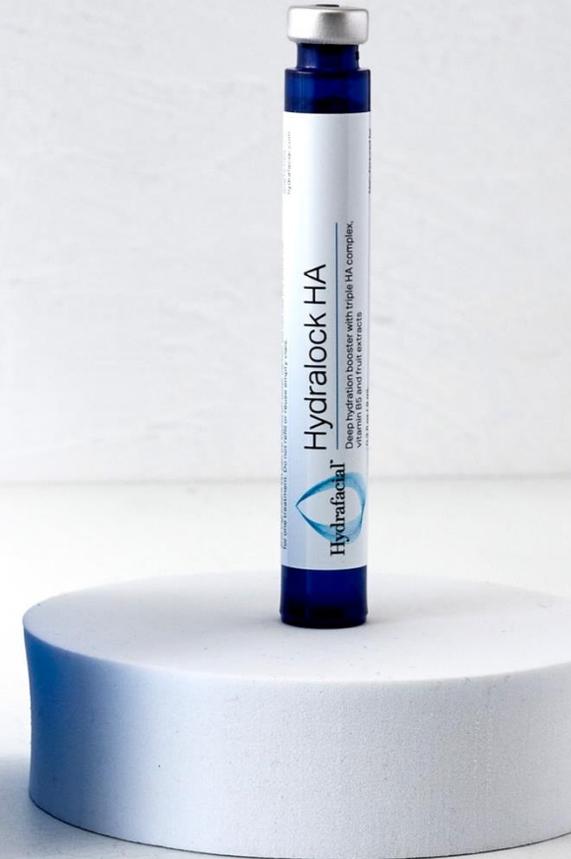
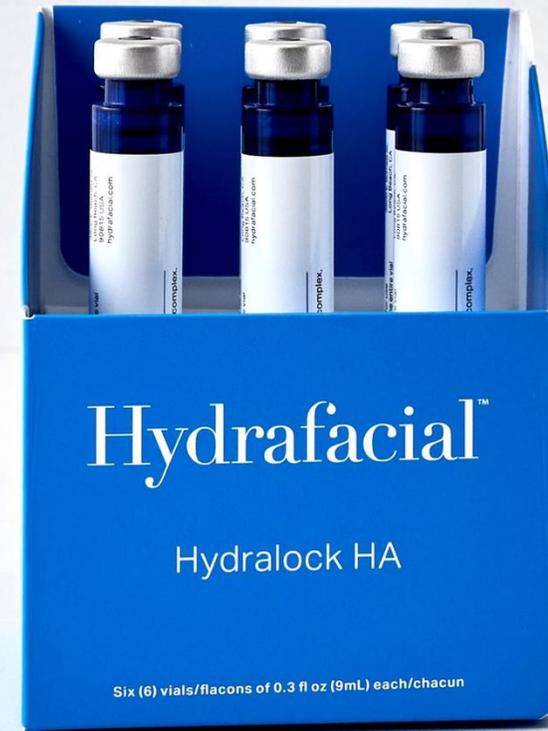
FY 2025E adjusted EBITDA<sup>1</sup>

# Compelling Business Model

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



**34K+**  
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>

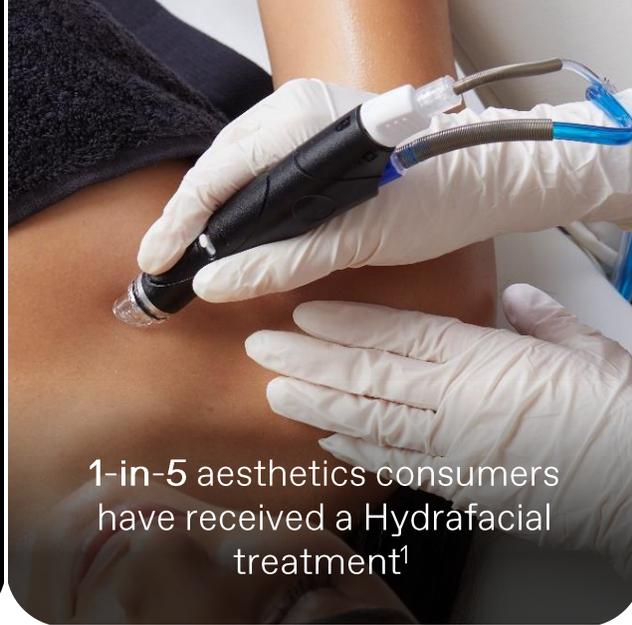
**55%**  
more  
conversion  
than  
Botox<sup>1</sup>

