



BEAUTYHEALTH™

Analyst & Investor Day

September 15, 2022



The road to BeautyHealth

Brent Saunders

Executive Chairman

What makes Hydrafacial attractive?

Criteria	hydracial®
Leading position in attractive and growing industry	✓
Scientific / brand differentiation	✓
Sustainable competitive advantages	✓
Suitable platform to build a leading aesthetics technology company focused on allied healthcare professionals	✓
Long-term growth prospects and drivers	✓
Cash pay / no reimbursement risk	✓
Global commercial infrastructure	✓
Profitable	✓

An accomplished executive committee



Andrew Stanleick
President & Chief
Executive Officer



Liyuan Woo
Chief Financial Officer



Jwala Karnik, MD
EVP of Global Strategy
& Partnerships



Ben Baum
Chief Experience Officer



Jon Arnold
President, EMEA



Stefanie Gebauer
President,
Southeast Asia



Mingo Ku
President,
North Asia



Dan Watson
EVP,
Sales Americas



Amy Juaristi
Head of
Corporate Affairs



Kellie Sears
Chief Human
Resources Officer



Paul Bokota
Vice President &
General Counsel





Analyst & Investor Day

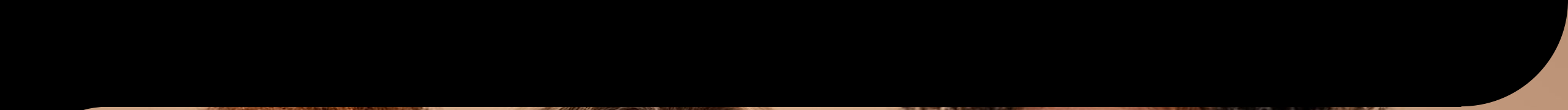
September 15, 2022



The future of BeautyHealth

Andrew Stanleick

President & Chief Executive Officer



Welcome



Today's objectives

1

**Present 5-Point Master Plan
and new business insights**

2

**Review 3-Year Strategic Growth
Plan with significant growth and
EBITDA potential**

3

**Introduce the BeautyHealth
Executive Committee**

Today's agenda

The road to BeautyHealth



Brent Saunders
Executive Chairman

The future of BeautyHealth



Andrew Stanleick
President & Chief Executive Officer

Building brand love



Ben Baum
Chief Experience Officer

Clinical approach behind the Hydrafacial glow



Jwala Karnik, MD
EVP of Global Strategy & Partnerships

Q&A



Closing remarks



Andrew Stanleick
President & Chief Executive Officer

Delivering the three-year plan



Liyuan Woo
Chief Financial Officer

Fireside chat: power of an omni-channel strategy



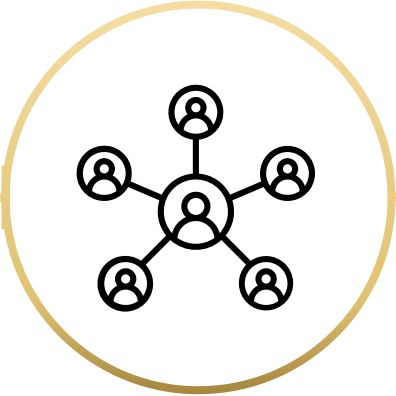
Jwala Karnik, MD
EVP of Global Strategy & Partnerships

Mingo Ku
President, North Asia

Dan Watson
EVP, Sales Americas

Break

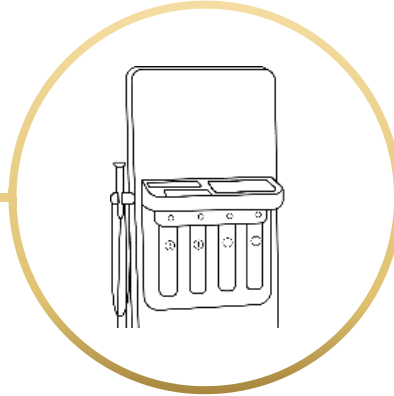
Today's three takeaways



1.

CATEGORY CREATOR

with a differentiated product offering, business model and community



2.

PROFITABLE GROWTH

across geographies and categories in a huge and growing TAM



3.

INNOVATIVE TECHNOLOGY

and a powerful **flywheel** drives our growth





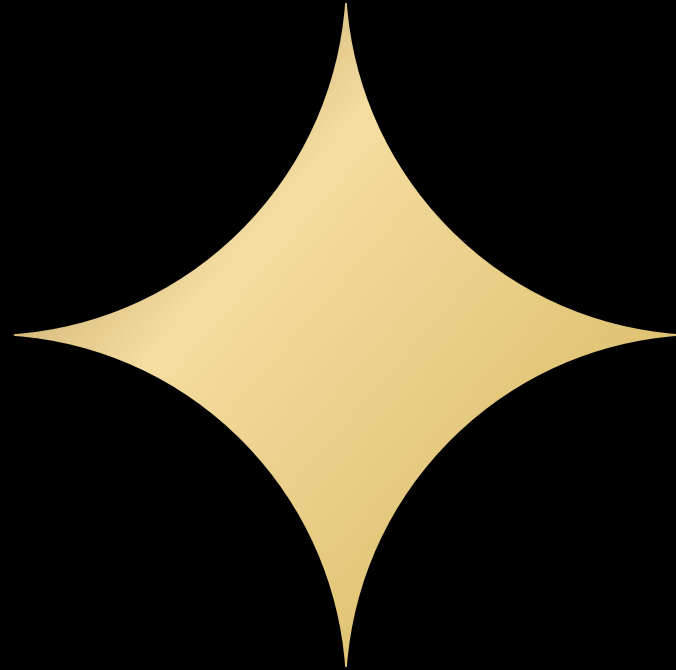
Who is BeautyHealth?

Beauty

Aesthetics

Wellness

Health

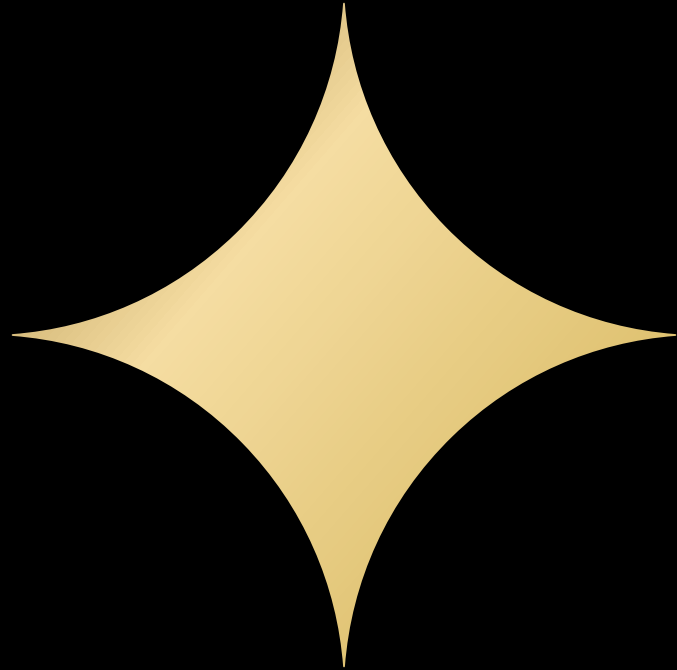


Medical

Spa

Retail

At-home



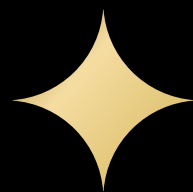
Results

Experiences

Product

Community





BEAUTYHEALTH™

We are a purpose driven company

We believe

Everyone deserves to feel good about themselves.

We work with purpose

We don't just make great products, we build confidence.

Our vision

Become the world's leading beauty health and wellness platform, fueled by a community of engaged providers, aestheticians and consumers.



We are a global leader in beauty health

Our financials

Strong balance sheet
to fuel growth

\$340 –
350mm

2022E net sales

\$50mm

2022E Adjusted EBITDA

\$821mm

Cash & equiv. at June 30, 2022

Our community

Partners you know, wherever you live,
work, and play

Our brands

hydrafacial™ keravive™

Available at omni-channel partners

Medical



NASSIFMD



OVME

Non-Medical

Marriott



FOUR SEASONS

EQUINOX

Retail

SEPHORA



Galeries Lafayette

JOHN LEWIS
& PARTNERS

Innovating with fellow skin experts

JLO BEAUTY™

Murad.

ZO SKIN HEALTH

Our global footprint

Loved around
the world

90+

Countries

~23,000

Delivery systems

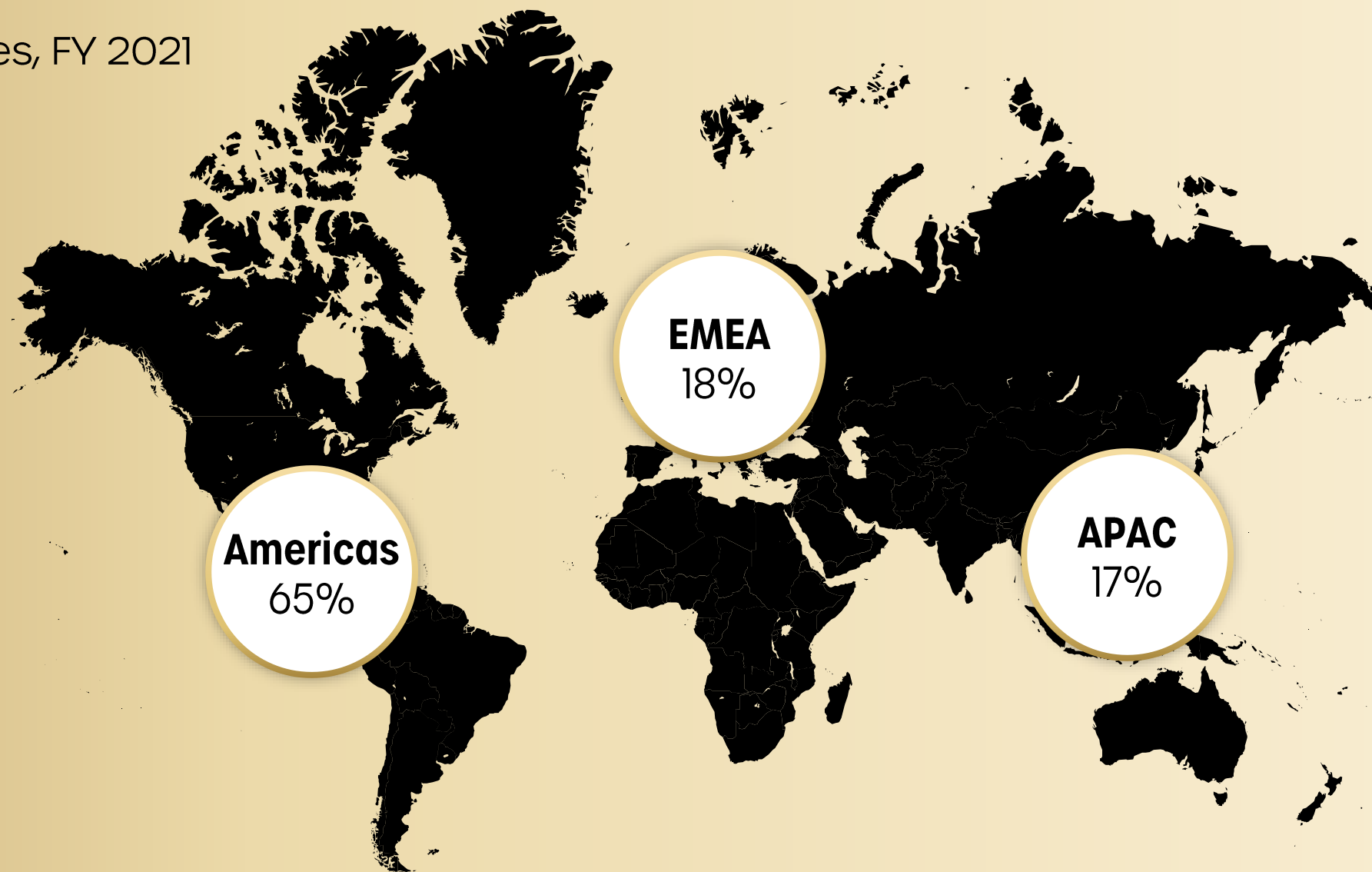
35,000+

Aestheticians educated

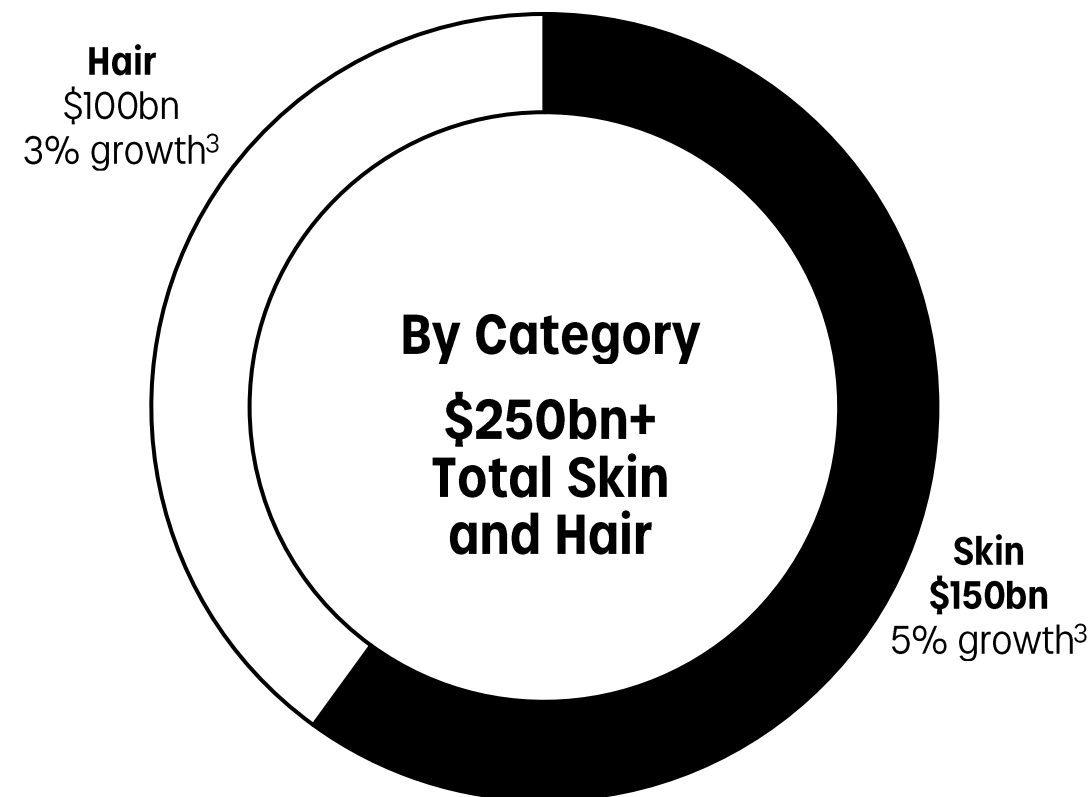
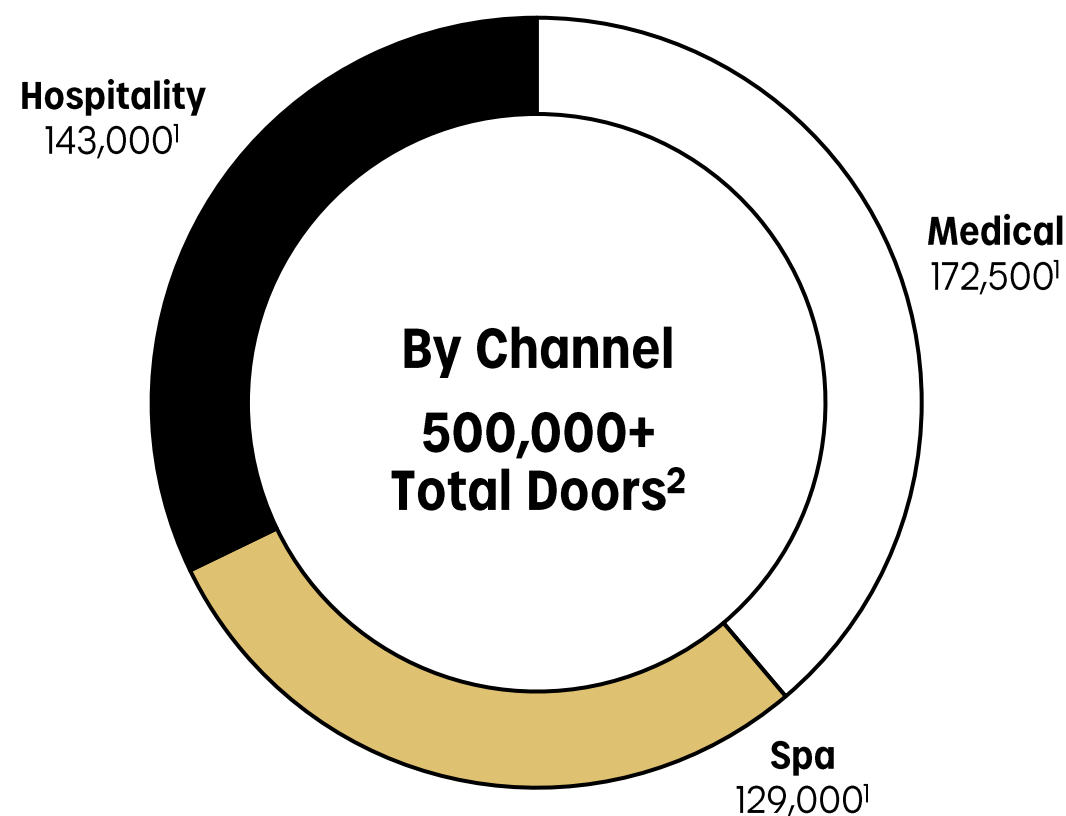


We deliver diversified net sales regionally

% net sales, FY 2021



We are playing in a large, high-growth market



Macro tailwinds are with us, and consumer demand is all-weather



Tailwinds

Societal shift toward health and wellness
Broader definition of beauty: embrace your
version of beauty, whatever that may be
Reduced stigma, increased access, and
advances in aesthetic procedures
Post-pandemic Zoom boom:
our face is our business card



Headwinds

Geopolitical uncertainty
Macroeconomic environment
COVID-19 lockdowns
Supply chain disruptions



We serve an upper middle class and resilient consumer



U.S. consumer archetype

\$94K

Annual household income

High income less susceptible to economic downturns

30s

Average age

Young with high LTV potential

>20%

Male

Global men's grooming market expected to reach **\$81.2bn by 2024**

33%

LatinX

Over-indexed with demographic leading beauty spend

Highly desirable consumer that craves beauty and health

Our provider community is booming

Skincare specialist jobs are
expected to grow

+29% by 2030¹

outpacing job growth in other categories



Cultivated aesthetician community that provides edge to capture growth




Today, Hydrafacial is a love brand with a legion of provider and consumer fans



BeautyHealth may be new to the public markets, but we have led technological innovation for years





It's not a facial. It's a Hydrafacial.

