



The Beauty Health Company Reiterates International Expansion Plans with Announcement of Key Leadership Appointments in APAC

August 12, 2021

Appoints Indra Pamamull as President, APAC

Promotes Mingo Ku to Chief Commercial Officer, APAC

LONG BEACH, Calif.--(BUSINESS WIRE)--Aug. 12, 2021-- The Beauty Health Company ("BeautyHealth" or the "Company") (NASDAQ: SKIN), a global category-creator in beauty health leading the charge with its flagship brand HydraFacial, today announced the appointment of Indra Pamamull as President of APAC and the promotion of Mingo Ku to Chief Commercial Officer in APAC.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210812005375/en/>



With over two decades in beauty across skin care, fragrance and color cosmetics, Mrs. Pamamull has executed successful brand strategies to deliver international sales growth and profit objectives for the world's leading prestige companies, including Estee Lauder and LVMH. As President of BeautyHealth's APAC region, she will oversee the growth and execution of the APAC region and build out our APAC headquarter in Singapore.

"International is an important pillar of growth for our business and we are thrilled to have Indra join the BeautyHealth team to help accelerate our awareness in the APAC market," said Clint Carnell, Chief Executive Officer of BeautyHealth. "With her strong background in branding and management, extensive local market knowledge and impressive achievements in driving international sales, we know Indra will be instrumental in building upon our thriving APAC business."

Prior to joining The Beauty Health Company, Mrs. Pamamull held the role of General Manager Asia Pacific at LVMH Moët and Hennessy's Kendo Brands. In this role, she grew the business with significant growth over a four year period, established offices in Singapore and Australia, and managed a portfolio of brands which included Fenty Beauty by Rihanna, Ole Henriksen Skin Care, Marc Jacobs Beauty, Bite Beauty and Kat Von D. She also held multiple senior roles at Estee Lauder Companies, where she oversaw 12 countries across Asia Pacific as the Regional Director. She also led

Indra Pamamull appointed as President, APAC (Photo: Business Wire)

BeautyBank UK, which is Estee Lauder's Innovation Hub and think tank.

"I am delighted to be joining the BeautyHealth team and leading the APAC business moving forward," said Pamamull. "As the leader in beauty health with a dynamic and connected community, I see significant opportunity to grow the BeautyHealth brand internationally, as consumers continue to lean into self-care trends."

As part of the Company's initiative to invest in its international infrastructure and to support future growth, BeautyHealth has promoted Mingo Ku from General Manager of APAC to Chief Commercial Officer of APAC. Mr. Ku joined BeautyHealth in 2018, having previously worked at Solta Medical, Johnson and Johnson and Boston Scientific, and built the Company's APAC business from ground up, doubling sales year over year and expanding

both direct and distributor businesses across medical and non-medical channels.

"We're thankful for Mingo's continued commitment to expanding BeautyHealth globally. In his new position, Mingo will be able to leverage his expertise locally in the APAC region and his knowledge of the category to support Indra in accelerating our brand expansion initiatives. Building out our leadership in APAC is important for us to capitalize on the significant white space opportunity we see ahead, and we are very pleased with the team of talent we are building," Carnell continued.

About The Beauty Health Company

BeautyHealth is a category-creating beauty health company focused on bringing innovative products to market. Our flagship brand, HydraFacial, is a non-invasive and approachable beauty health platform and ecosystem with a powerful community of estheticians, consumers and partners, bridging medical and consumer retail to democratize and personalize skin care solutions for the masses. Leading the charge in beauty health as a category-creator, HydraFacial uses a unique delivery system to cleanse, extract, and hydrate with their patented hydradermabrasion technology and super serums that are made with nourishing ingredients, providing an immediate outcome and creating an instantly gratifying glow in just three steps and 30 minutes. HydraFacial® and Perk™ products are available in over 87 countries with over 18,000 Delivery Systems globally and millions of treatments performed each year. For more information, visit the brand on LinkedIn, Facebook, Instagram, or at [HydraFacial.com](https://www.hydrafacial.com). For more information, please visit at <https://investors.beautyhealth.com/>.

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 BeautyHealth'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 BeautyHealth's ability to manage growth; BeautyHealth's ability to execute its business plan and meet its projections; potential litigation involving BeautyHealth; changes in applicable laws or regulations; the possibility that BeautyHealth may be adversely affected by other economic, business, and/or competitive factors; and the impact of the continuing COVID-19 pandemic on the Company's business. BeautyHealth does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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