



Hydrafacial Launches New Hydralock HA Booster with Clinically Proven Results

Oct 1, 2024

Increases Skin Hydration by Over 300 Percent and Reduces the Appearance of Wrinkles by 63 Percent After One Treatment

LONG BEACH, Calif.--(BUSINESS WIRE)--Oct. 1, 2024-- The Beauty Health Company (NASDAQ:SKIN), home to flagship brand Hydrafacial®, today announced the global launch of the Hydrafacial Hydralock HA Booster, a proprietary formulation backed by clinical testing that delivers the signature Hydrafacial glow and keeps on giving. Clinically proven to increase hydration by three times, the formula helps plump and firm the skin, delivers 24-hour moisture and glow and reduces the appearance of wrinkles by 63 percent after just one treatment. ¹

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241001155732/en/>



Hydralock HA Booster by Hydrafacial (Photo: Business Wire)

Created with feedback and input from Hydrafacial's global providers, estheticians, and consumer community, the Hydralock HA Booster was developed to help combat dehydrated, dull, and stressed skin. This innovative booster features a proprietary blend of Triple Hyaluronic Acid Complex, Vitamin B5, and Fruit Extracts, which work together to deliver both instant and long-lasting moisture and glow, while also helping to plump and firm the skin and reduce the appearance of fine lines and wrinkles.

Renowned for its patented vortex fusion technology, the Hydrafacial treatment deeply cleanses and infuses these powerful ingredients into the skin through its magic wand's delivery system operated by highly trained skin health professionals. It is this synergistic combination that ensures the clinically proven formulation is more effectively infused into the skin and can deliver optimal skin health benefits than when applied only topically. With the introduction of the Hydralock HA Booster, an individual's skin hydration and moisture will be supercharged both instantly and over time, with zero downtime.

After one Hydrafacial treatment with the Hydralock HA Booster, Corneometer measurements of participants' skin revealed:

- A 455 percent increase in hydration¹ and 57 percent reduction in the appearance of wrinkles² immediately following the treatment.
- Sustained results, with a 338 percent increase in hydration¹ and 63 percent reduction in the appearance of wrinkles² after 24 hours.

Additionally, 94 percent of participants reported their skin remained more hydrated, moisturized and brighter 48 hours after the treatment.³

"Today's consumers are more informed than ever on skin health and ingredients, making clinically proven efficacy crucial," said BeautyHealth Chief Executive Officer Marla Beck. "We are introducing the first booster in the Hydrafacial portfolio with clinical claims to address dry, dull, dehydrated skin and the signs of aging, which are top skin concerns our providers come across in their treatment rooms. The Hydralock HA Booster further expands our range of over 15 boosters, helping our providers to offer highly customized Hydrafacial treatments that effectively address a variety of skin concerns."

The Hydrafacial Hydralock HA Booster is available now globally. To schedule an appointment, [find a Hydrafacial provider near you](#).

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

²Based on QuantifiCare skin analysis of 38 participants before, immediately after, and 24 hours post-treatment in a clinical study. Individual results may vary.

³Based on a consumer perception study with 38 participants. Individual results may vary. Data on File at Hydrafacial.

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://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; consumers' perception of skin health, skin concerns, and overall beauty trends; the success of the Hydralock HA Booster's commercial launch; 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.

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