Treats the skin more deeply and fully

With the touch of our magic wand

Top results, no downtime

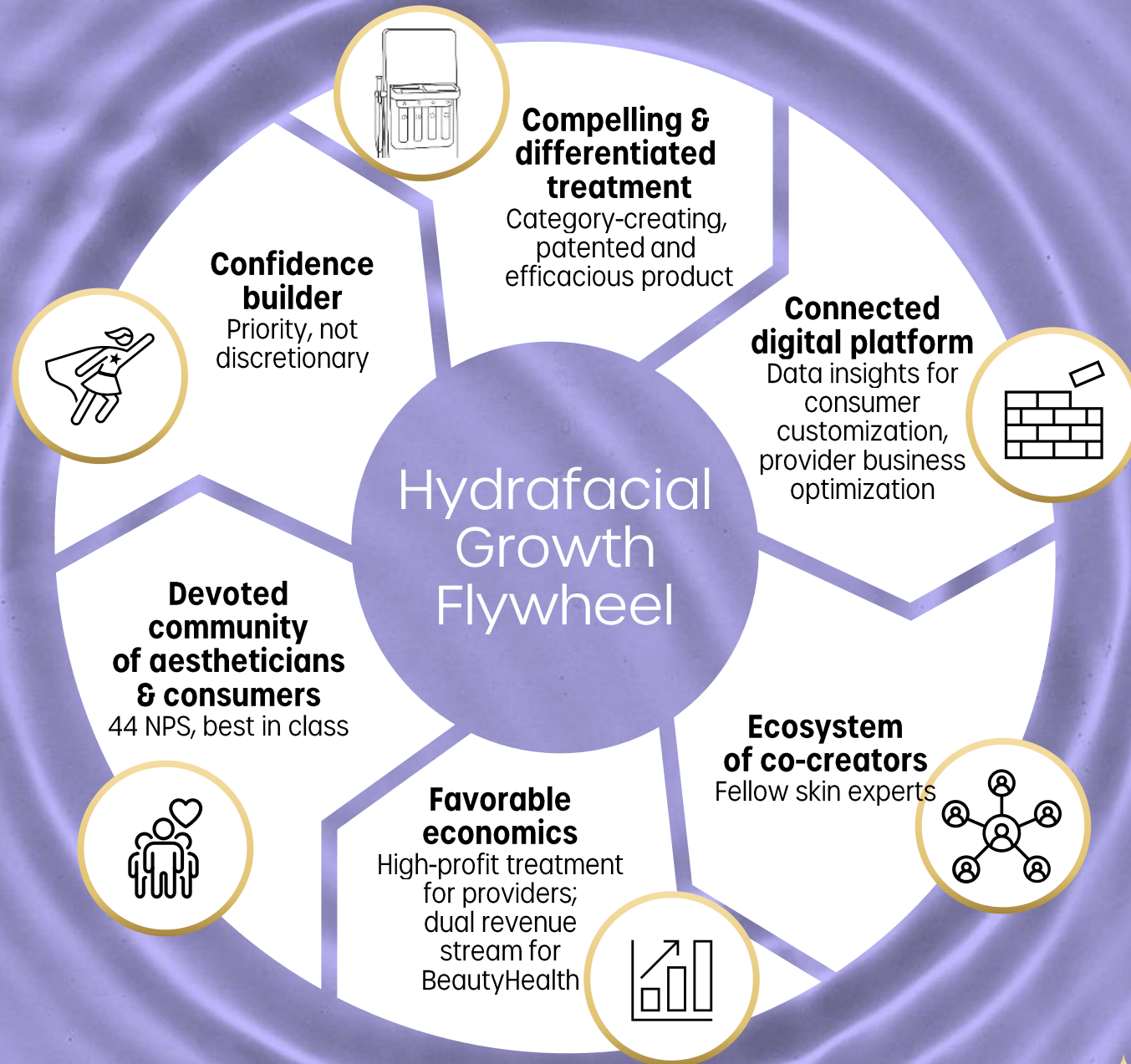
Cleanse Gentle exfoliation and relaxing resurfacing to uncover a new layer of skin

Extract Remove debris from pores with painless suction

Hydrate Saturate surface with antioxidants and peptides to create instantly gratifying glow

- ✦ Patented vortex fusion wand
- ✦ Enhances any skincare formula with a more effective application
- ✦ Changeable tips for a maximum effect and personalization

- ✦ Non-invasive
- ✦ Painless
- ✦ Instant glow
- ✦ No downtime
- ✦ Immediate confidence
- ✦ Accessible price point



Treatments personalized every time with our range of boosters

$$3 + 14 = \infty$$

Hydrafacial
developed
boosters

Partner
boosters

Layering
combinations

**Nourishing products designed
for individual skin health goals**

BRITENOL

Helps minimize the appearance of dark spots
and helps balance skin tone

DERMABUILDER

Helps smooth the appearance of fine lines and
wrinkles and enhances skin elasticity

REGEN GF

Helps maintain the appearance of healthy and
youthful looking skin and supports hydration

Boosters co-created with fellow skin experts expand our R&D and reach



Flexibility to feature leading technologies on our platform

At the forefront of innovation: exosome booster

✦ **What are exosomes?**

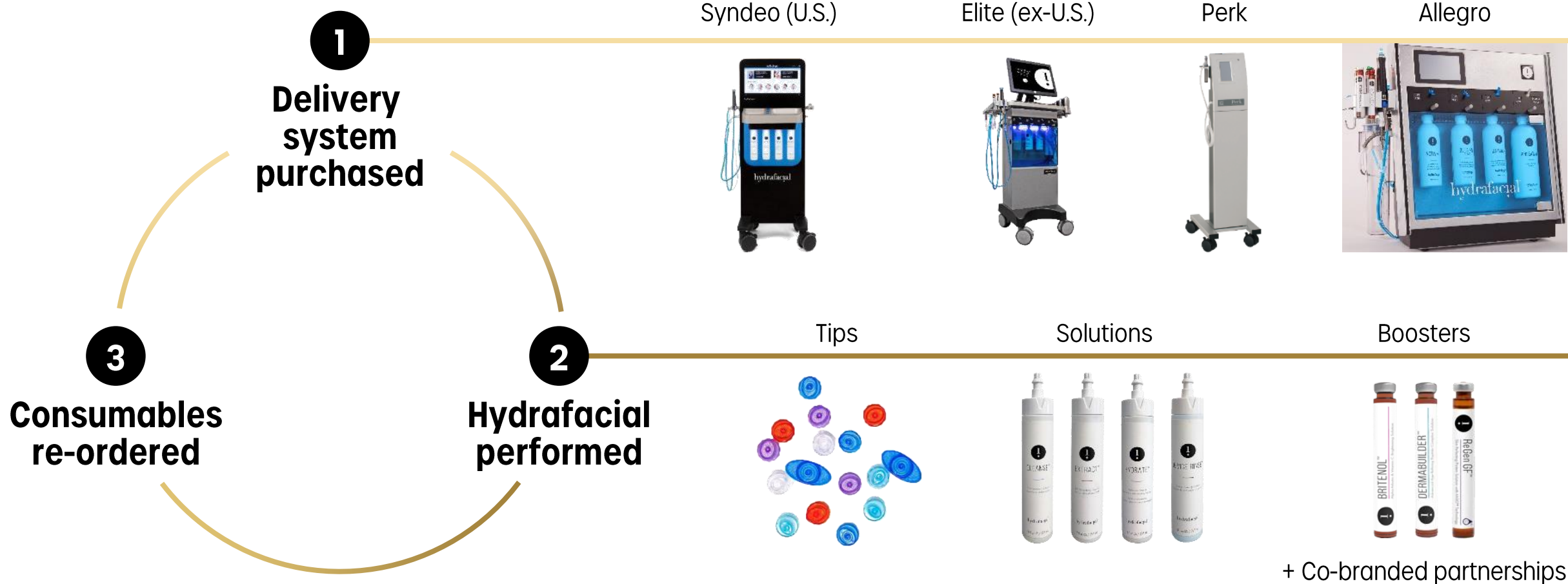
Extracellular vesicles carrying cell-specific cargos of cytokines, chemokines, and growth factors

✦ **Exosomes are involved with cellular communication with respect to** repair and regeneration and can address the signs of inflammation and aging



Expected launch in 2023

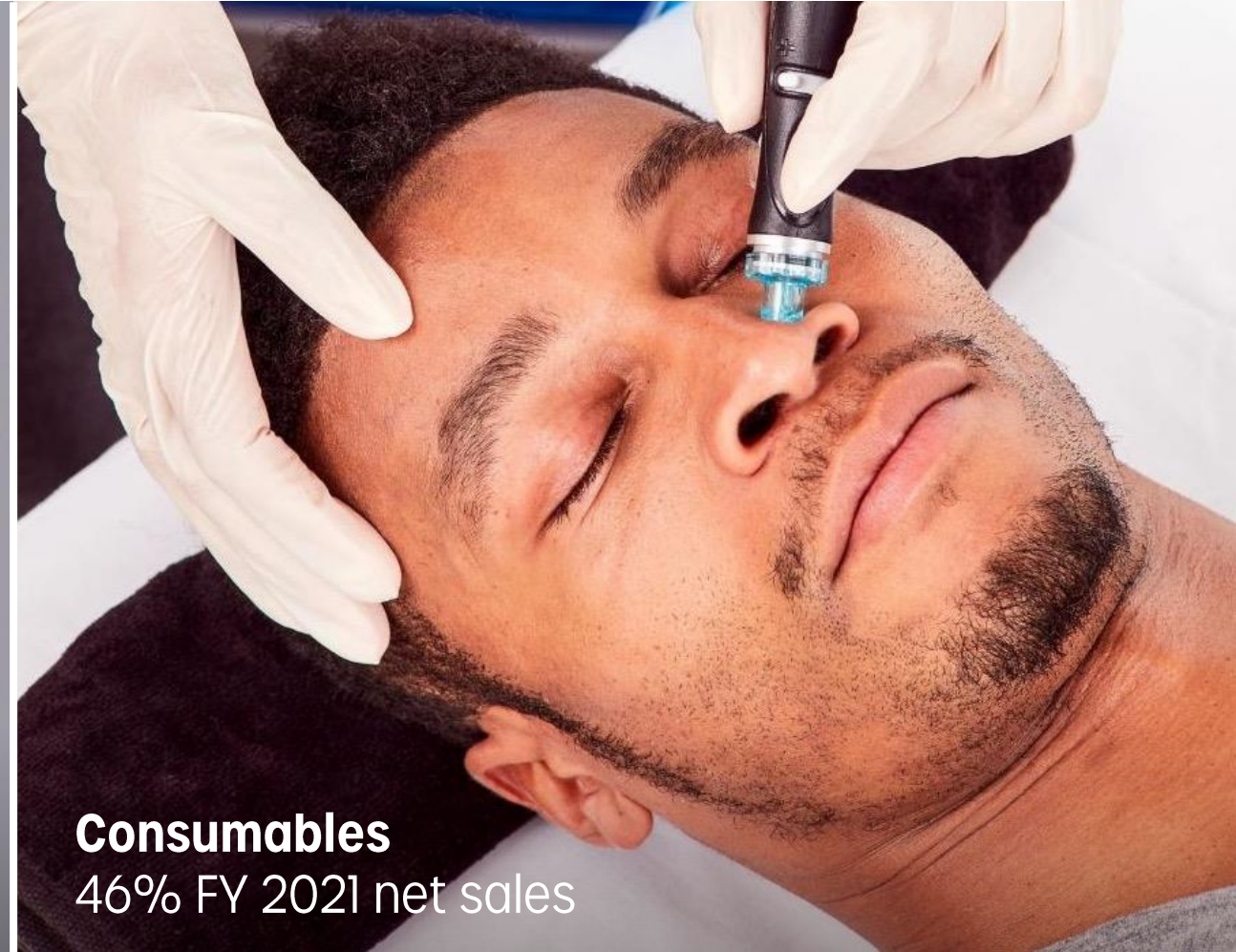
Our regenerative economic model



Our dual revenue streams are nearly equally split,
with a recurring element in consumables

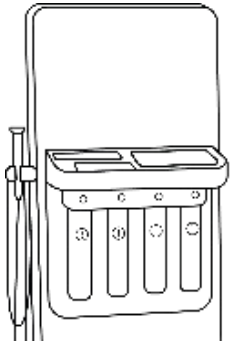


Delivery systems
54% FY 2021 net sales

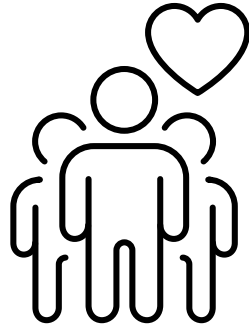


Consumables
46% FY 2021 net sales

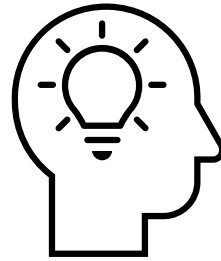
Our 5-point master plan to drive transformative growth



