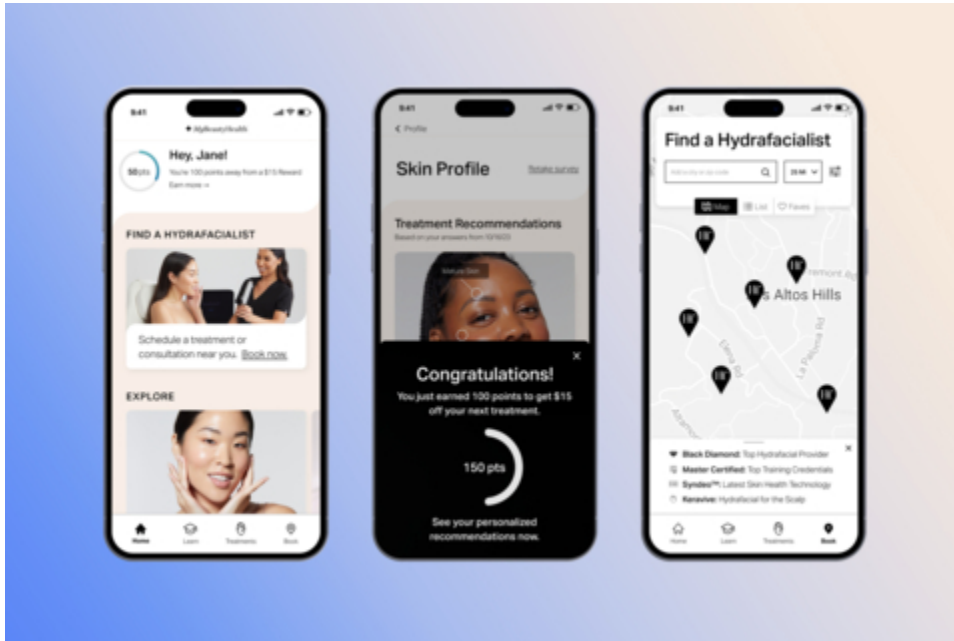


## Save and Glow: New MyBeautyHealth App Offers Consumer Loyalty Rewards on Every Hydrafacial Treatment

Nov 1, 2023

LONG BEACH, Calif.--(BUSINESS WIRE)--Nov. 1, 2023-- The BeautyHealth Company (NASDAQ: SKIN), home to flagship brand Hydrafacial, today launched MyBeautyHealth, its official app and loyalty program that offers consumers rewards on every Hydrafacial treatment, wherever they get their glow.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231101036017/en/>



MyBeautyHealth App (Graphic: Business Wire)

loyalty points, which can be redeemed immediately for \$15 off a Hydrafacial treatment at a participating provider. Every Hydrafacial treatment received is worth another 150 loyalty points, which can be redeemed for \$15 off a future Hydrafacial treatment.

The app creates a gamified experience for consumers, reminding and incentivizing behaviors like regular monthly treatments through push notifications, email drip campaigns and badges.

When redeemed as part of a regular, monthly Hydrafacial treatment regimen, loyalty rewards points can add up to the value of a free Hydrafacial treatment for the consumer by the end of the year.

For Hydrafacial providers, the MyBeautyHealth loyalty program is a value-add that comes at no cost. “For our providers, MyBeautyHealth is a boost to their businesses, driving clients into the doors of their favorite Hydrafacialist and, most importantly, rewarding them for coming back again and again,” adds Ms. Juaristi.

MyBeautyHealth app features:

- **Earn and track loyalty points** to redeem for savings on every Hydrafacial treatment.
- **Find and favorite local providers.** Filter results based on proximity, training level (Master Certified), provider loyalty level (Black Diamond), and more.
- **Request a consultation** with a local provider.
- **Take a skin quiz to receive personalized treatment recommendations** based on skin concerns.
- **Earn badges** with every treatment milestone and stay motivated to maintain your skin health regimen.

The MyBeautyHealth app is available now to consumers in the United States and Canada through the [Apple App Store](#) and [Android's Google Play Store](#).

### 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 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

The MyBeautyHealth app rewards consumers for investing in their skin health. Through the app, consumers can earn loyalty points and unlock exclusive savings with every treatment; log skin concerns and receive personalized treatment plans; and find and connect with local Hydrafacial providers.

“The new MyBeautyHealth app gives Hydrafacial the opportunity to connect directly with our community of passionate consumers, supporting and engaging them on their skin health journeys,” says BeautyHealth Chief Marketing and Communications Officer Amy Juaristi. “The loyalty program rewards every consumer, every time they get a Hydrafacial treatment. By design, MyBeautyHealth is for everyone—from the first-time glow-seeker to the dedicated loyalist getting a regular, monthly Hydrafacial treatment.”

Rewards are instant with the MyBeautyHealth app. Consumers who download the app, create an account, and complete the in-app skin quiz earn 150

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](https://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 ability to attract, convert, and keep consumers to the Hydrafacial brand; the utilization of the MyBeautyHealth app from both consumers and providers; the ability of the MyBeautyHealth app to function and operate according to plan; the ability to update, enhance, and/or maintain the MyBeautyHealth app and its related features; 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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