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

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



# Hydrafacial continues to drive revenue for providers

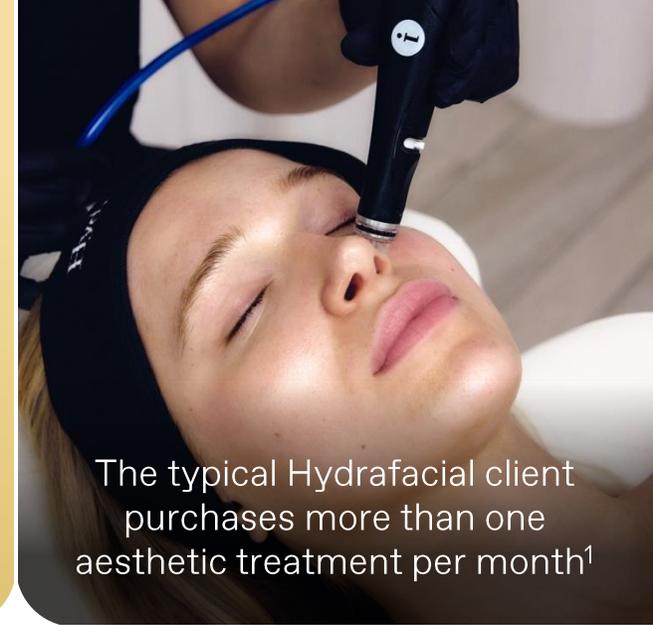


1-in-5 aesthetics consumers have received a Hydrafacial treatment<sup>1</sup>

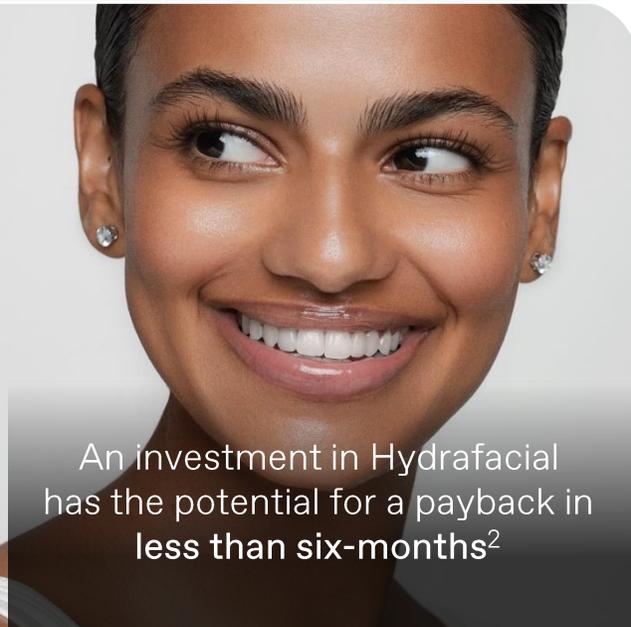


An esthetician performing just 10 Hydrafacial treatments per week can earn

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



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

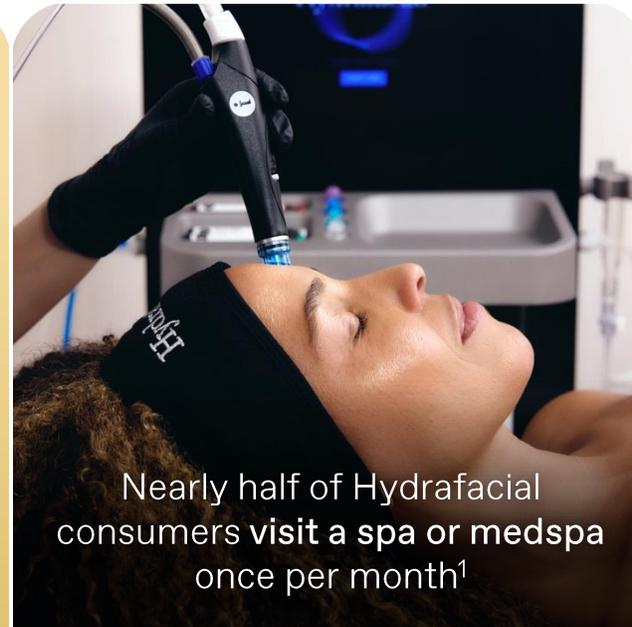


An investment in Hydrafacial has the potential for a payback in less than six-months<sup>2</sup>