Expand
footprint



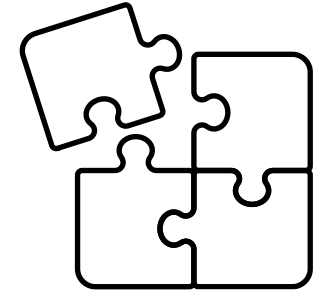
Invest in
providers



Drive brand
awareness



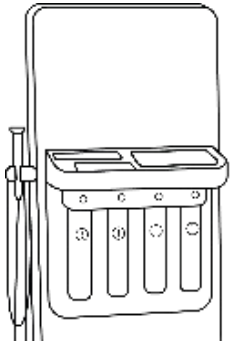
Build global
infrastructure



M&A



5-point master plan



Expand
footprint



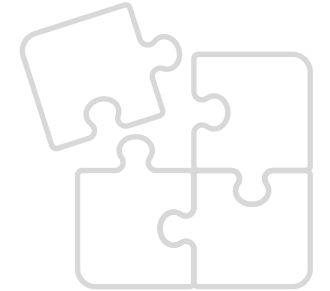
Invest in
providers



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awareness



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infrastructure



M&A



Clear runway to expand
~5% global penetration

Low teens %

Penetration in the Americas

~1%

Penetration in APAC

LDD%

Penetration in EMEA



Deepening our foothold in medical and spa, and penetrating new channels



Retail

Expanding to Sephora APAC in September 2023

Syndeo's launch has been next-level

3x Sales

Exceeded month 1 launch expectations

~2,265 Systems

In market¹

2023 Expansion

To EMEA and APAC



5-point master plan



Expand
footprint



Invest in
providers



Drive brand
awareness



Build global
infrastructure



M&A

HFX is the world's no. 1 educator of aestheticians



We invest in our providers at events and trade shows



IECSC Las Vegas, NV, USA | June 2022



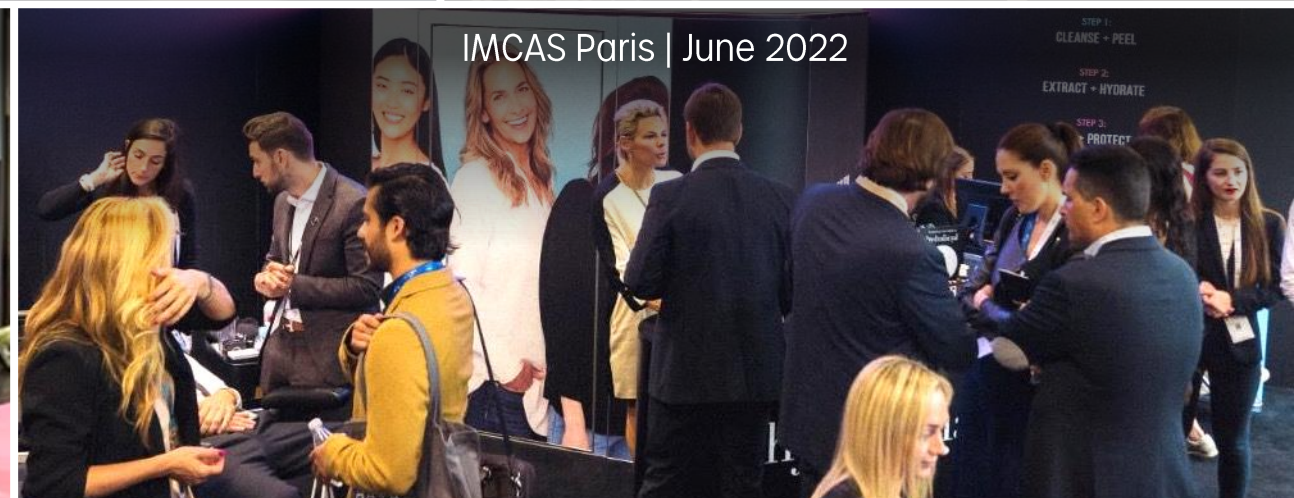
AIS San Diego, CA, USA | April 2022



AMWC Monaco | April 2022



Beauty Fair Düsseldorf, Germany | May 2022



IMCAS Paris | June 2022

We help providers build their businesses

Physician



Spa owner



Retailer



Solo practitioner



Creates a profitable gateway

**MDs and spas see more gross profit per
Hydrafacial than for the leading neurotoxin**

Attracts a **higher income consumer** typically purchasing
two or more aesthetic treatments

Drives traffic

Retailers report higher
average basket size for
consumers receiving
Hydrafacial instore

Anchors the practice

A solo practitioner performing
just 10 Hydrafacials per week
earns \$100,000 annually



We are rewarded
with a deeply
passionate community
of providers,
our **Hydrafacial Nation**

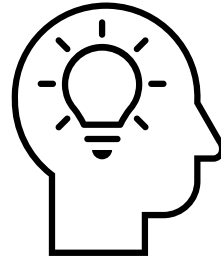
5-point master plan



Expand
footprint



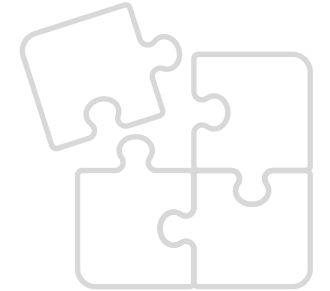
Invest in
providers



Drive brand
awareness



Build global
infrastructure



M&A



Galvanizing influencers at every level





5-point Master Plan



Expand
footprint



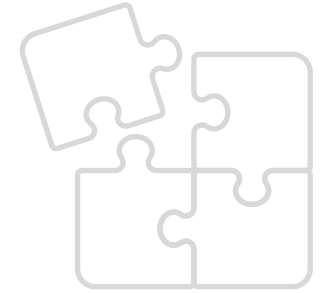
Invest in
providers



Drive brand
awareness



Build global
infrastructure



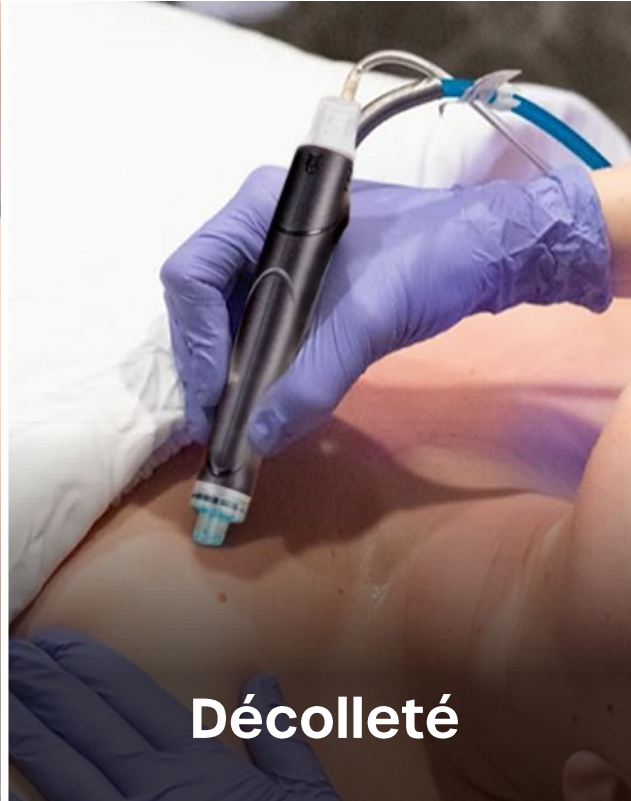
M&A



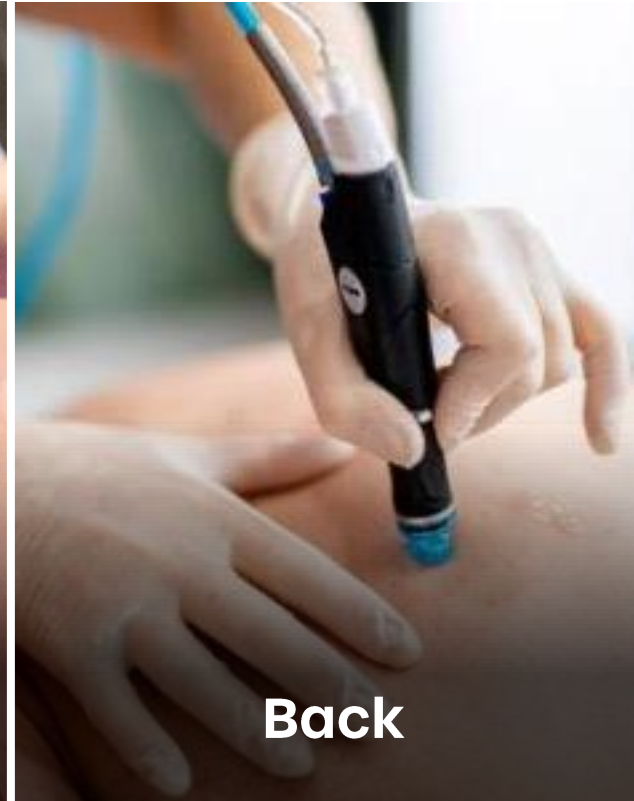
Innovating to deliver a head-to-toe glow



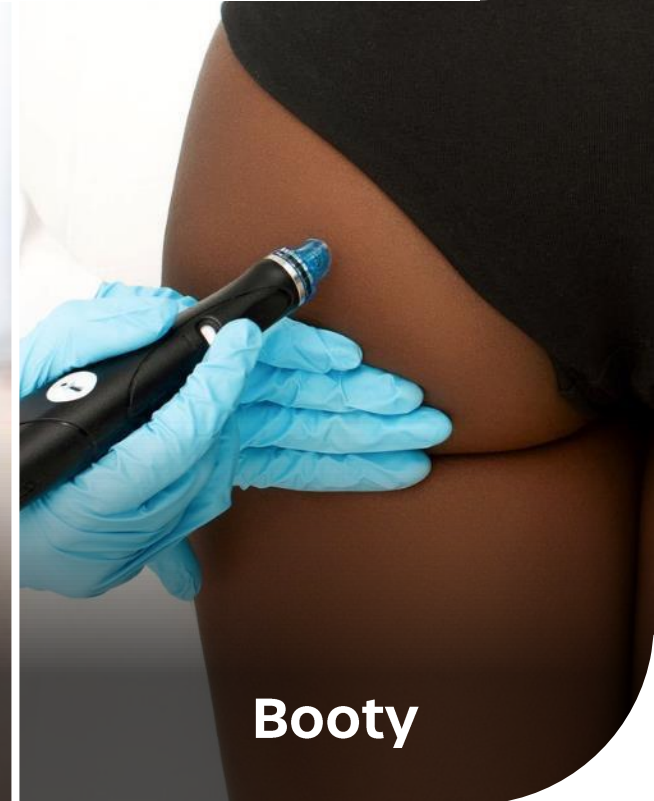
Neck



Décolleté



Back



Booty

The face is only **3.5%** of total skin surface¹



Building a revolutionary scalp & hair opportunity with Keravive

Treatments administered by doctors and medi-spas are the fastest growing segment of the

\$4.9bn¹

Hair restoration market



Part of the Hydrafacial family.

3 steps to healthy, fuller-looking hair.
Cleanse, exfoliate, hydrate.

Tiny molecules, big results.
Proprietary blend of biomimetic polypeptides and skin proteins.



Developing and validating the at-home category

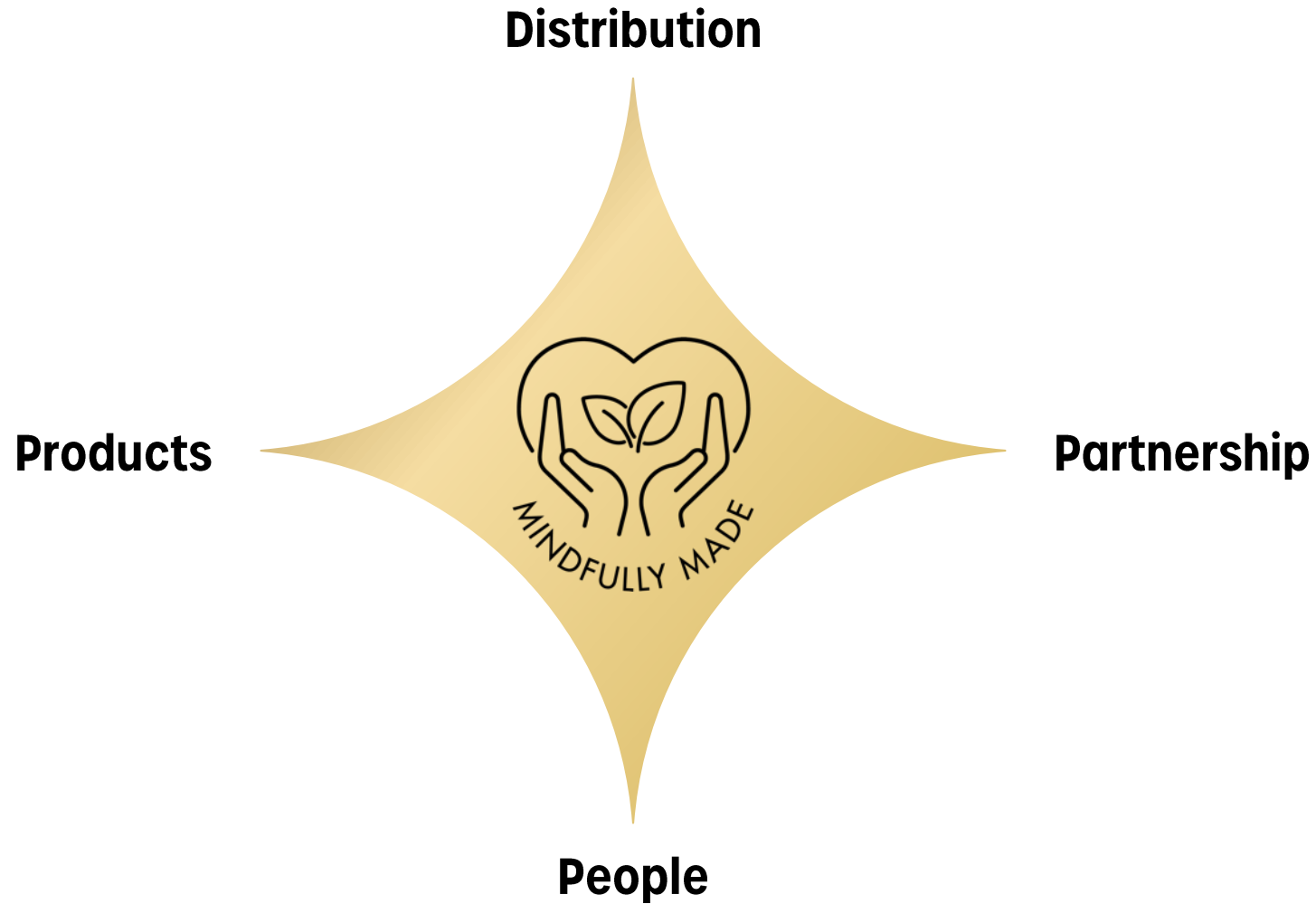


Global at-home beauty device market set to grow 10x, reaching

\$90.5bn by 2030¹



Our ESG journey has just begun



5-point master plan



Expand
footprint



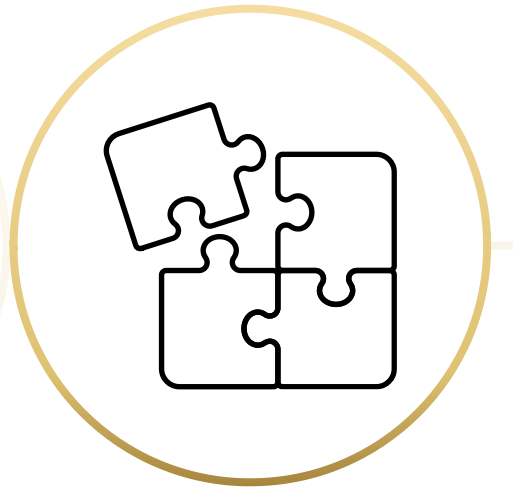
Invest in
providers



Drive brand
awareness



Build global
infrastructure



M&A



Accelerating the BeautyHealth platform through M&A

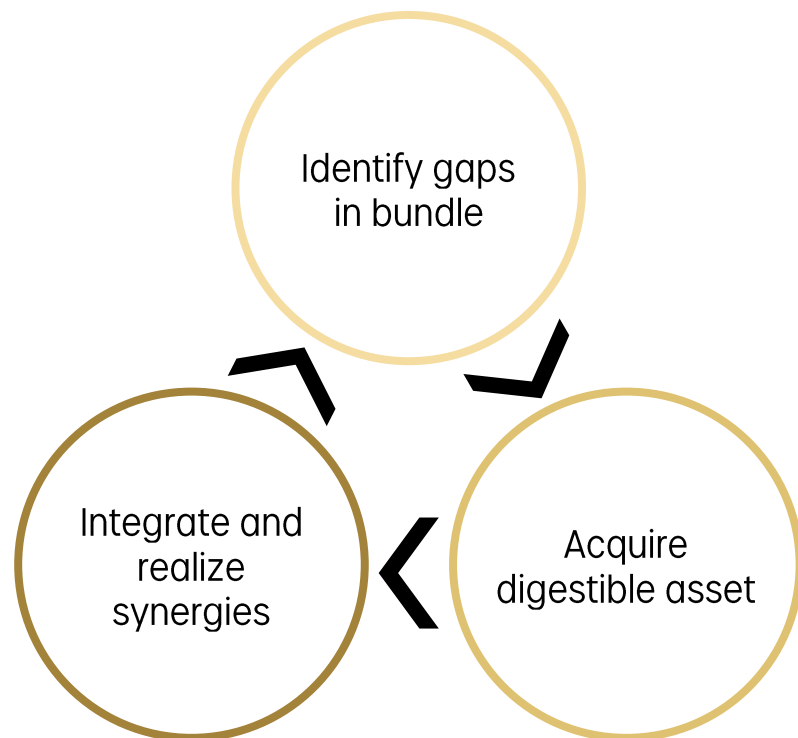
Differentiated product or service / high Net Promoter Score

Complementary to our existing platform and community, leveraging the trusted aesthetician

