### BEAUTYHEALTH

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Q2 2023 Earnings Presentation

August 9, 2023

Hydrafacial

Hydrafia

#### 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," "suggests," "suggests," "ban," "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, 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 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 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, may cause actual results to differ materially from those contained in an yer compatible for management estimates or the extent to which any factors, or combination of factors, nay cause actual results to differ materially from those contained in a very competitive and rapidly changing environment. New risk factors, nor can

#### 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 selling and marketing expense, adjusted research and development expense, adjusted general and administrative expense, and adjusted EBITDA 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 our 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 non-recurring, unusual items.

The Company does not provide a reconciliation of its fiscal 2023 adjusted EBITDA margin guidance to net income (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 stock-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 2023 adjusted gross margin and adjusted EBITDA margin 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.

Net sales excluding trade-ups is calculated as net sales excluding the effect of net sales associated with delivery systems sold under a trade-up program.

Adjusted cost of sales is calculated as cost of sales excluding the effects of depreciation expense, amortization expense, stock-based compensation expense and other items such as the write-off of discontinued and obsolete product, Syndeo product optimization logistics & service costs and accrual for annual cash incentives. Adjusted gross profit is calculated as gross profit excluding the effects of the adjustments described in adjusted cost of sales above.

Adjusted selling and marketing expense is calculated as selling and marketing expense excluding the effects of depreciation expense, amortization expense, stock-based compensation expense and other items such as the accrual for annual cash incentives and severance, restructuring and other. Adjusted research and development expense is calculated as research and development expense excluding the effects of stock-based compensation expense and other items such as the accrual for annual cash incentives and severance, restructuring and other. Adjusted general and administrative expense is calculated as general and administrative expense excluding the effects of depreciation expense, amortization expense, stock-based compensation expense, loss on disposal of assets, transaction related costs, litigation related costs, accrual for annual cash incentives and severance, restructuring and other.

Adjusted EBITDA is calculated as net income (loss) excluding the effects of (benefit) expense for income taxes, depreciation expense, amortization expense, stock-based compensation expense, interest expense, other (income) expense, change in fair value of warrant liability, foreign currency (gain) loss, net, loss on disposal of assets, transaction related costs, write-off of discontinued and obsolete product, litigation related costs, Syndeo product optimization logistics & service costs, accrual for annual cash incentives and severance, restructuring and other.





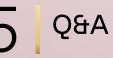
## Today's agenda

1 Opening Remarks | Andrew Stanleick President & Chief Executive Officer

2 Q2 2023 Results | Liyuan Woo Chief Financial Officer

3 H2 2023 Outlook | Andrew Stanleick President & Chief Executive Officer

Innovation Pipeline | Brad Hauser Chief Operating Officer



BEAUTYHEALTH

#### Welcoming new financial leadership



Michael Monahan Chief Financial Officer

Effective August 10, 2023

15 years as a CFO, 25 years in financial leadership

Consumer goods and wellness market

Public accounting experience

**Previous experience** 



Nutrisystem®

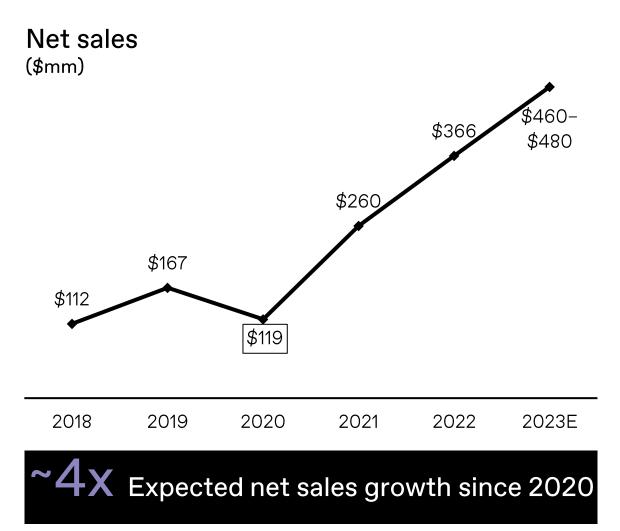
Arthur Andersen



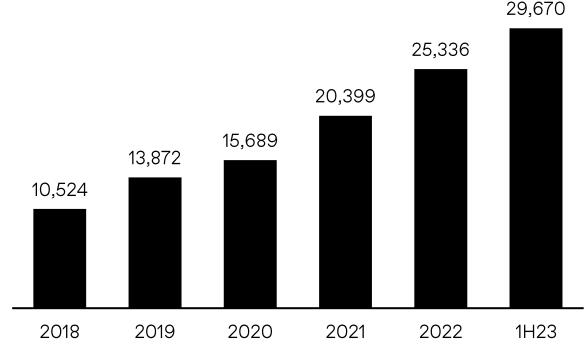
## Q2 2023 performance takeaways *Re-committing to our core*