**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

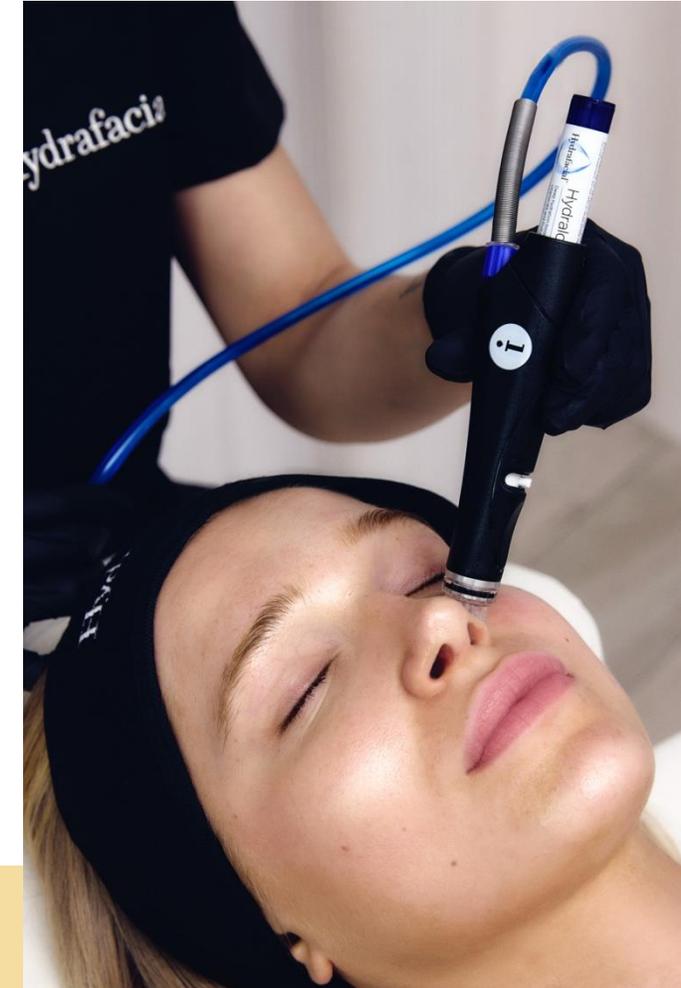
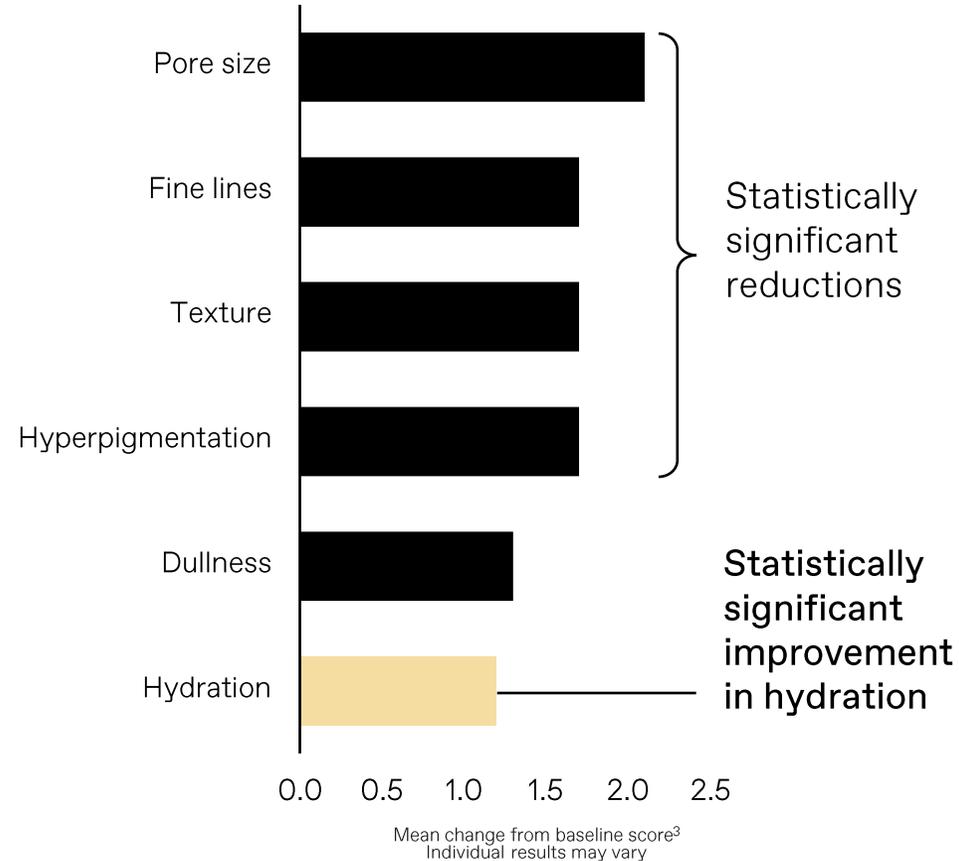
In clinical studies with participants ranging in skin types and concerns