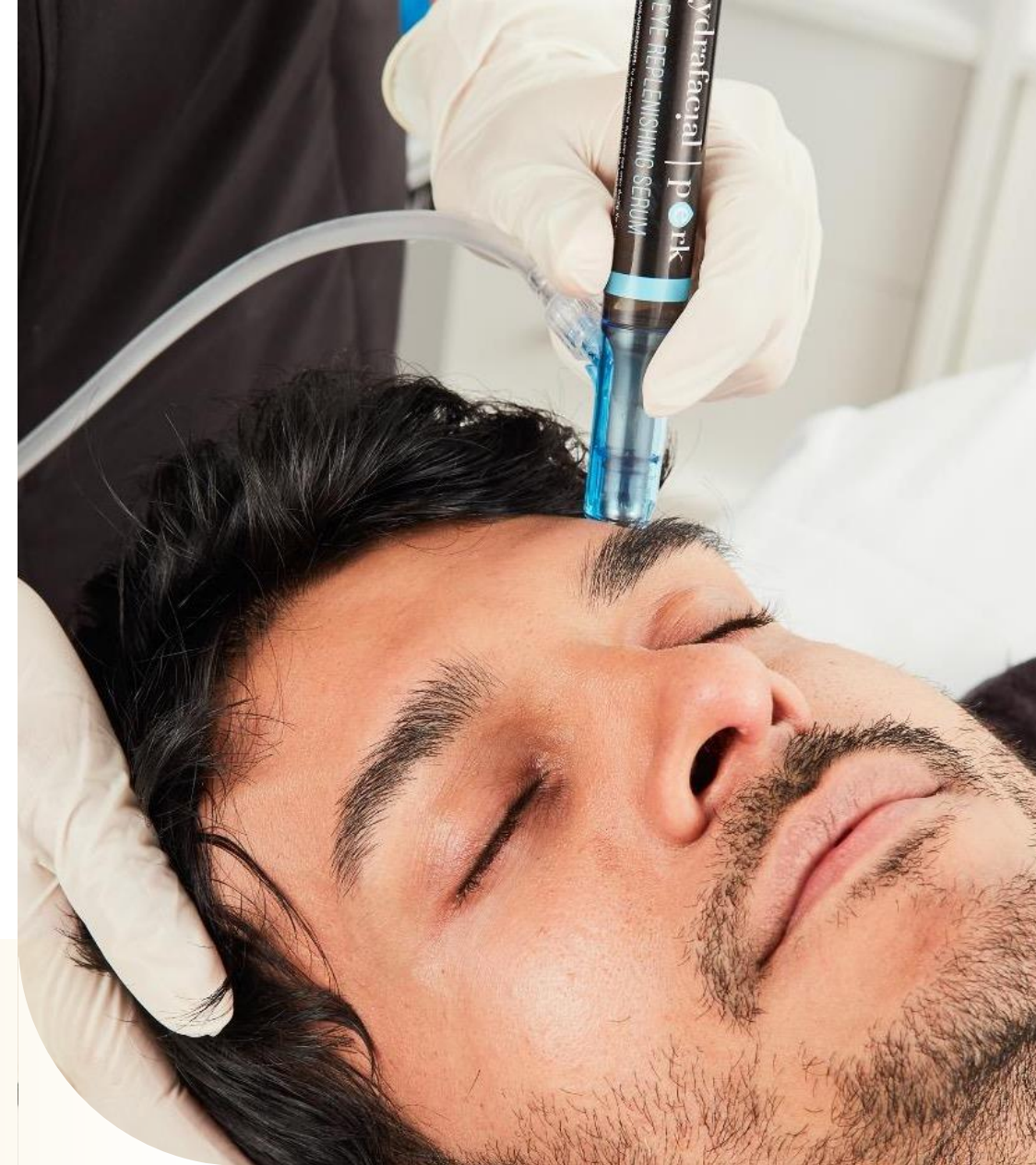
Financially attractive profile via compelling revenue growth, recurring revenue characteristics, and / or profitability

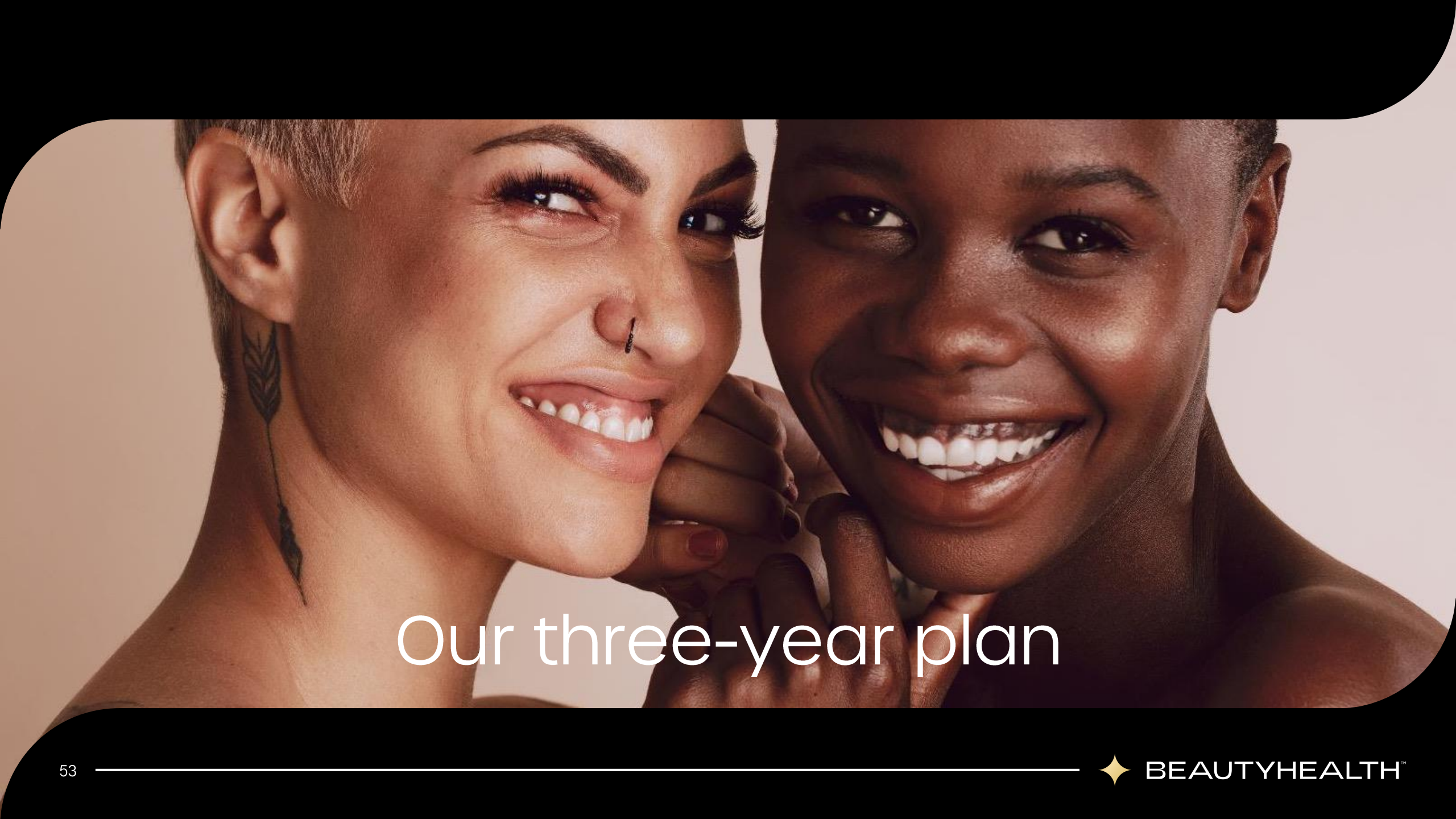


Our M&A philosophy



No predetermined timeline for transaction – opportunistic philosophy rather than time-based





Our three-year plan

Our three-year plan is expected to drive meaningful profitable growth

2x net sales
vs. 2022E

\$600 – \$700mm

2025E net sales
20 – 27% 2022E – 2025E CAGR¹

3x+ Adj. EBITDA
vs. 2022E

18 – 20%

2023E Adj. EBITDA margin

25 – 30%

2025E Adj. EBITDA margin



Why I am confident in our plan



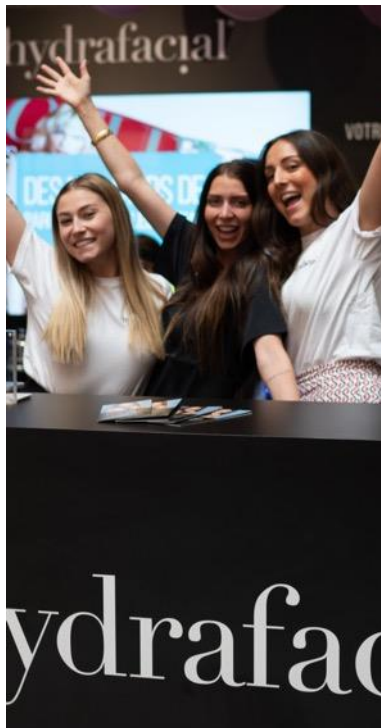
Scalable and profitable operating model



Consistent track record of growth and margins



Massive, resilient and growing market opportunity



Desirable and committed consumer and provider community



Ample liquidity and prudent capital allocation



Best-in-class management team

Today's agenda

The road to BeautyHealth



Brent Saunders
Executive Chairman

The future of BeautyHealth



Andrew Stanleick
President & Chief Executive Officer

Building brand love



Ben Baum
Chief Experience Officer

Clinical approach behind the Hydrafacial glow



Jwala Karnik, MD
EVP of Global Strategy & Partnerships

Q&A



Closing remarks



Andrew Stanleick
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Delivering the three-year plan



Liyuan Woo
Chief Financial Officer

Fireside chat: power of an omni-channel strategy



Jwala Karnik, MD
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Break



Building brand love

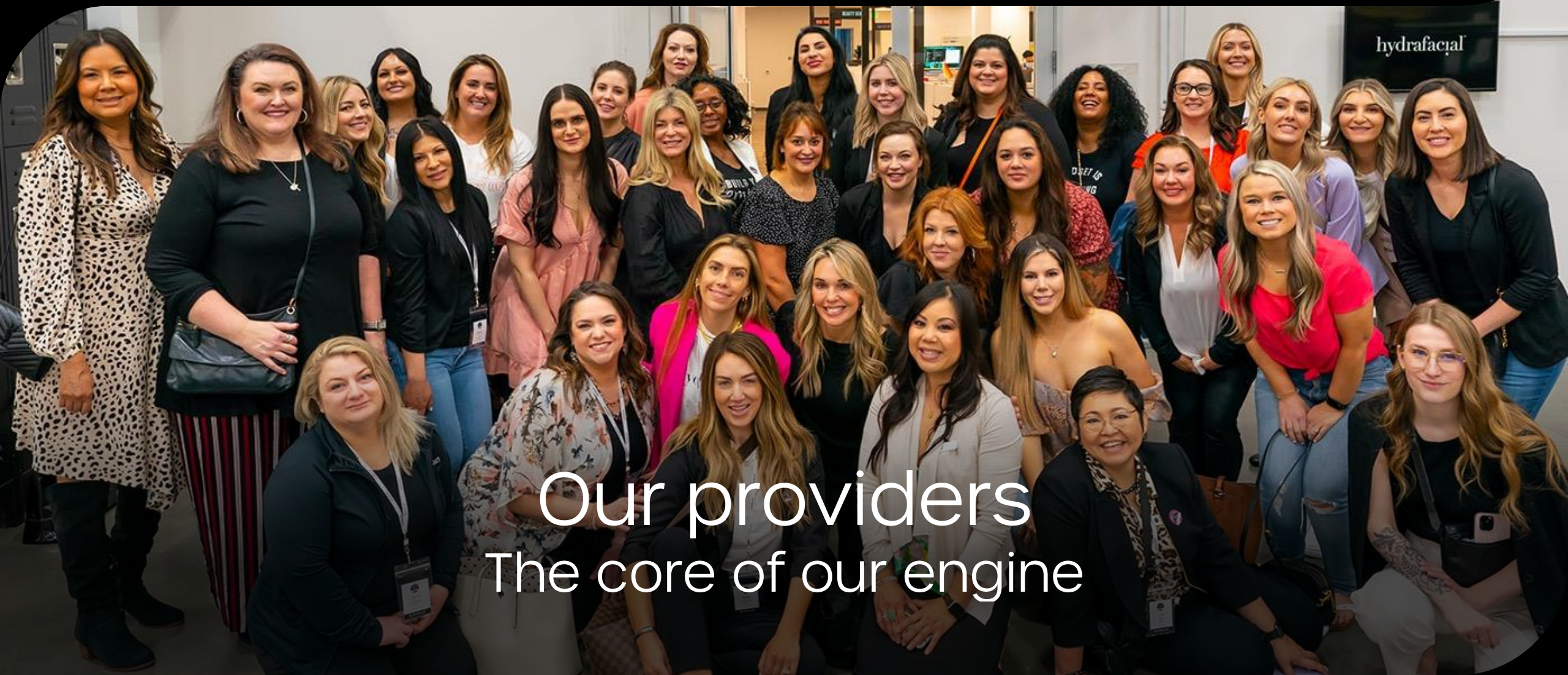
Ben Baum

Chief Experience Officer

Hydrafacial Nation: at the heart of all we do



Providers ← hydrafacial → Consumers



Our providers
The core of our engine



The Golden Triangle of support and education



We offer a comprehensive portfolio of education services



13
HFX Experience Centers



75+
Schools with
Hydrafacial presence



35,000+
Aestheticians trained

The result: providers as Hydrafacial brand evangelists and delighted clients



// Hydrafacial has filled in every missing piece in our medical spa. Not only did it **attract new clientele**, our **retention rate grew to 92%** after our first 5 months. It has enabled us to **increase our sales with other services**, especially laser treatments, where we've had **tremendous results and growth since introducing Hydrafacial**. //

– Provider, Rhode Island



Our consumers

The ultimate beauty health enthusiasts

Reaching the coveted Hydrafacial consumer

\$94,000

Average HH income

30s

Average age

>20%

Men

8%

Aided brand awareness

33%

LatinX consumers

Life Events

Biggest purchasing driver

92%

Hydrafacial consumers
would switch aestheticians if
they did not offer Hydrafacial