1	<b>Continued demand for Hydrafacial</b> drives double-digit top- line growth	Net sales +13% YoY Incl. trade-ups	
2	<b>Growing consumer engagement</b> validated by consumables net sales growth and improving key marketing metrics	Consumables net sales/ Aided YOY growth aware +34% 419	ness
3	Strength in core international markets, especially China, despite macroeconomic headlines	China net sales YOY growth +265% +16 Incl. trade-ups Excl. trade-	
4	<b>Opex leverage drives adjusted EBITDA performance</b> , but Syndeo teething issues and unfavorable system mix shift create gross margin headwinds	\$3.4mm       \$17.8         GAAP net income       +22%         Q2 2023       Adjusted         Q2 2023       Adjusted	YoY EBITDA <sup>1</sup>
5	<b>Re-affirming 2023 net sales and 2025 long-range financial guidance on</b> strengthened fundamentals; refining 2023 adjusted EBITDA margin to more precise range	\$460-480mm / \$600-70 18-19% 25-3 FY 2023 FY 20 Net sales / adjusted EBITDA <sup>1</sup> margin guidan	<b>0%</b> D25
5	Non-GAAP measure: please refer to the appendix for a reconciliation to the appropriate GAAP measure.	+ BEAUTYH	<b>IEALTH</b> <sup>®</sup>

#### Our growth track record



Hydrafacial device install base Number of delivery systems



2x Device footprint growth since 2020



### Reflecting on key learnings

#### **OPPORTUNITIES**

Syndeo teething issues

Inadequate forecasting processes

Premature conversion of small distributor markets added unnecessary distraction

#### **KEY ACTIONS**

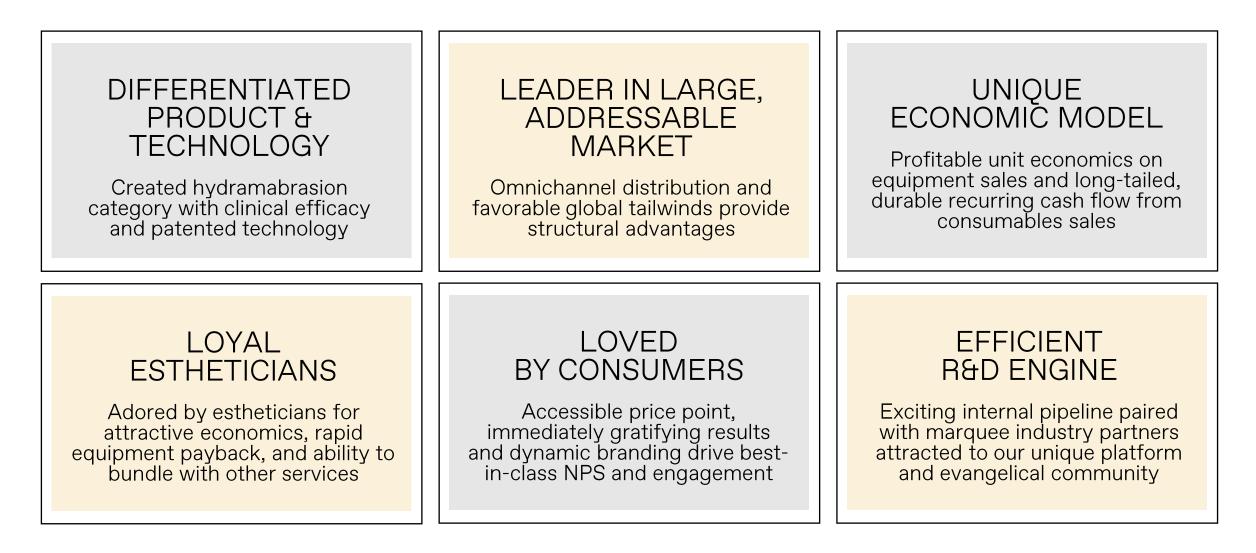
Syndeo enhancements identified and expected to be completed by early Q4 2023

New financial and operational leadership in place to drive forecasting discipline and improved systems