## 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

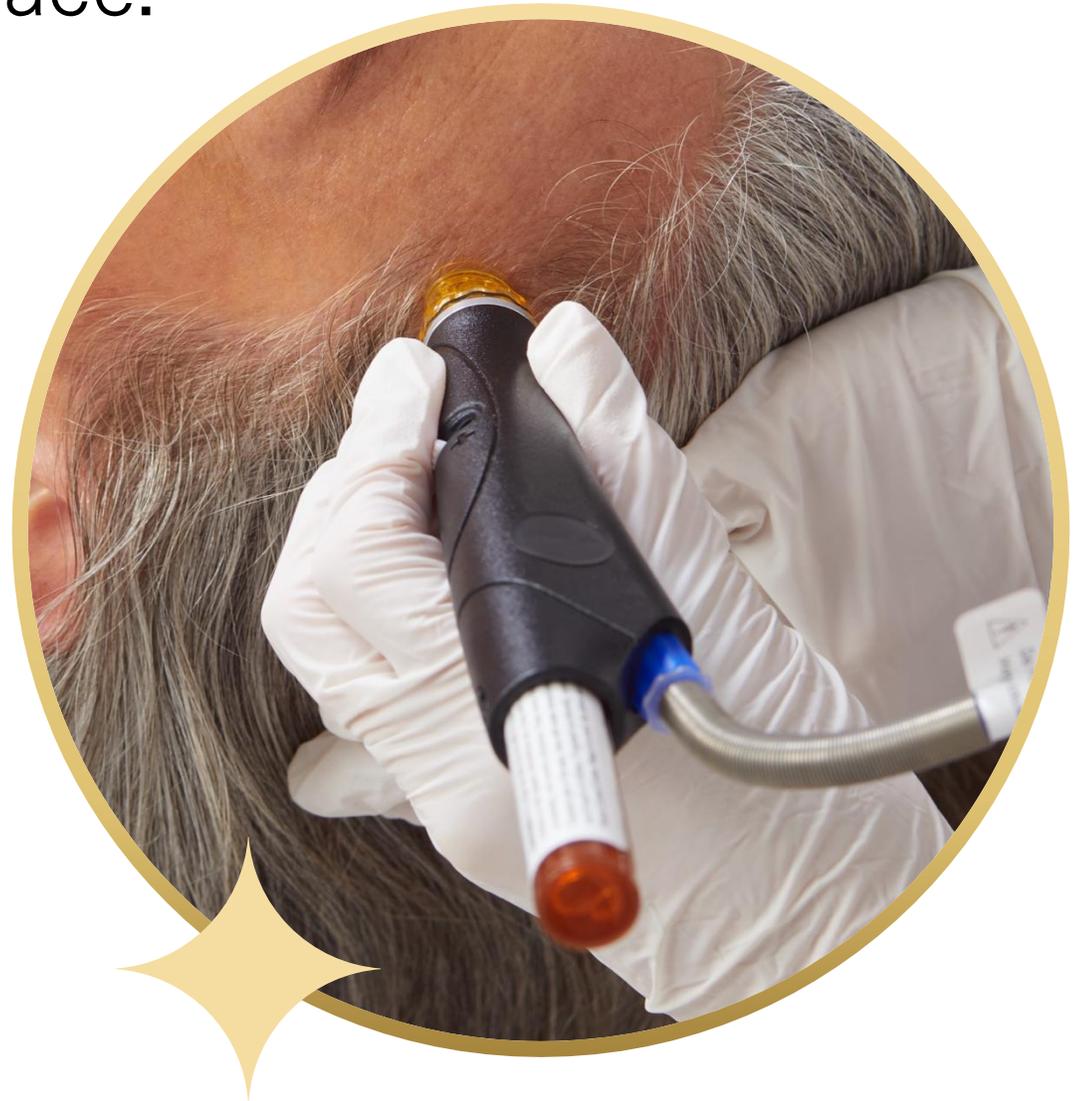
The three-step, in-office treatment and at-home regimen is designed to deeply cleanse, exfoliate, and nourish the scalp