44

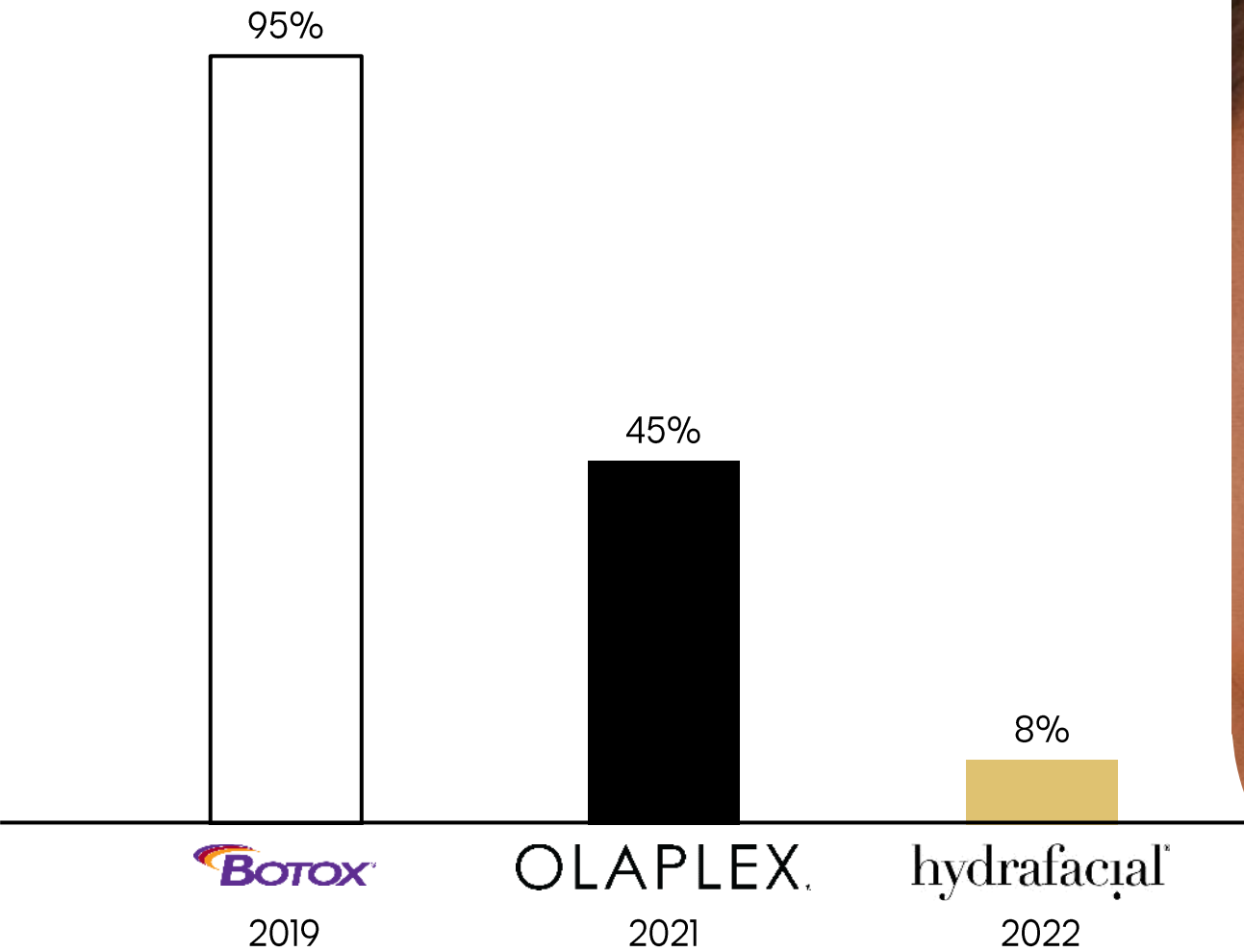
Consumer NPS

94%

feel more confident after
Hydrafacial



Aided brand awareness

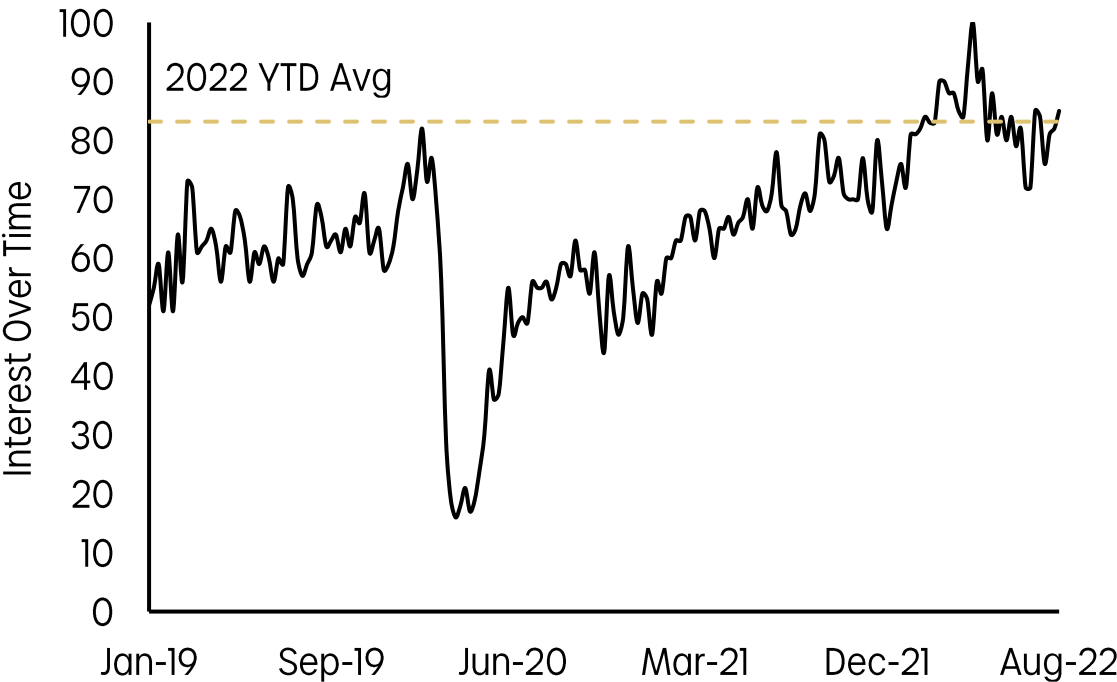


Galvanizing influencers at every level



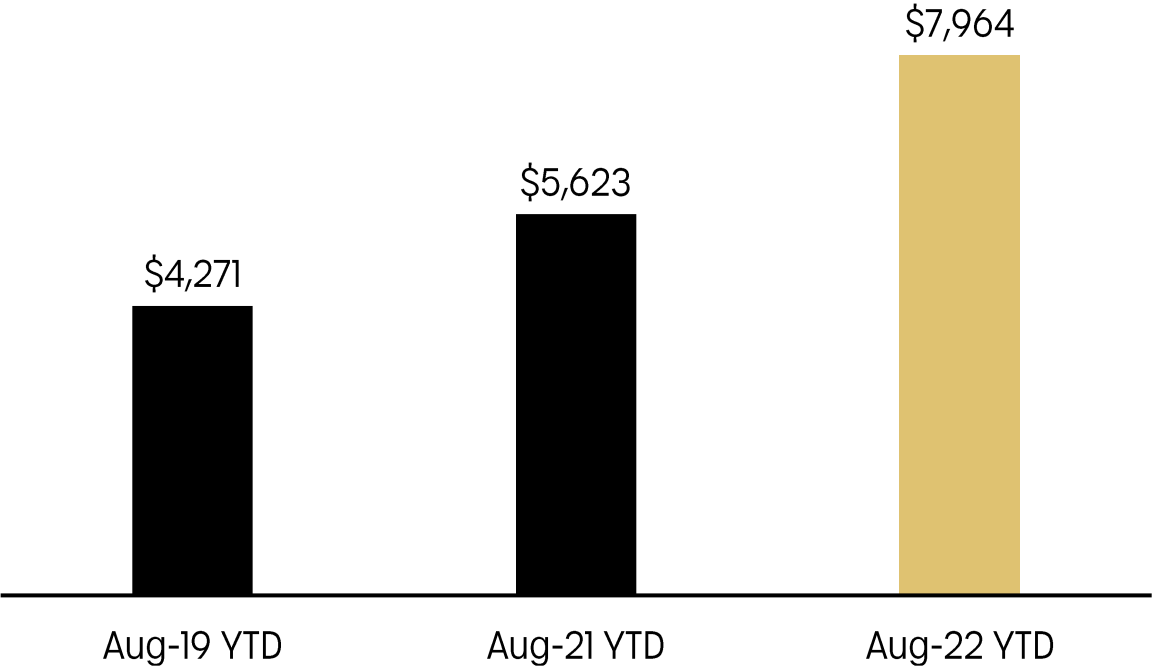
Growing brand awareness

Worldwide Google search trends



+36% vs. August 2019 YTD
+28% vs. August 2021 YTD

Earned media value (\$K)



+86% vs. August 2019 YTD
+42% vs. August 2021 YTD

A close-up photograph of a Hydrafacial machine. The machine is dark grey with a light grey tray attached. The tray contains several small ampoules of product, some with white labels and others with gold labels. There are also some small blue and purple caps on the tray. The word "hydrafacial" is printed in white on the dark grey background of the machine.

hydrafacial

Our product
Designing the future of beauty health



Meet Syndeo

The future of skin health **reimagined**.



Elevated design



Enhanced ease-of-use and intuitive operation



Co-created with aesthetician partners



Connected experience

Syndeo will pave the way to our connected platform



- ✦ First of its kind smart delivery system
- ✦ Ultimate in ease-of-use and intuitive operation
- ✦ Data to optimize utilization
- ✦ Closed loop
- ✦ Connected consumer loyalty program to grow repeat visits and LTV
- ✦ Global expansion

Poised for growth and future success

1

Our Golden Triangle cultivates a loyal and engaged community

2

The Hydrafacial consumer is highly desirable

3

Syndeo offers opportunity to spin our flywheel faster





Behind the Hydrafacial glow

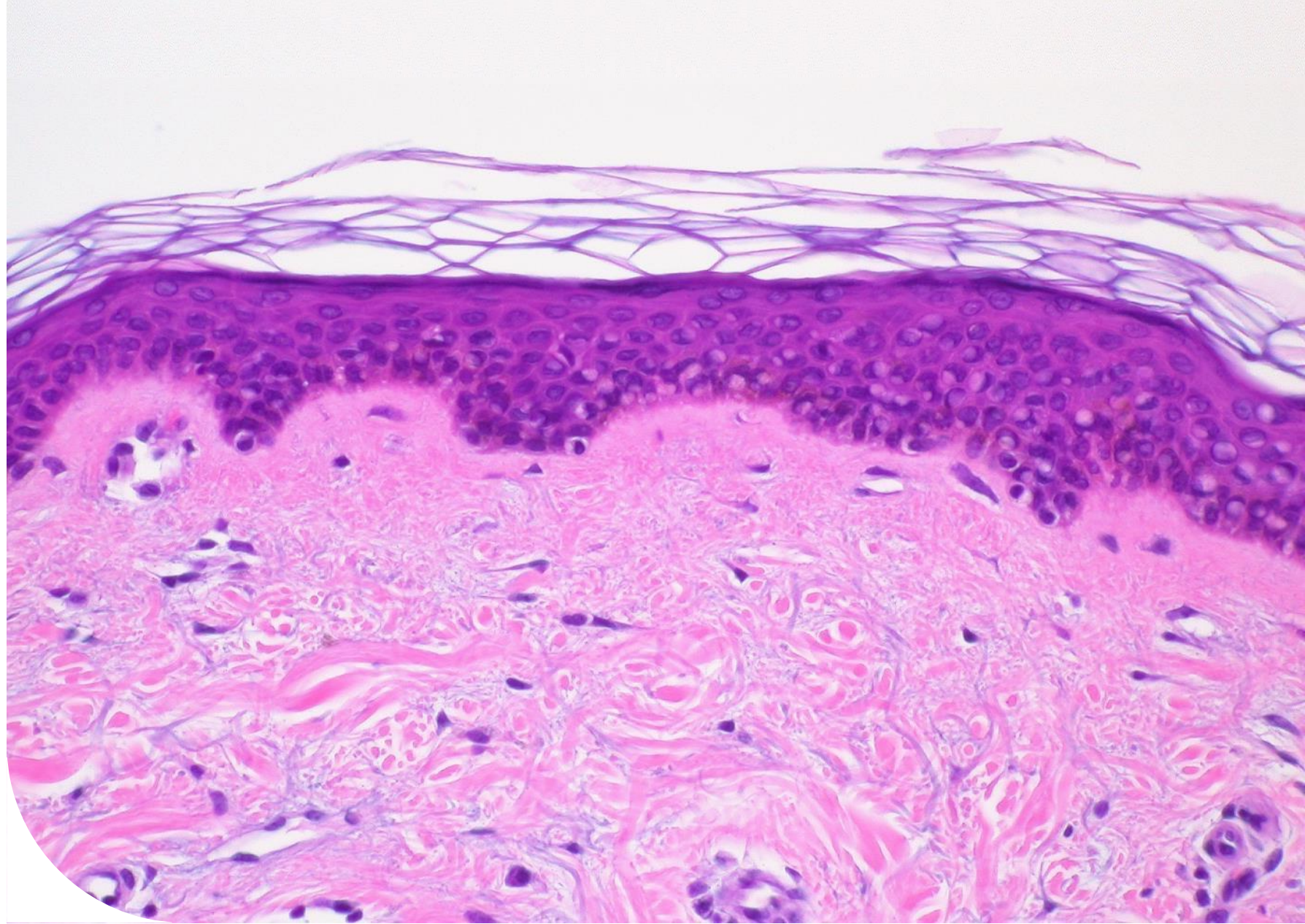
Jwala Karnik, MD

EVP of
Global Strategy & Partnerships

Skin health 101

Epidermis

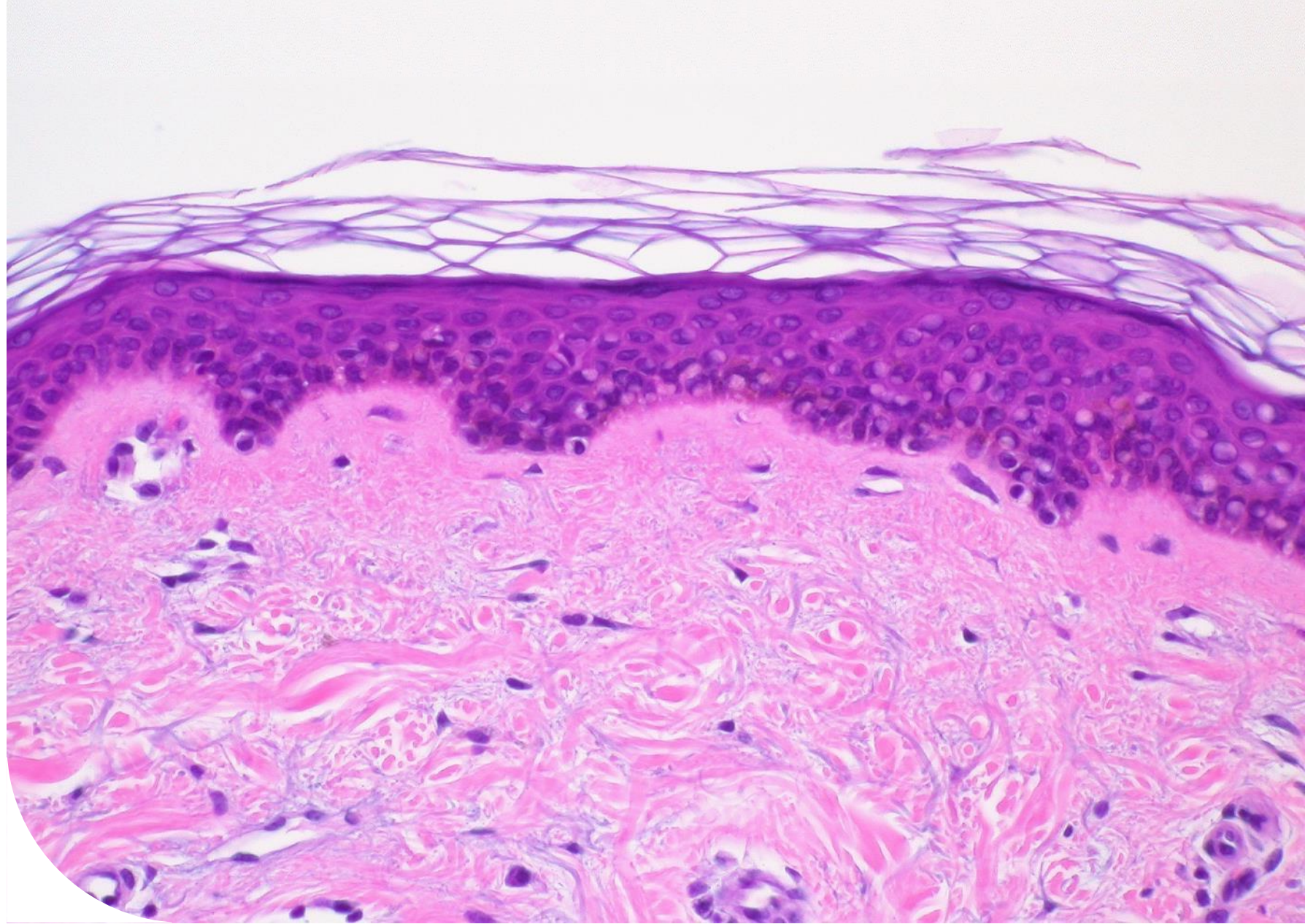
Dermis



Skin health 101

Epidermis

Dermis



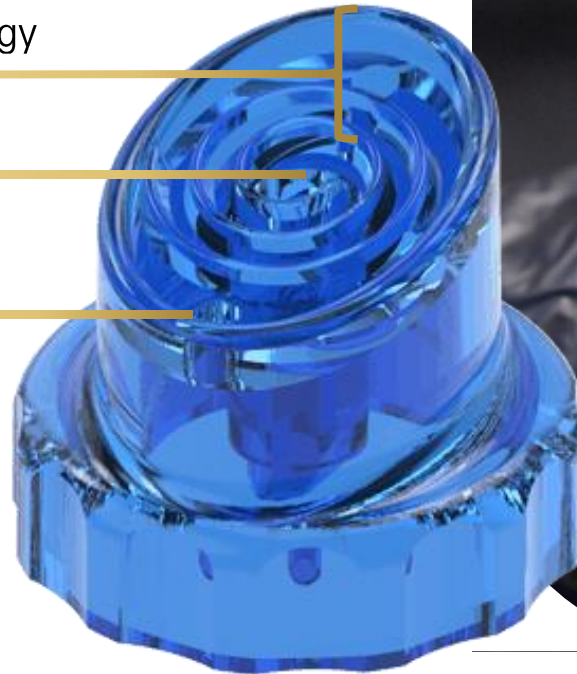
Our magic wand: patented handpiece & tip

- ✦ Spiral tip gently, but effectively, abrades epidermal layer
- ✦ Patented vortex technology helps dilate pores to facilitate extraction of dirt, sebum, and keratinocytes with continued improvement over time

Proprietary vortex technology

Advanced serum delivery

Patented spiral design with
multiple abrasive edges



Wand as a platform



Booster partners

ALASTIN[™]
SKINCARE

CIRCADIA[®]

HydroPeptide[®]

Organicell

Murad[®]

NASSIFMD[®]
DERMACEUTICALS[®]



restorsea[™]

Senté

JLO BEAUTY[™]

ZO[®] SKIN HEALTH

At the forefront of innovation: exosome booster

✦ **What are exosomes?**

Extracellular vesicles carrying cell-specific cargos of cytokines, chemokines, and growth factors