Plan to refine direct market roster; right size distributor relationships

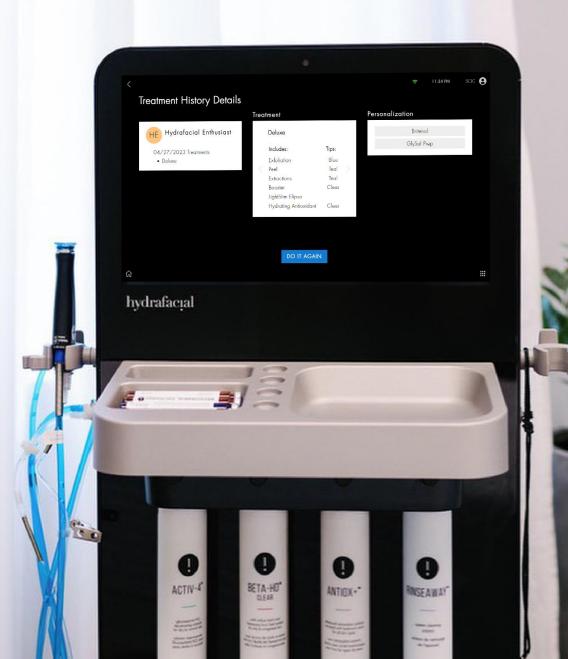


#### BeautyHealth is positioned for long-term success



## Q2 2023 Performance Update





### Continued demand for Hydrafacial underpins our growth

#### Net sales detail

								% Yo	oY growth		
_	D	elivery Syste	ems		•	C	elivery Syste	ems		Тс	otal
(\$mm)	New	Trade-Up	All Systems	Cons.	Total	New	Trade-Up	All Systems	Cons.	incl. Trade-Up	excl. Trade-Up
Americas	\$26.3	\$2.1	\$28.4	\$35.2	\$63.6	+7%	(91%)	(41%)	+29%	(16%)	+18%
APAC	13.3	5.4	18.6	6.6	25.2	+100%	NM	+180%	+77%	+143%	+92%
EMEA	14.4	4.2	18.5	10.1	28.6	+42%	NM	+84%	+31%	+61%	+37%
Total	\$54.0	\$11.6	\$65.6	\$51.9	\$117.5	+30%	(50%)	+1%	+34%	+13%	+32%
			vs \$23.3m Syndeo laur 202	nch in Q2							

#### **29,682** Global Hydrafacial install base<sup>1</sup>

#### Delivery systems volume

	vs 1,203 launch-driven trade-ups in Q2 2022					
	Ν	umber sold		%	YoY growth	
	New	Trade-Up	Total	New	Trade-Up	Total
Americas	1,069	98-	<sup>-</sup> 1,167	+25%	(92%)	(43%)
APAC	610	179	789	+145%	NM	+217%
EMEA	710	156	866	+64%	NM	+100%
Total	2,389	433	2,822	+56%	(64%)	+3%



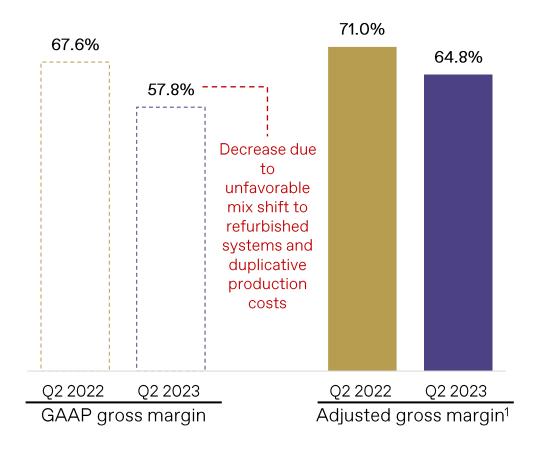
Average Delivery System Selling Price (3%) YoY

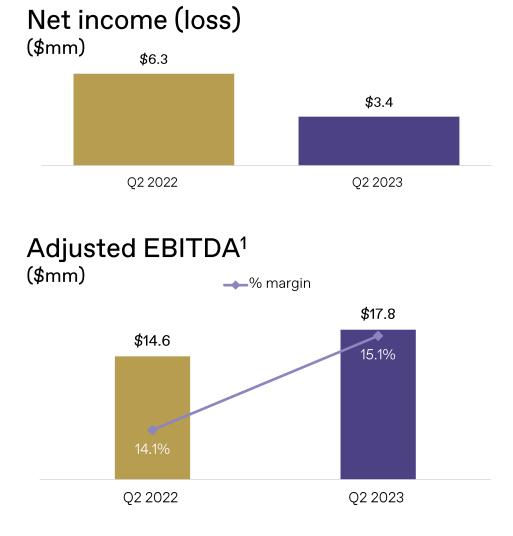


1. Number of delivery systems owned by providers that have purchased consumables in the trailing twelve-month period.

## Adjusted EBITDA margin expansion partially offset by temporary gross margin headwinds

Gross margin and adjusted gross margin<sup>1</sup>







Note: Q2 2022 reflects the impact of immaterial revisions to the financial statements. 1. Non-GAAP measure; please refer to the appendix for a reconciliation to the appropriate GAAP measure.

### Generating operating leverage as scale increases

#### Q2 2023 cost detail

	GAA	C			Adjust	ed <sup>2</sup>		
							% net sales	
(\$mm)	Q2 2023	Q2 2022 <sup>1</sup>	Q2 2023	Q2 2022 <sup>1</sup>	Δ Q2 2022	Q2 2023	Q2 2022	Δ Q2 2022
Cost of sales	\$49.6	\$33.5	\$41.3	\$30.1	+\$11.2	35.2%	29.0%	+6.1%
Selling and marketing	43.0	44.9	36.0	40.1	(4.2)	30.6%	38.8%	(8.2%)
Research and development	2.9	2.6	2.0	1.6	+0.5	1.7%	1.5%	+0.2%
General and administrative	35.1	27.6	20.4	17.1	+3.3	17.4%	16.6%	+0.8%

#### +7.1% improvement in adjusted operating leverage YoY



. Reflects the impact of immaterial revisions to the financial statements.