## 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™



## Appendix: Non-GAAP Financial Reconciliations



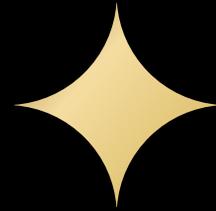
# Reconciliation of net loss to adjusted EBITDA

Unaudited (\$ in millions) <sup>1</sup>	Three Months Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Net sales	\$ 83.5	\$ 96.8	\$ 334.3	\$ 398.0
Net loss	\$ (10.3)	\$ (9.4)	\$ (29.1)	\$ (100.1)
Adjusted to exclude the following:				
(Benefit) expense for income taxes	(1.4)	0.6	(0.5)	(1.8)
Depreciation expense	1.5	4.3	9.9	11.3
Amortization expense	5.1	5.6	23.7	23.3
Share-based compensation expense	5.9	2.3	26.7	22.5
Interest expense	2.5	3.4	10.4	13.6
Interest income	(2.2)	(6.4)	(16.6)	(23.2)
Other (income) expense, net	(0.1)	0.1	(33.6)	(5.2)
Change in fair value of warrant liabilities	(0.1)	(3.6)	(3.1)	(11.9)
Foreign currency loss (gain), net	4.5	(3.1)	4.6	(2.4)
Manufacturing optimization costs	—	—	7.6	—
Write-off of discontinued, excess and obsolete product	—	—	2.0	10.4
Syndeo Program	—	2.1	—	65.2
Syndeo product optimization logistics & service costs	—	—	—	1.4
Go-to-Market restructuring	0.6	—	0.6	—
Litigation related costs	2.6	—	6.3	1.5
Transaction related costs	—	—	—	0.8
Severance, restructuring and other	0.6	7.4	3.1	18.7
<b>Adjusted EBITDA</b>	<b>\$ 9.0</b>	<b>\$ 3.4</b>	<b>\$ 12.3</b>	<b>\$ 24.3</b>
<b>Adjusted EBITDA margin</b>	<b>10.8 %</b>	<b>3.5 %</b>	<b>3.7 %</b>	<b>6.1 %</b>

# Reconciliation of gross profit to adjusted gross profit

Unaudited (\$ in millions) <sup>1</sup>	Three Months Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Net sales	\$ 83.5	\$ 96.8	\$ 334.3	\$ 398.0
Gross profit	\$ 52.3	\$ 45.7	\$ 182.3	\$ 155.1
Gross margin	62.7 %	47.2 %	54.5 %	39.0 %
Adjusted to exclude the following:				
Depreciation expense	0.4	0.5	2.3	2.4
Amortization expense	2.5	4.2	12.3	13.9
Share-based compensation expense	0.1	0.3	0.1	1.5
Manufacturing optimization costs	—	—	7.6	—
Write-off of discontinued, excess and obsolete product	—	—	2.0	10.4
Syndeo Program	—	2.1	—	65.2
Syndeo product optimization logistics & service costs	—	—	—	1.4
Go-to-Market restructuring	0.6	—	0.6	—
<b>Adjusted gross profit</b>	<b>\$ 56.0</b>	<b>\$ 52.8</b>	<b>\$ 207.2</b>	<b>\$ 249.8</b>
<b>Adjusted gross margin</b>	<b>67.1 %</b>	<b>54.6 %</b>	<b>62.0 %</b>	<b>62.8 %</b>





BEAUTYHEALTH™