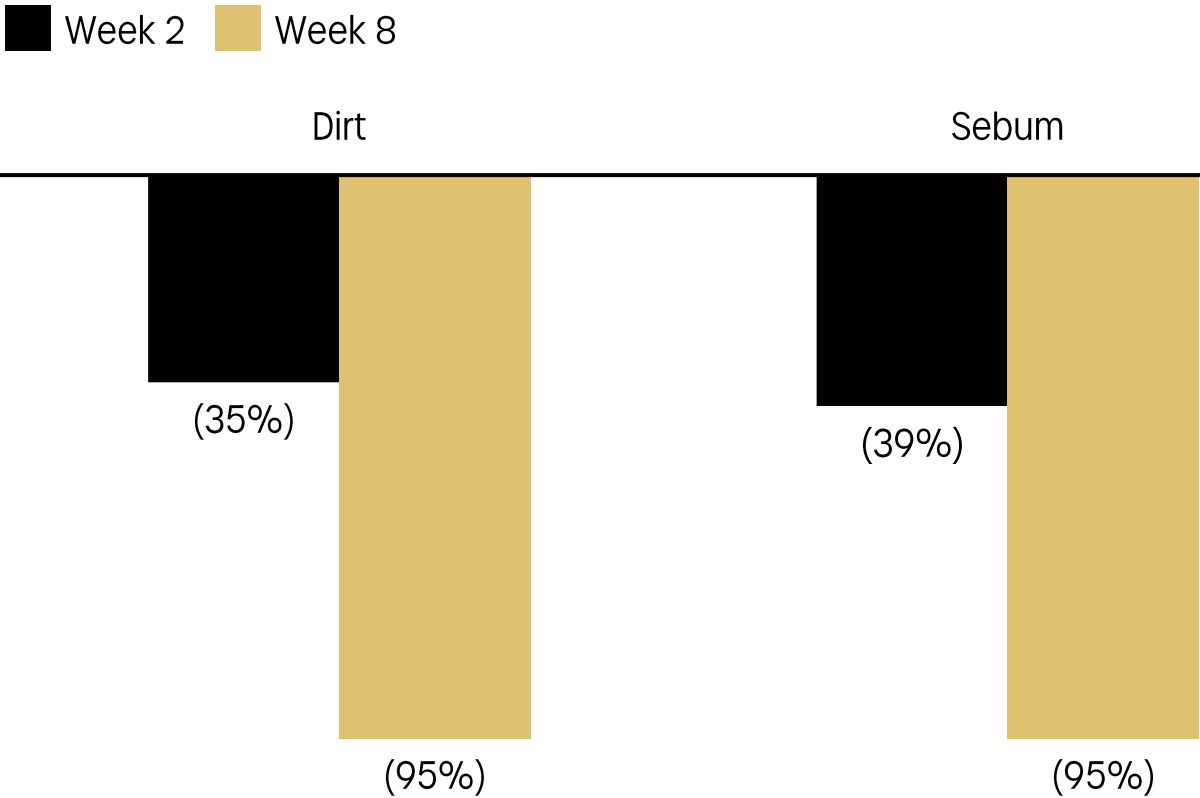
✦ **Exosomes are involved with cellular communication with respect to** repair and regeneration and can address the signs of inflammation and aging



Expected launch in 2023

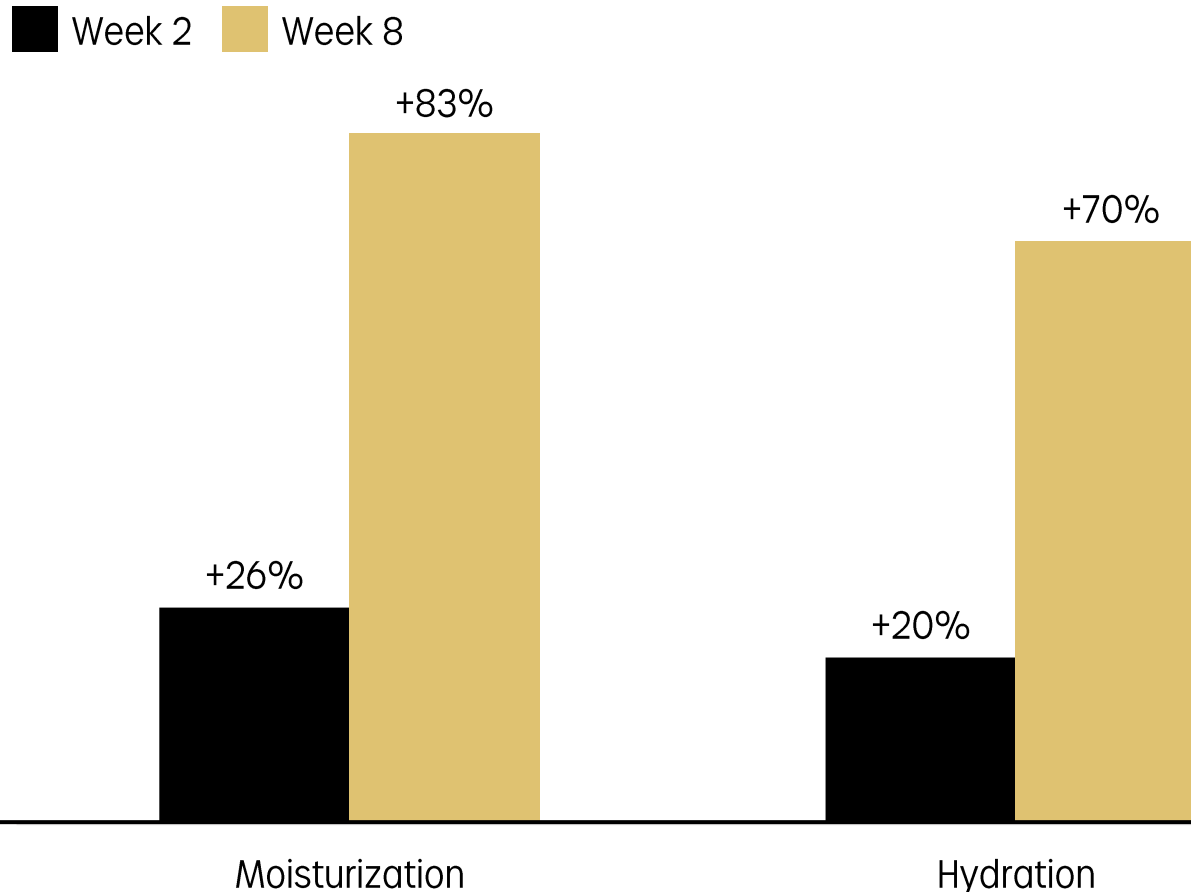
The multiple mechanisms of action for Hydrafacial

Reduction vs. Baseline in dirt and sebum post-Hydrafacial



The multiple mechanisms of action for Hydrafacial

Investigator assessment of hydration and moisturization post-Hydrafacial



The multiple mechanisms of action for Hydrafacial

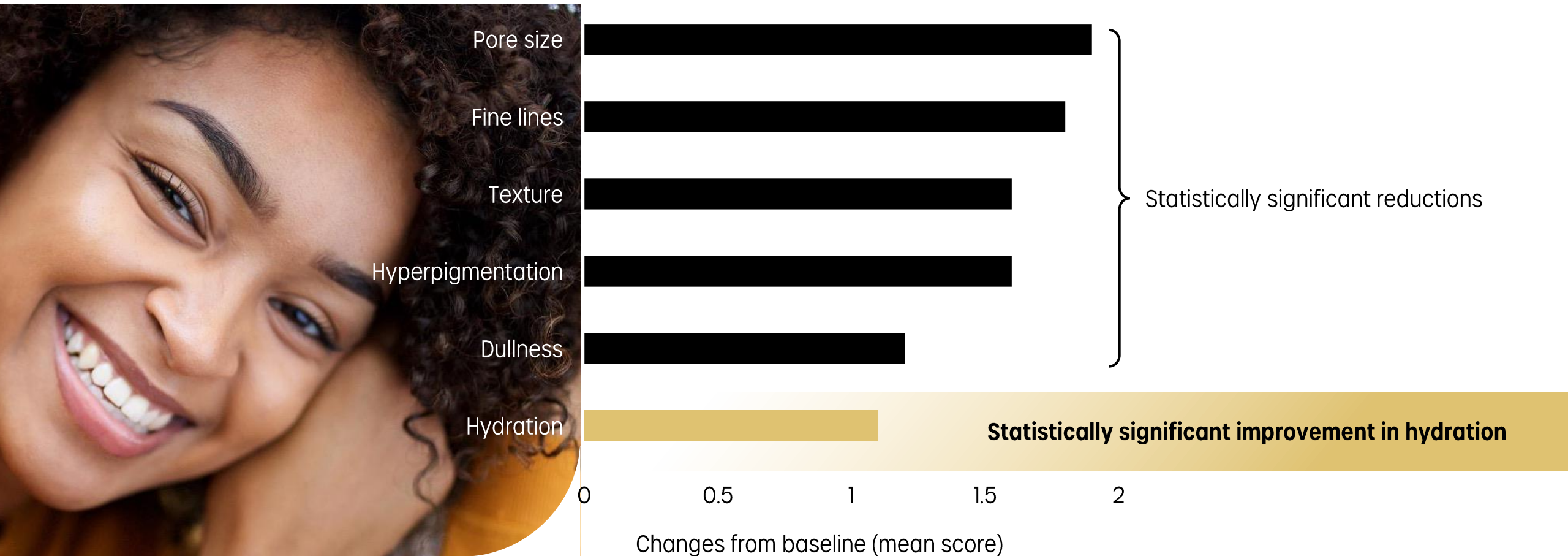
Mean improvement from baseline score in efficacy variables post-Hydrafacial

	Control	Post skin regimen + Hydrafacial
Epidermal thickness (µm)	49 ± 7	80 ± 8
Papillary dermal thickness (µm)	285 ± 20	418 ± 25

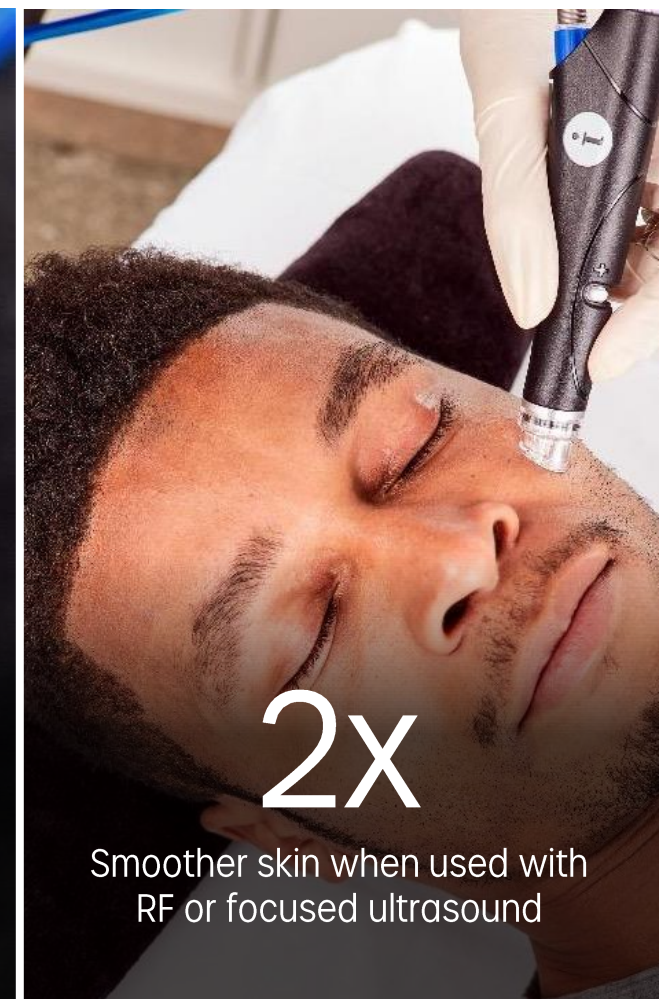
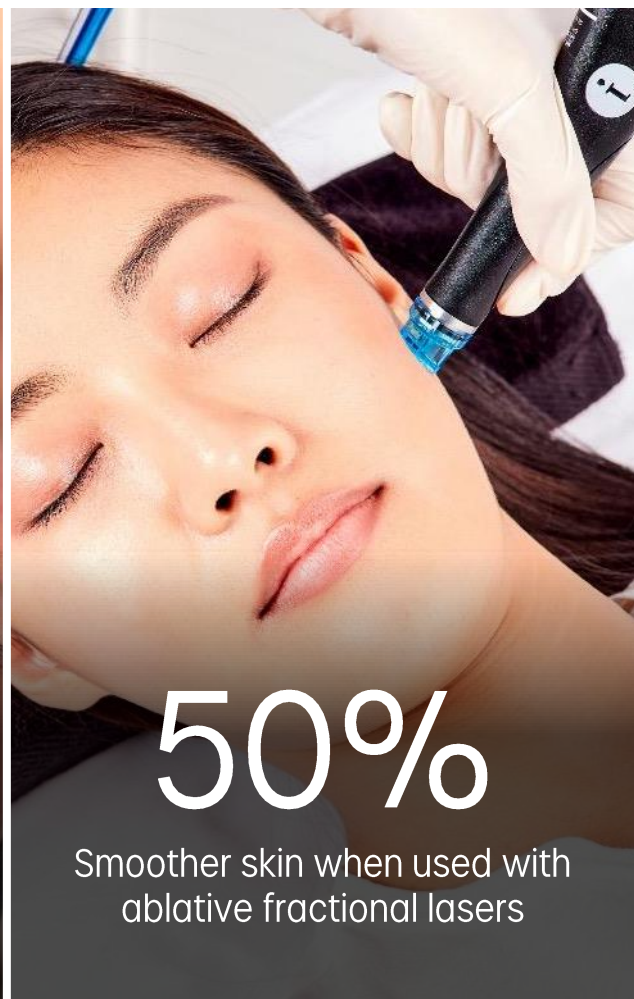


Hydrafacial delivers positive patient reported outcomes

Mean improvement from baseline score in efficacy variables post-Hydrafacial



While also improving outcomes for other treatments



Most importantly, Hydrafacial creates happy, confident consumers



Most importantly, Hydrafacial creates happy, confident consumers



And satisfied providers



Key takeaways

1

Patented Hydrafacial technology yields efficacious, instantly gratifying results

2

Wand serves as a unique delivery platform for a range of personalized offerings

3

Our booster strategy is a unique and agile innovation engine



Fireside chat: Power of an omni-channel strategy



Jwala Karnik, MD

EVP of Global Strategy & Partnerships



Mingo Ku

President, North Asia



Dan Watson

EVP, Sales Americas

We help providers build their businesses

Physician



Spa owner



Retailer



Solo practitioner



Creates a profitable gateway

**MDs and spas see more gross profit per
Hydrafacial than for the leading neurotoxin**

Attracts a **higher income consumer** typically purchasing
two or more aesthetic treatments

Drives traffic

Retailers report higher
average basket size for
consumers receiving
Hydrafacial instore

Anchors the practice

A solo practitioner performing
just 10 Hydrafacials per week
earns \$100,000 annually

Fireside chat:

Power of an omni-channel strategy



Hydrafacial contributes to practice productivity

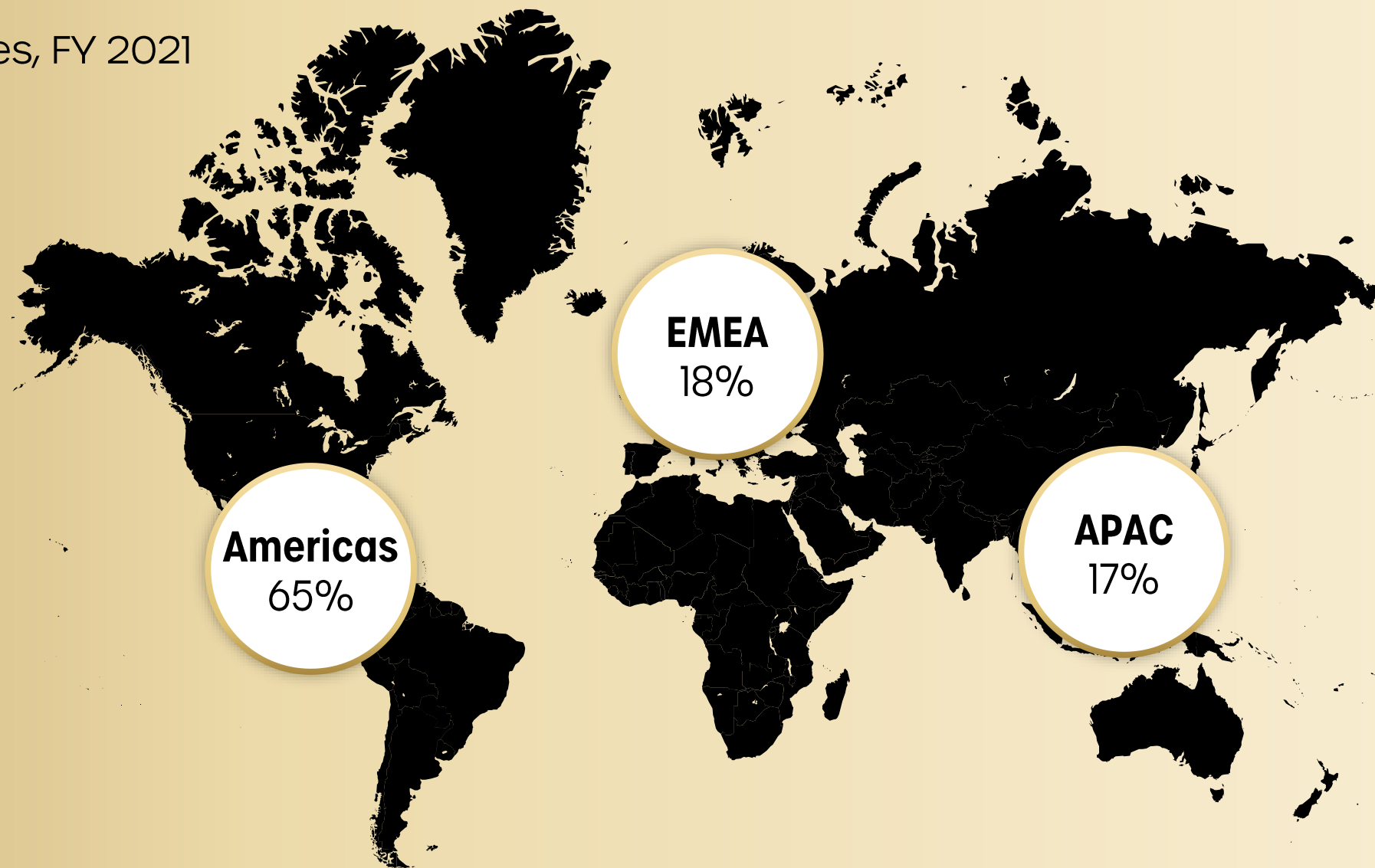
	Express	Platinum	Body treatment
Suggested price per treatment	~\$150 – \$200	~\$300 – \$500	~\$2,800
Cost of consumables	~\$25 – \$35	~\$30 – \$35	~\$250
Gross profit to provider	~\$115 – \$175	~\$265 – \$470	~\$2,550
Gross margin to provider	~76% – 88%	~88% – 94%	~90%