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2. Refer to the disclaimer for a discussion of the definition of this measure and appendix for reconciliation to the most appropriate GAAP measure.

### Q2 2023 balance sheet highlights

Cash and cash equivalents	<ul> <li>Approximately \$549.7 million cash and cash equivalents on balance sheet (+\$17.4 million vs Q1 2023)</li> </ul>
Warrants	<ul> <li>Approximately 7 million private warrants outstanding</li> </ul>
	<ul> <li>\$750 million 1.25% convertible notes due 2026</li> </ul>
Convertible debt	<ul> <li>Use of proceeds: capped call transaction, potential future acquisitions, working capital expenditures, and general corporate purposes</li> </ul>
	<ul> <li>Conversion price of \$31.76; capped call agreement provides dilution protection up to \$47.94</li> </ul>
Revolving	<ul> <li>\$50 million Senior Secured Credit Facility remains undrawn; current undrawn commitment fee of 25 bps</li> </ul>
credit facility	<ul> <li>Allows flexibility for future M&amp;A ex-US operations unencumbered; convertible debt excluded from covenants</li> </ul>
Shares outstanding	<ul> <li>Approximately 132.9 million current shares outstanding</li> </ul>

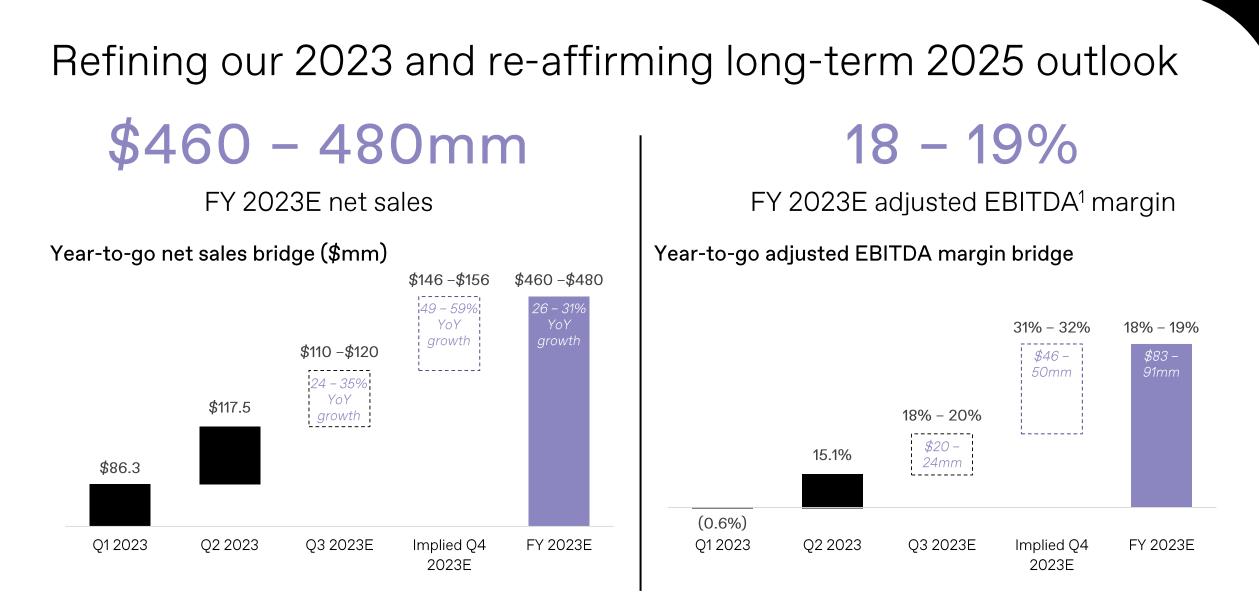


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## H2 2023 Outlook

Andrew Stanleick President & Chief Executive Officer





Reaffirming long-term 2025 financial guidance

15 1. Adjusted EBITDA margin is a non-GAAP measure; please refer to the disclaimer for a discussion of the definition of this measure and important information regarding the assumptions underlying the outlook. BEAUTYHEALTH

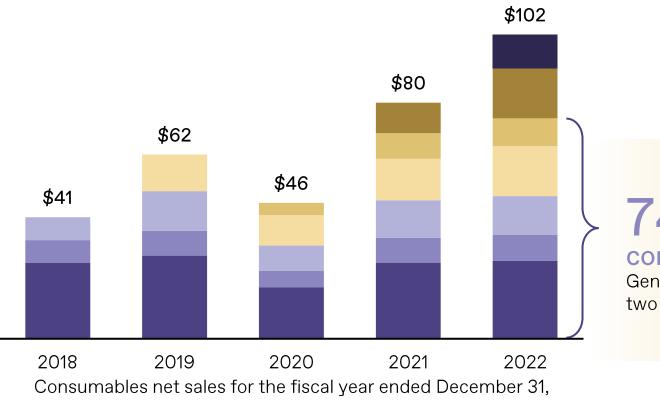


## Just Getting Started in an Untapped Market

Unlocking a long-term, high-margin recurring revenue stream with each system placement

