



BeautyHealth Releases 2024 Skintuition Report

Dec 11, 2024

Leverages data and insights from unmatched device footprint and provider community to reveal the trends that defined 2024 and those poised to influence 2025

LONG BEACH, Calif.--(BUSINESS WIRE)--Dec. 11, 2024-- The BeautyHealth Company (NASDAQ: SKIN), home to flagship brand Hydrafacial, has unveiled its 2024 Skintuition Report, an annual publication that highlights BeautyHealth's collective expertise. The report draws on the science behind its innovative treatments and insights from treatment rooms worldwide.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241211014299/en/>



BeautyHealth Releases 2024 Skintuition Report (Graphic: Business Wire)

"In 2024, the line between the beauty shelf and the treatment room continued to blur, with consumers opting for in-office treatments that deliver clinically proven results and healthy, hydrated skin,"

commented BeautyHealth Chief Executive Officer, Marla Beck. "Hydration has always been a cornerstone of skin health, but this year it experienced a revival as more consumers embraced skinimalism, opting for products and treatments that prioritize a healthy skin barrier and help them look – and feel – like the best version of themselves."

The Skintuition Report highlights a growing consumer preference for *skinimalism*, reflected by the success of the Hydrafacial Hydralock HA Booster, clinically proven to triple hydration after just one treatment¹ and the most successful Hydrafacial branded booster launch to date. Additionally, Hydrafacial Perk Lip Treatments saw an 8 percent increase over the prior year, further highlighting the trend toward natural, non-invasive lip enhancements through hydration. Beyond facial care, treatments for the neck and décolleté surged by 55 percent globally compared to last year, showing that consumers are extending care for the skin on their bodies as they do for their face.

For 2025, BeautyHealth's Skintuition Report outlines trends positioned to shape the skin health landscape in the year ahead, including:

- **Medicalization of Beauty:** As consumers demand greater efficacy, they will put added trust in professionals and proven treatments to achieve their desired results.
- **Rise of the Skintellectual Consumer:** Empowered by science, data, and skin health experts, consumers are more knowledgeable – and discerning – than ever, led by Gen Z and Millennials who are more willing to try non-surgical aesthetic treatments.
- **Skinimalism Revival:** Consumers are moving away from the obvious augmentation trends of the past in favor of a skin health-first approach, embracing skinimalism to highlight the best version of themselves.
- **Focus on Beautility:** Consumers will curate their routines opting for fewer products and simpler, more efficient steps by incorporating only products and treatments that deliver enhanced results.
- **Tailored Treatments:** Consumers will continue to look for companies and providers to see them as individuals with unique needs, as opposed to offering a one-size-fits-all approach to general skin concerns.

The BeautyHealth 2024 Skintuition Report is currently available on the BeautyHealth website <https://www.hydrfacial.com/resources/Skintuition-Report-2024/>.

¹Based on Corneometer measurements of 38 participants before, immediately after, and 24 hours post-treatment in a clinical study. Individual results may vary.

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 global community of estheticians, partners, and consumers, we are personalizing skin health for all ages, genders, skin tones, and skin types. 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://hydrfacial.com/find-a-provider/> and learn more at beautyhealth.com or [LinkedIn](#).

Forward-Looking Statements

Certain statements made in this document 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 document, 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;

consumers' perception of skin health, skin concerns, and overall beauty trends; the ability to place delivery systems across various channels and locations; 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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20241211014299/en/): <https://www.businesswire.com/news/home/20241211014299/en/>

Hydracial Media: press@beautyhealth.com

Source: BeautyHealth