Fireside chat:

Power of an omni-channel strategy

We deliver diversified net sales regionally

% net sales, FY 2021



Fireside chat:

Power of an omni-channel strategy



Key takeaways

1

Medical channel is showing continued strong growth as our core

2

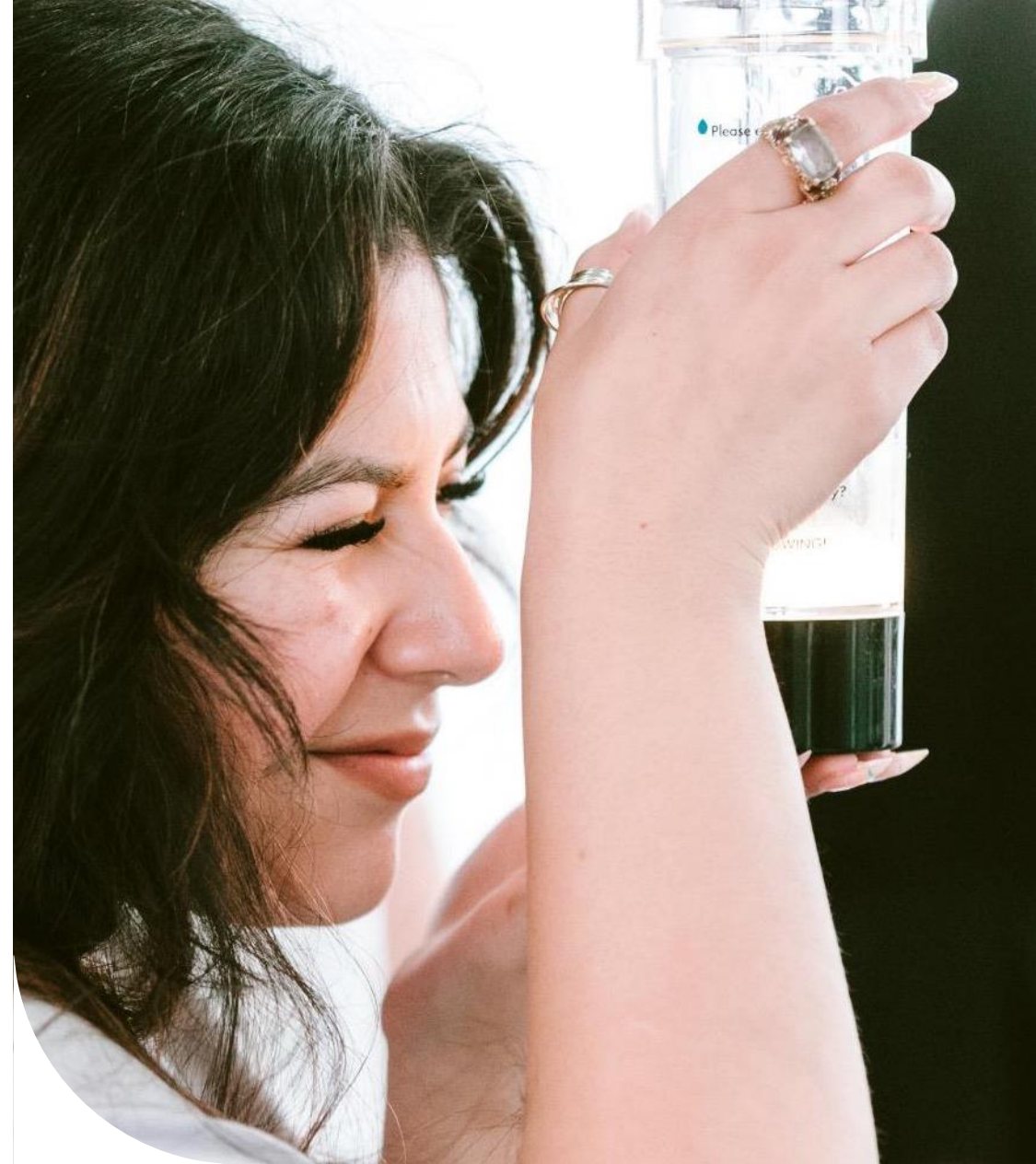
Spa and hospitality will continue to grow behind aesthetic boom

3

Retail offers an opportunity to drive brand awareness and trial

4

International markets outside of U.S. are showing explosive growth





Delivering the three-year plan

Liyuan Woo

Chief Financial Officer

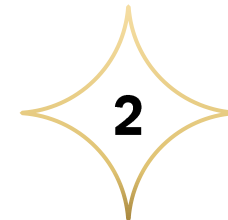
Agenda

- 1 Our unique positioning and track record of success
- 2 Understanding our business
- 3 Three-year plan

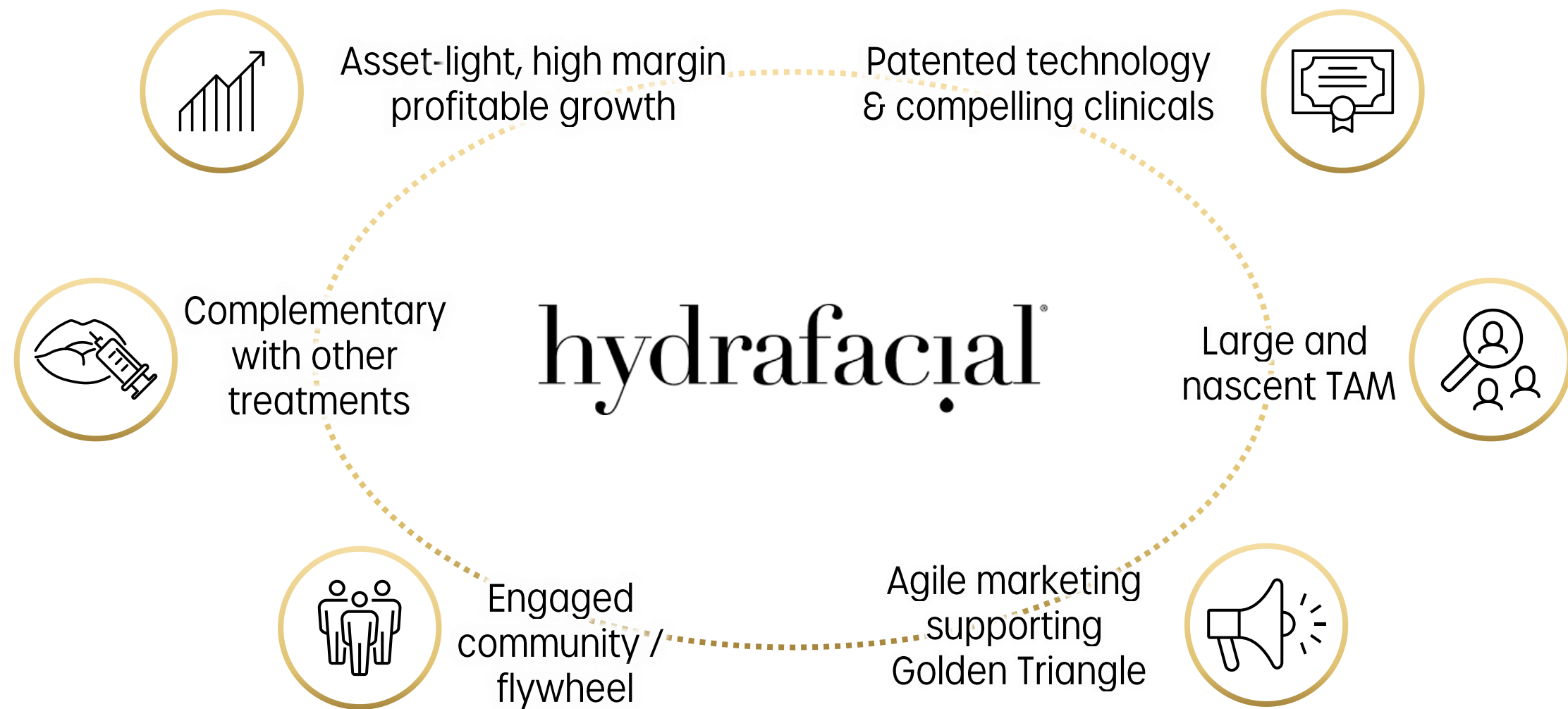




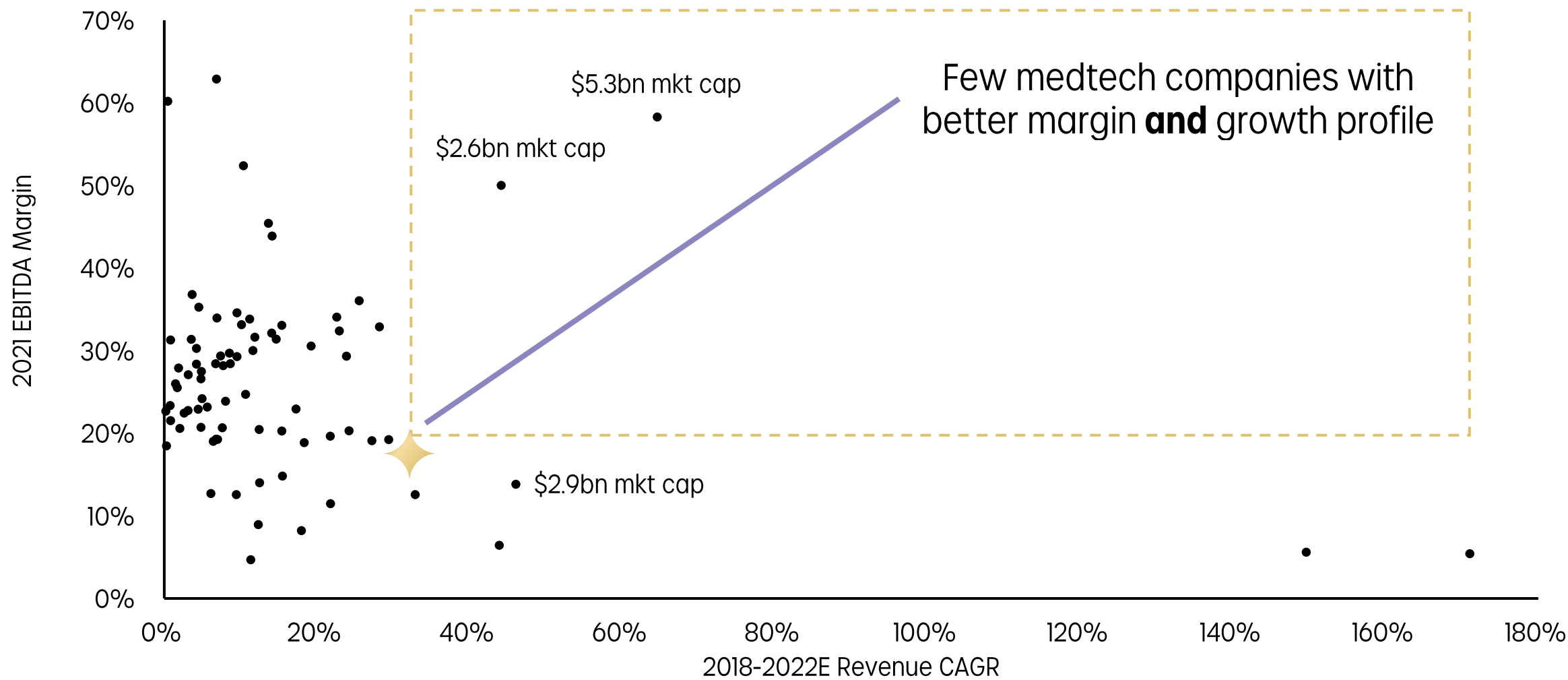
Our unique positioning
& track record of success



Hydrafacial offers unique competitive strengths



Uniquely positioned amidst medtech peers



Macro tailwinds are with us, and consumer demand is all-weather



Tailwinds

Societal shift toward health and wellness
Broader definition of beauty: embrace your
version of beauty, whatever that may be
Reduced stigma, increased access, and
advances in aesthetic procedures
Post-pandemic Zoom boom:
our face is our business card



Headwinds

Geopolitical uncertainty
Macroeconomic environment
COVID-19 lockdowns
Supply chain disruptions



Significant recent accomplishments

52%¹

2018 – 2021 net sales CAGR

70 / 74%

2021 gross margin /
adjusted gross margin²

6

Consecutive topline beat
and raise quarters

4

Distributor acquisitions
completed in 2021

\$750 million

1.25% Convertible debt
opportunistically raised

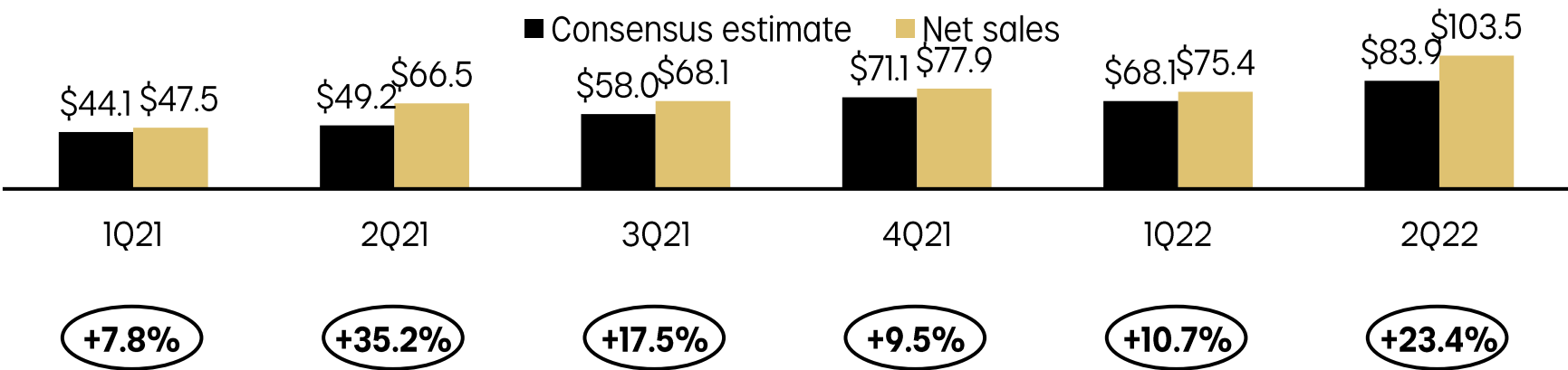
Global ERP

Implemented by YE 2022

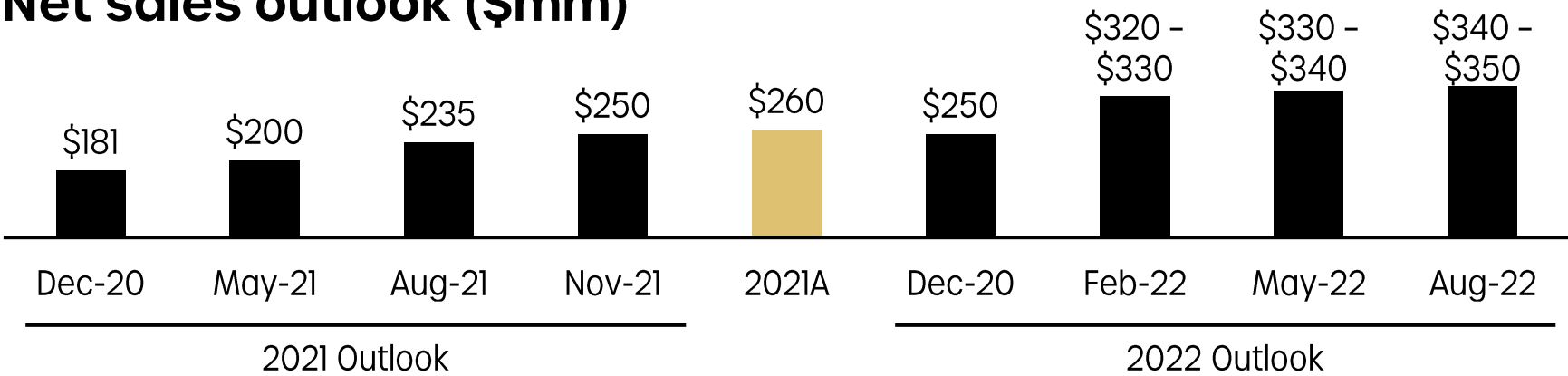


Consistently beating and raising expectations

Strong track record of net sales outperformance (\$mm)