Consumables net sales by cohort based on year of equipment purchase (\$mm)

Pre-2017 2017 2018 2019 2020 2021 2022



Nearly half

Systems sold 8-10 years ago still active<sup>2</sup>

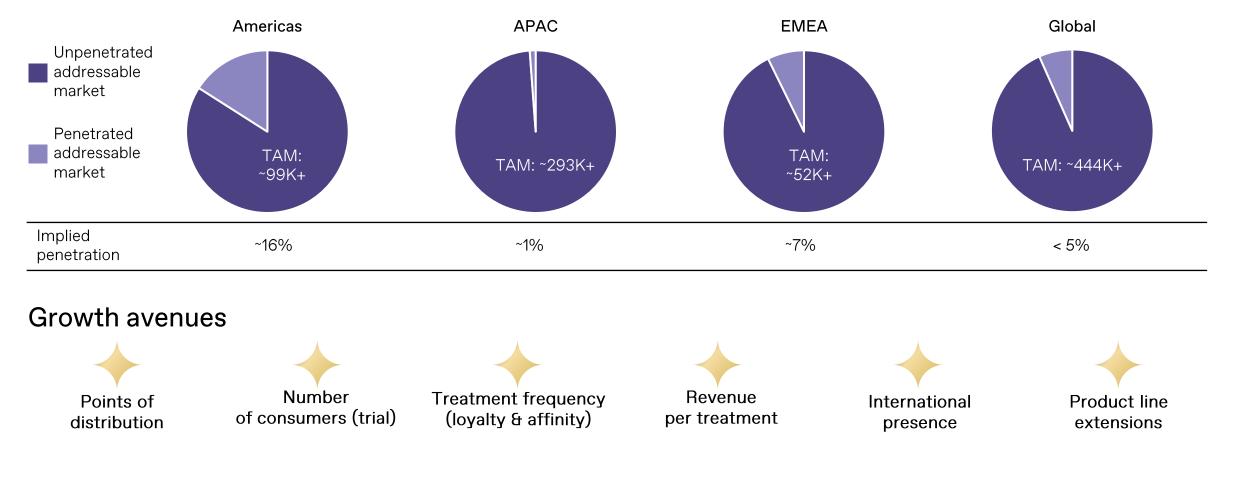
BEAU

74% consumables net sales Generated by cohorts older than two years (FY22)

1. Data based on single-system providers in the US. Sample size of 3,249 churned devices. 2.Based on % of active delivery systems sold between 2012-2014.

### Penetration of global addressable market is <5%

#### Estimated market penetration





## China: well positioned to capture significant growth





#### **Business overview**

\$23.8mm

1H23 revenue

Current direct market presence Beijing Shanghai Shenzhen +6 metros Market tailwinds

41%

% Chinese consumers expecting to increase spending on health and beauty products (vs global avg 29%)<sup>1</sup>

#2

Among all health concerns nationwide is unhealthy skin<sup>2</sup>

~2,000
Q2 2023 install base
Unpenetrated ■ Penetrated market

#### **Competitive advantages**

### **Gold standard**

in preventative skin health + consumer activation competency

### **Accessible price**

deepens recession resiliency

### **Non-medical**

Registration classification provides flexibility in promotion while having professional endorsement (KOLs, Influencers)



PwC 2022 Global Consumer Insights Survey China Report.

CBNData. https://www.cbndata.com/report/2800/detail?isReading=report&page=

. Management estimates.



## Generating sustained buzz and momentum

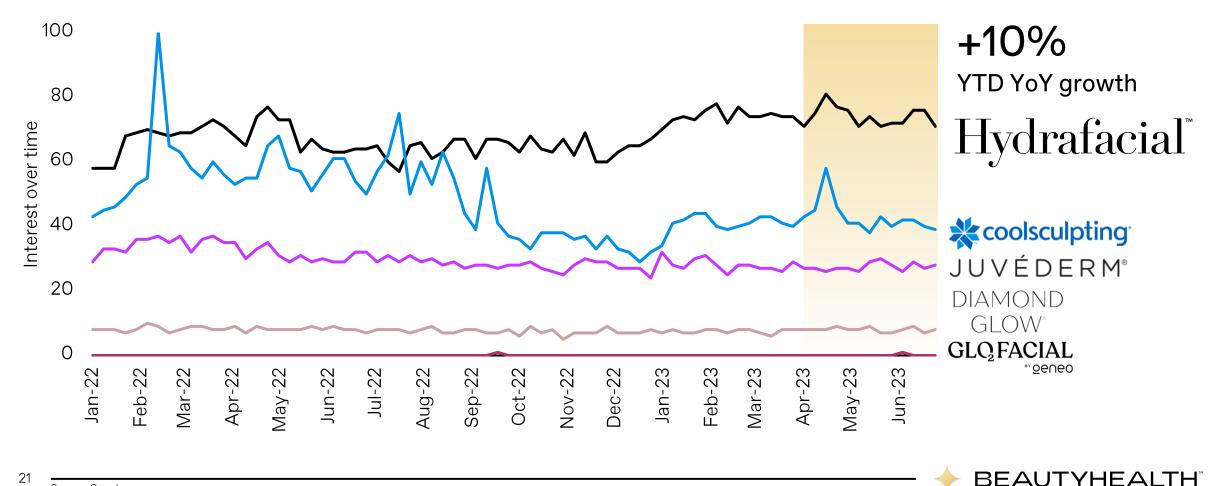
2023YTD Earned Media Value (\$mm)



