



BeautyHealth Launches Hydrafacial Tmall Store in China in First Direct to Consumer Commercial Play

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Consumers can purchase Hydrafacial treatment packages directly from the brand and redeem them at select verified providers

LONG BEACH, Calif.--(BUSINESS WIRE)--Oct. 30, 2023-- The Beauty Health Company (NASDAQ: SKIN), home to flagship brand Hydrafacial, today announced the launch of its first direct-to-consumer (DTC) sales channel on Chinese e-commerce platform Tmall, the world's largest third-party online and mobile commerce platform.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231030600797/en/>



On the Hydrafacial Tmall store, consumers can select from multiple luxe skin health treatment packages and redeem their purchase with any of a list of verified local Hydrafacial providers.

"Hydrafacial is a gold standard in China, where we continue to experience encouraging growth driven by strong provider and consumer interest for our brand and treatments," said BeautyHealth President and Chief Executive Officer Andrew Stanleick. "With our new Hydrafacial Tmall store, we are educating beauty enthusiasts about our brand every day and making it even more accessible to book, buy, and gift Hydrafacial experiences. Not to mention, we are driving clients directly to providers, helping to build their businesses."

The Hydrafacial Tmall store is the brand's first direct-to-consumer e-commerce presence, extending its omni-channel sales approach that aims to reach consumers wherever they seek beauty and aesthetics experiences: in medical offices; medspas; hospitality locations, including hotels and gyms; in retail leaders like Sephora; and now, online.

Hydrafacial is one of the first aesthetics treatment offerings on Tmall, as consumer interest grows for products and treatments that boost skin health. Tmall has expanded its beauty offerings in recent years, contributing to the growth of beauty e-commerce in China overall.¹

BeautyHealth launches Hydrafacial Tmall store in China (Photo: Business Wire)

channel we have entered, finding and capturing new appetite from consumers every time. Our entry into e-commerce in China is no different and demonstrates our commitment to capturing the long-term opportunity in the region. Asia is a key growth market for our business," added Mr. Stanleick.

Hydrafacial's debut Tmall store is part of a focused infrastructure build by BeautyHealth in China to capture the untapped opportunity in the market. BeautyHealth grew +265% YoY in China in Q2 2023.

Hydrafacial will animate its Tmall store with regular livestream selling events, leveraging local beauty and lifestyle influencers for key moments in 2024. The store soft launched with a series of livestreams earlier this month. Treatment package offerings start at RMB 1080 for classic treatments.

Every Hydrafacial treatment starts by deeply cleansing, extracting and hydrating the skin while addressing specific skin concerns with a range of personalized boosters to finish the experience. Hydrafacial has become a favorite treatment for consumers and providers alike for the immediate, pain-free and glowing results that deliver a confidence boost with no downtime.

¹ McKinsey & Company. The Beauty Market in 2023: A Special State of Fashion Report. May 2023.

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](#).

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 Sephora; the ability to attract, convert, and keep consumers to the Hydrafacial brand; the utilization of the Tmall store amongst consumers and providers and its ability to drive business to providers; the ability to successfully operate and execute its business plan in untapped market opportunities; 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.

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