Source: Tribe Dynamics Earned Media Value is a proprietary metric published by Tribe Dynamics used as an influencer marketing metric to quantify the value of social media content.

#### Generating sustained buzz and momentum

Worldwide Google search trends



Source: Google

### Bolstering brand love with dynamic activations

#### Dior powered by Hydrafacial

### VOGUE

TRAVEL

Dior's Floating Spa in Paris Offers Facials While Cruising The Seine



A wellness cruise on the River Seine during Paris Haute Couture Week redefines luxury and relaxation. Syndeo "dresses" in Dior signature white and gold for the occasion.



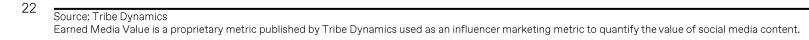




A multi-day residency and immersive brand experience for influencers, press, providers, prospects and qualified consumers. Kicked off in New York and Los Angeles with global cities to follow.

\$3.1mm in Earned Media Value | +1,285% EMV vs. 2022 GLOWvolution tour





Present wherever consumers seek beauty and health treatments

NEWS! Hydrafacial Expands to Sephora Australia Now in Sephora Stores on Three Continents

OMNI-CHANNEL PRESENCE

ydrafacial

Medical Spa Retail Hospitality



## The treatment they ask for by name...

#### ...and recommend to their friends



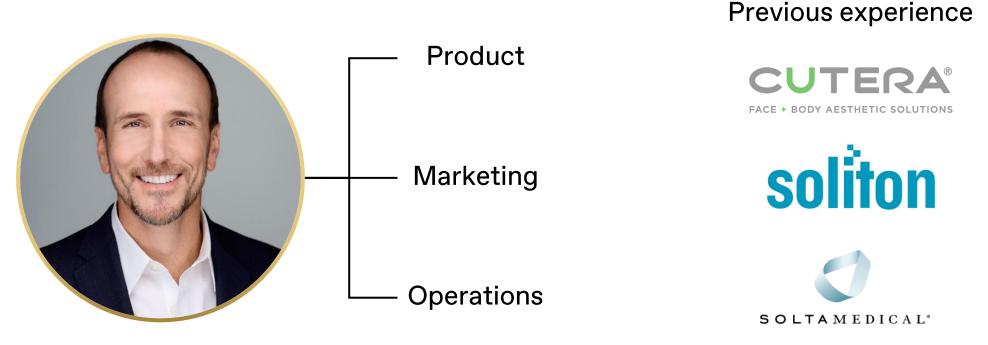


# Innovation pipeline

#### Brad Hauser Chief Operating Officer



## Creating a future-ready organization as we mature into a multi-brand ecosystem



Brad Hauser Chief Operating Officer

End-to-end product oversight, from innovation to go-to-market



ELTIQ

## Syndeo is a plug & play platform

Dermatoscope



Oxygen facial

BEAUTYHEALTH<sup>®</sup>

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Lightstim

Elipsa LED

mask

## Allegro, connected.

## The new entry level Hydrafacial



## Channel and region-specific booster innovations

C + Collagène Peau Éclatante et Ferme Serum à la Vitamine C 10 fl oz/30ml e Dr Dennis Gross C + Collagen Deep Cream C + Collagen Crème Intense

Net Wt 1.7 oz/50g e

Dennis Gross

+7

3-00

Dr Dennis Gross C + Collagen Brighten & Firm

> C + Collagen Perfect Skin Set & Refresh Mist C + Collagène Brume Rafraïchissante Pour Une Peau Parfaite

3.0 fl oz/88ml e

Dr Dennis Gross

3-0 C

 $\left| \cdot \right\rangle$ 

## Skincare at home

Hydrafacial

### Hydrafacial

Image for illustrative purposes only. Not actual final saleable product.

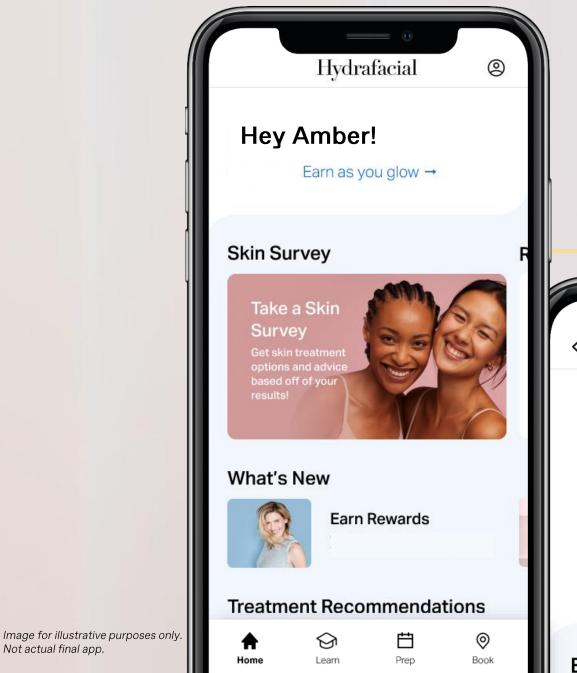


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## Entering hair salons

with a custom Keravive device

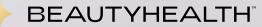




Not actual final app.

## Connecting our ecosystem through loyalty

<	• Hydrafacial	9	
You'	<b>10 pts</b> 5 points left re 5 points away from a Reward		
Earn R	Rewards		+ BEA



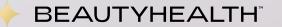
#### Please join us

#### BEAUTYHEALTH

Investor Day H1 2024

Date to be announced

## Closing remarks





## Q2 2023 performance takeaways *Re-committing to our core*

Continued demand for line growth	Hydrafacial drives double-digit top-	\$117.5mm +13% YoY Incl. trade-ups	Net sales +32% YoY Excl. trade-ups
	<b>agement</b> validated by consumables roving key marketing metrics	Consumables net sales/ YOY growth +34%	Aided brand awareness 41%
<b>3</b> Strength in core interna China, despite macroeco	ational markets, especially pnomic headlines	China net +265% Incl. trade-ups	sales YOY growth +167% Excl. trade-ups
	<b>djusted EBITDA performance</b> , but nd unfavorable system mix shift lwinds	<b>\$3.4mm</b> GAAP net income Q2 2023	<b>\$17.8mm</b> +22% YoY Adjusted EBITDA <sup>1</sup> Q2 2023
	sales and 2025 long-range financial ed fundamentals; refining 2023 to more precise range	\$460-480mm 18-19% FY 2023 Net sales / adjusted	/ \$600-700mm / 25-30% FY 2025 d EBITDA <sup>1</sup> margin guidance
35 1. Non-GAAP measure; please refer to the appendix for a	reconciliation to the appropriate GAAP measure.		BEAUTYHEALTH

## Appendix



#### Reconciliation of cost of sales to adjusted cost of sales and gross profit to adjusted gross profit

	Three months ende	ed June 30,	Six months ended	June 30,
Unaudited (\$ in millions)	2023	20221	2023	2022 <sup>1</sup>
Net sales	\$117.5	\$103.5	\$203.8	\$179.0
Cost of sales	49.6	33.5	81.8	58.0
Adjusted to exclude the following:				
Depreciation expense	0.6	0.6	1.1	1.0
Amortization expense	4.5	2.4	6.9	4.6
Stock-based compensation expense	0.4	0.2	0.7	0.4
Write-off of discontinued and obsolete product	1.0	—	4.0	—
Syndeo product optimization logistics & service costs	1.4	—	1.4	—
Accrual for annual cash incentives <sup>2</sup>	0.4	0.3	0.4	0.6
Total adjustments to cost of sales	8.3	3.4	14.6	6.7
Adjusted cost of sales	\$41.3	\$30.1	\$67.2	\$51.4
Gross profit	\$67.9	\$70.0	\$122.0	\$120.9
Gross profit margin	57.8%	67.6%	59.9%	67.6%
Total adjustments to cost of sales	8.3	3.4	14.6	6.7
Adjusted gross profit	\$76.2	\$73.5	\$136.5	\$127.6
Adjusted gross profit margin	64.8%	71.0%	67.0%	71.3%



Note: Amounts may not sum due to rounding.

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Reflects the impact of immaterial revisions to the financial statements.
 Amount in the prior period adjusted for comparability purposes.

#### Reconciliation of selling and marketing expense to adjusted selling and marketing expense

	Three months ende	Six months ended June 30,		
Unaudited (\$ in millions)	2023	20221	2023	20221
Net sales	\$117.5	\$103.5	\$203.8	\$179.0
Selling and marketing expense	\$43.0	\$44.9	\$81.7	\$81.3
% net sales	36.6%	43.3%	40.1%	45.4%
Adjusted to exclude the following:				
Depreciation expense	1.1	0.2	1.4	0.7
Amortization expense	1.0	0.6	1.6	1.3
Stock-based compensation expense	1.7	2.0	3.5	4.8
Accrual for annual cash incentives <sup>2</sup>	1.8	1.1	1.8	1.4
Severance, restructuring and other	1.5	0.8	1.7	0.8
Adjusted selling and marketing expense	\$36.0	\$40.1	\$71.8	\$72.2
% net sales	30.6%	38.8%	35.2%	40.4%



Note: Amounts may not sum due to rounding.

38

Reflects the impact of immaterial revisions to the financial statements.
 Amount in the prior period adjusted for comparability purposes.

#### Reconciliation of research and development expense to adjusted research and development expense

	Three months ende	Six months ended June 30,		
Unaudited (\$ in millions)	2023	2022 <sup>1</sup>	2023	2022 <sup>1</sup>
Net sales	\$117.5	\$103.5	\$203.8	\$179.0
Research and development expense	\$2.9	\$2.6	\$5.2	\$4.8
% net sales	2.5%	2.5%	2.6%	2.7%
Adjusted to exclude the following:				
Stock-based compensation expense	0.4	0.3	0.4	0.4
Accrual for annual cash incentives <sup>2</sup>	0.4	0.8	0.4	0.6
Severance, restructuring and other	0.1	—	0.5	_
Adjusted research and development expense	\$2.0	\$1.6	\$4.0	\$3.8
% net sales	1.7%	1.5%	1.9%	2.1%



Note: Amounts may not sum due to rounding.

39

. Reflects the impact of immaterial revisions to the financial statements.

2. Amount in the prior period adjusted for comparability purposes.

#### Reconciliation of general and administrative expense to adjusted general and administrative expense

	Three months ende	Six months ended June 30,		
Unaudited (\$ in millions)	2023	2022 <sup>1</sup>	2023	2022 <sup>1</sup>
Net sales	\$117.5	\$103.5	\$203.8	\$179.0
General and administrative expense	\$35.1	\$27.6	65.5	53.8
% net sales	29.9%	26.6%	32.1%	30.1%
Adjusted to exclude the following:				
Depreciation expense	0.9	1.1	1.9	1.5
Amortization expense	2.3	0.9	3.7	1.8
Stock-based compensation expense	6.1	3.9	7.6	7.8
Loss on disposal of assets	_	1.0	0.1	1.0
Transaction related costs	0.8	2.0	0.8	3.0
Litigation related costs	0.5	—	1.5	—
Accrual for annual cash incentives <sup>2</sup>	2.8	1.5	2.8	3.4
Severance, restructuring and other	1.3	0.1	3.5	2.1
Adjusted general and administrative expense	\$20.4	\$17.1	\$43.6	\$33.3
% net sales	17.4%	16.6%	21.4%	18.6%



Note: Amounts may not sum due to rounding

40

Reflects the impact of immaterial revisions to the financial statements. Amount in the prior period adjusted for comparability purposes.

2.

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#### Reconciliation of net income to adjusted EBITDA

	Three months ende	d June 30,	Six months ended June 30,	
Unaudited (\$ in millions)	2023	2022 <sup>1</sup>	2023	2022 <sup>1</sup>
Net sales	\$117.5	\$103.5	\$203.8	\$179.0
Net income (loss)	\$3.4	\$6.3	(\$16.9)	\$37.8
Net income (loss) margin	2.9%	6.1%	(8.3%)	21.1%
Adjusted to exclude the following:				
(Benefit) expense for income taxes	(2.2)	0.1	(5.9)	2.7
Depreciation expense	2.6	1.9	4.5	3.3
Amortization expense	7.8	3.9	12.2	7.7
Stock-based compensation expense	8.5	6.4	12.1	13.4
Interest expense	3.4	3.2	6.8	6.6
Interest income	(5.7)	(0.7)	(10.0)	(0.7)
Other (income) expense, net	(0.0)	(0.9)	(0.5)	0.0
Change in fair value of warrant liability	(11.6)	(15.2)	(2.5)	(67.2)
Foreign currency (gain) loss, net	(0.4)	2.2	(1.5)	1.8
Loss on disposal of assets	—	1.0	0.1	1.0
Transaction related costs	0.8	2.0	0.8	3.0
Write-off of discontinued and obsolete product	1.0	—	4.0	—
Litigation related costs	0.5	—	1.5	_
Syndeo product optimization logistics & service costs	1.4	—	1.4	_
Accrual for annual cash incentives <sup>2</sup>	5.4	3.6	5.4	6.1
Severance, restructuring and other	2.8	0.9	5.7	2.9
Adjusted EBITDA	\$17.8	\$14.6	\$17.3	\$18.3
Adjusted EBITDA margin	15.1%	14.1%	8.5%	10.2%

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Note: Amounts may not sum due to rounding.

Reflects the impact of immaterial revisions to the financial statements.
 Amount in the prior period adjusted for comparability purposes.



## BEAUTYHEALTH