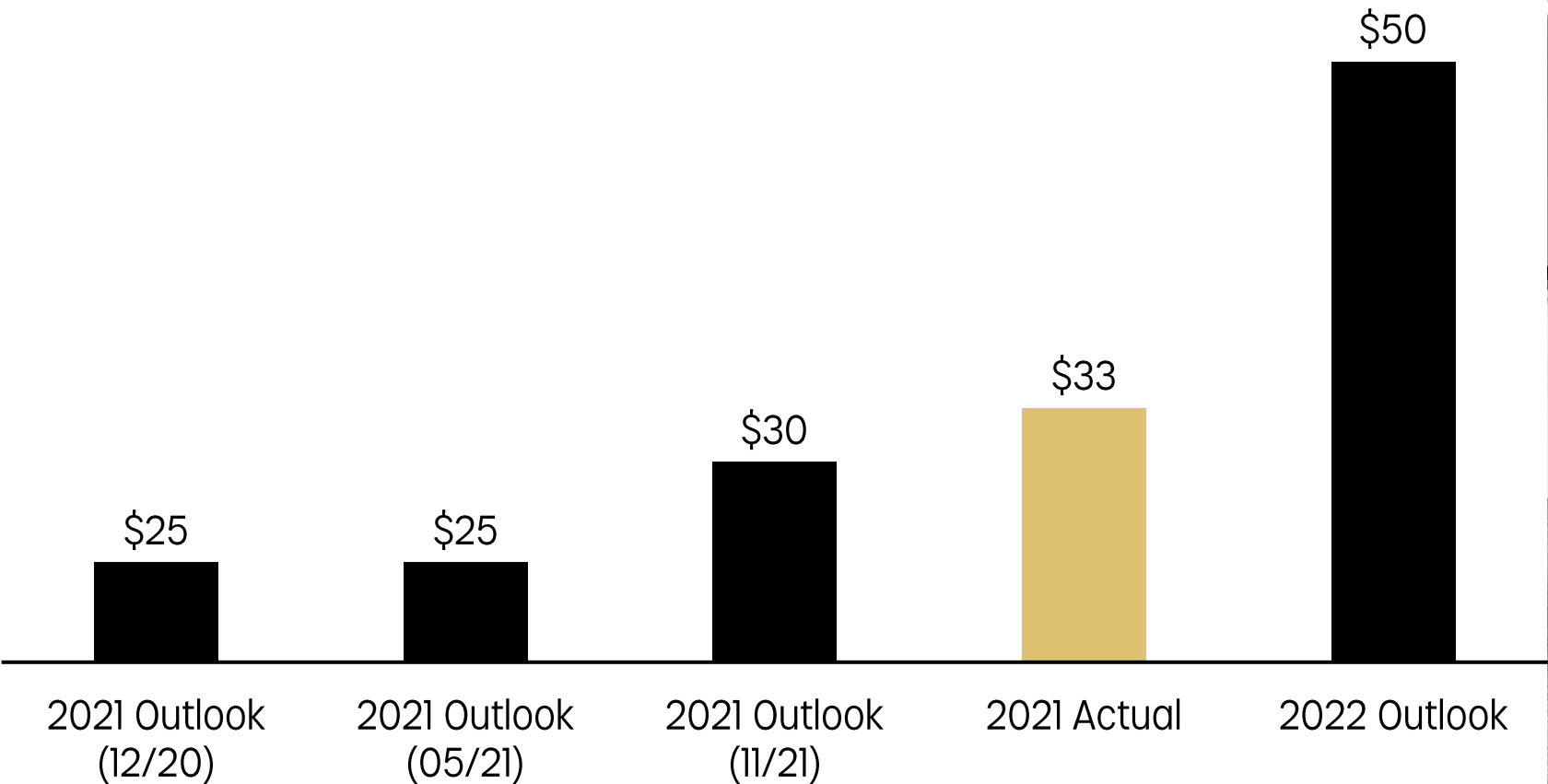


Net sales outlook (\$mm)



Dollar EBITDA guidance as we scale

Historical adjusted EBITDA outlook (\$mm)



\$821 million

Cash to fuel M&A

\$50 million

Senior Secured Credit Facility
to manage working capital

Ample inventory to meet demand

Well capitalized to execute



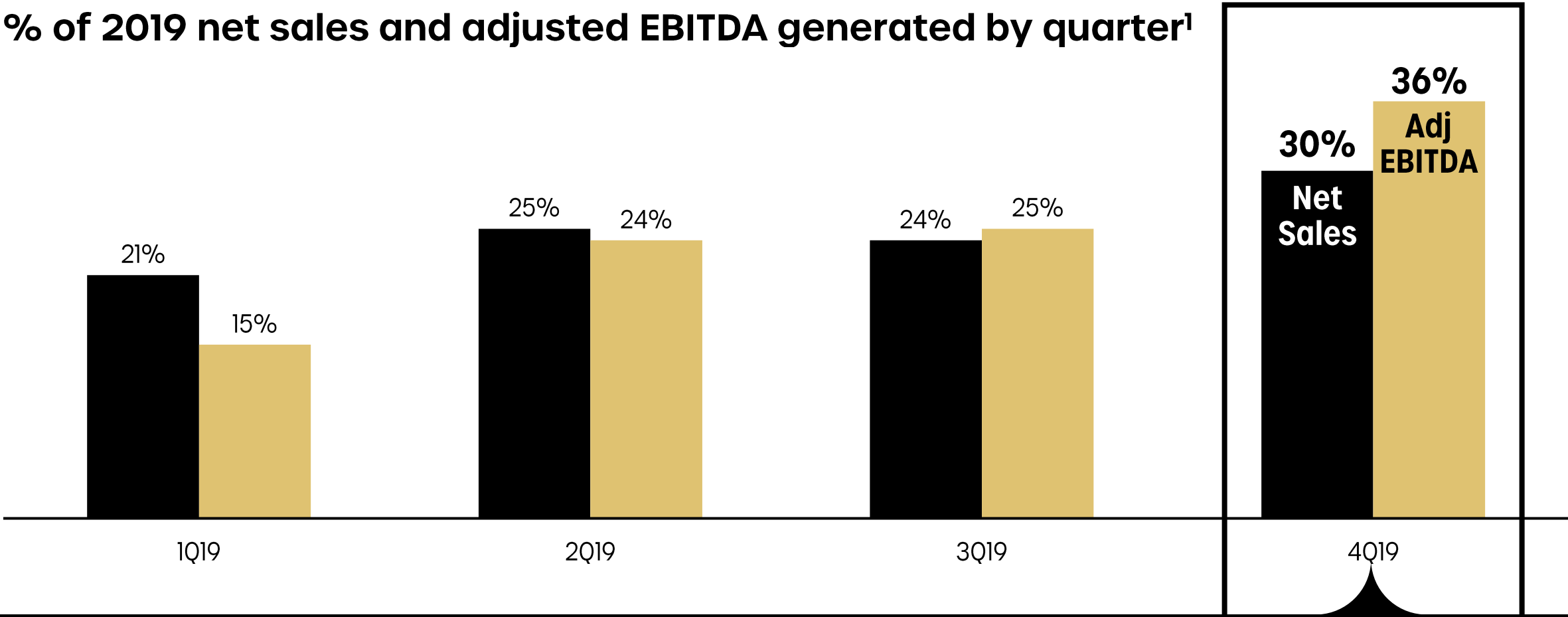


Understanding our business



Seasonality in the business – 2019 example

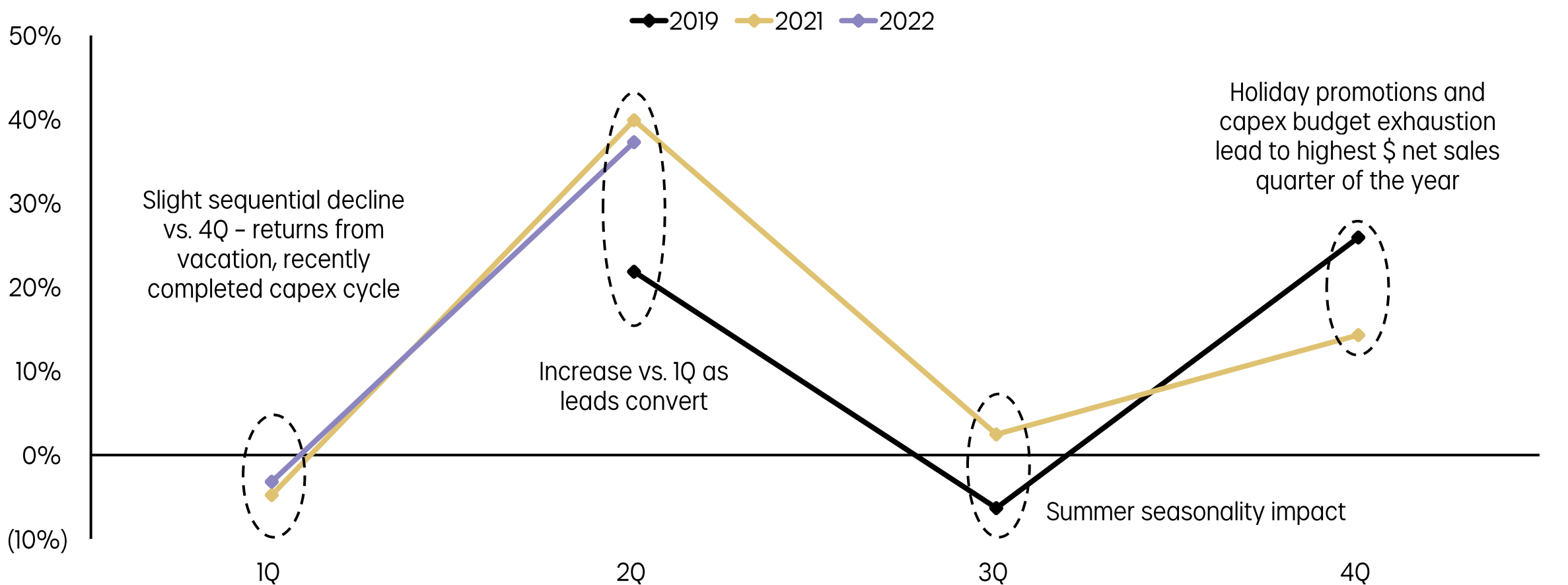
% of 2019 net sales and adjusted EBITDA generated by quarter¹



Q4 is typically the biggest quarter of the year; we invest heavier in first half of the year

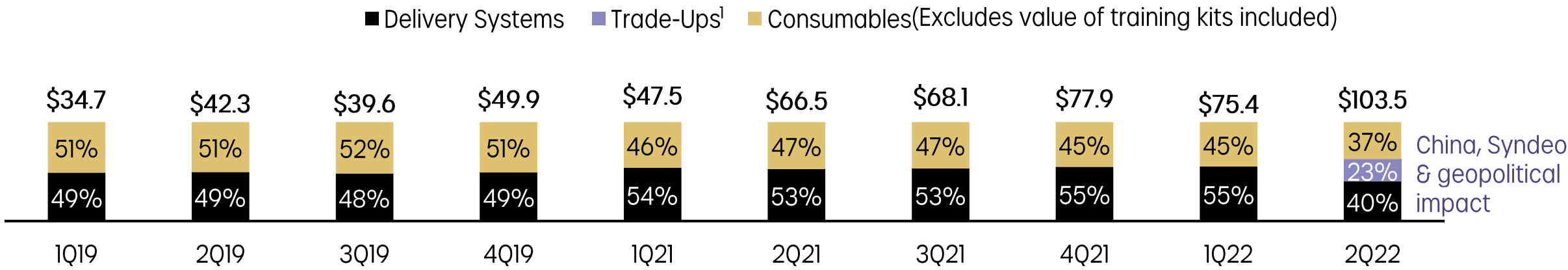
Understanding sequential net sales growth patterns

Sequential net sales growth by calendar quarter

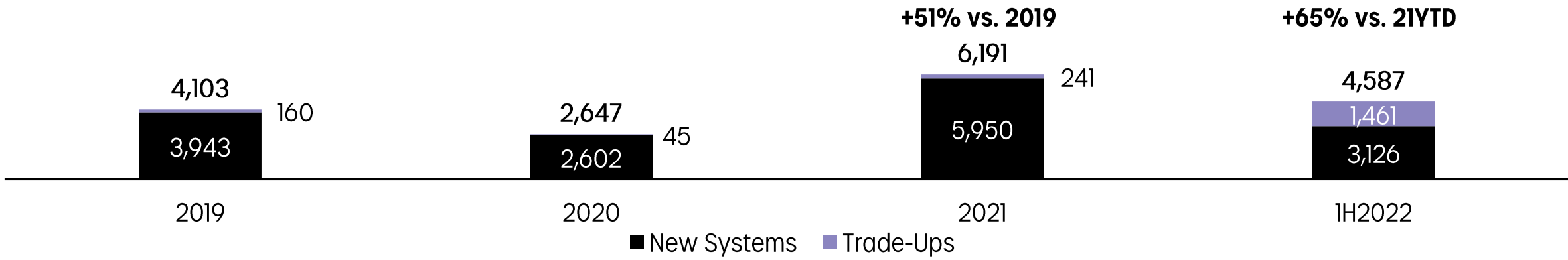


Consumables keeping pace with accelerated system sales

Net sales (\$mm)

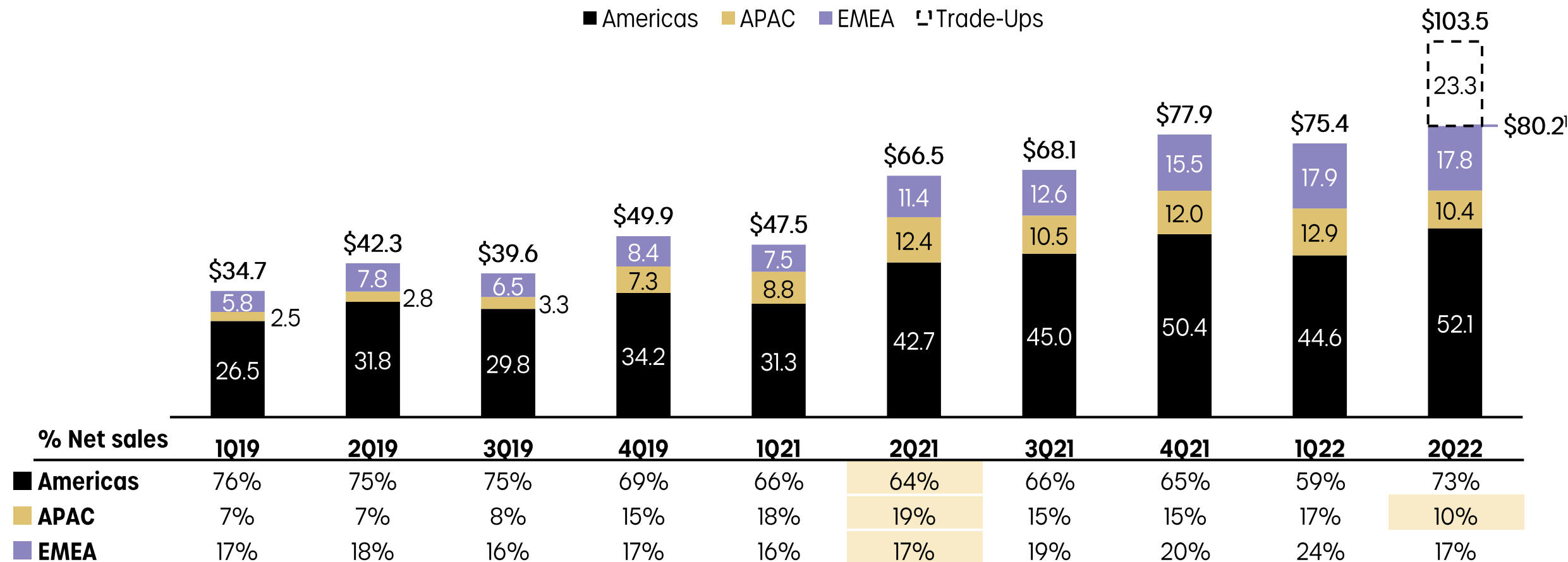


Delivery systems sold



1. Trade-Up revenue only disaggregated in 2Q22.

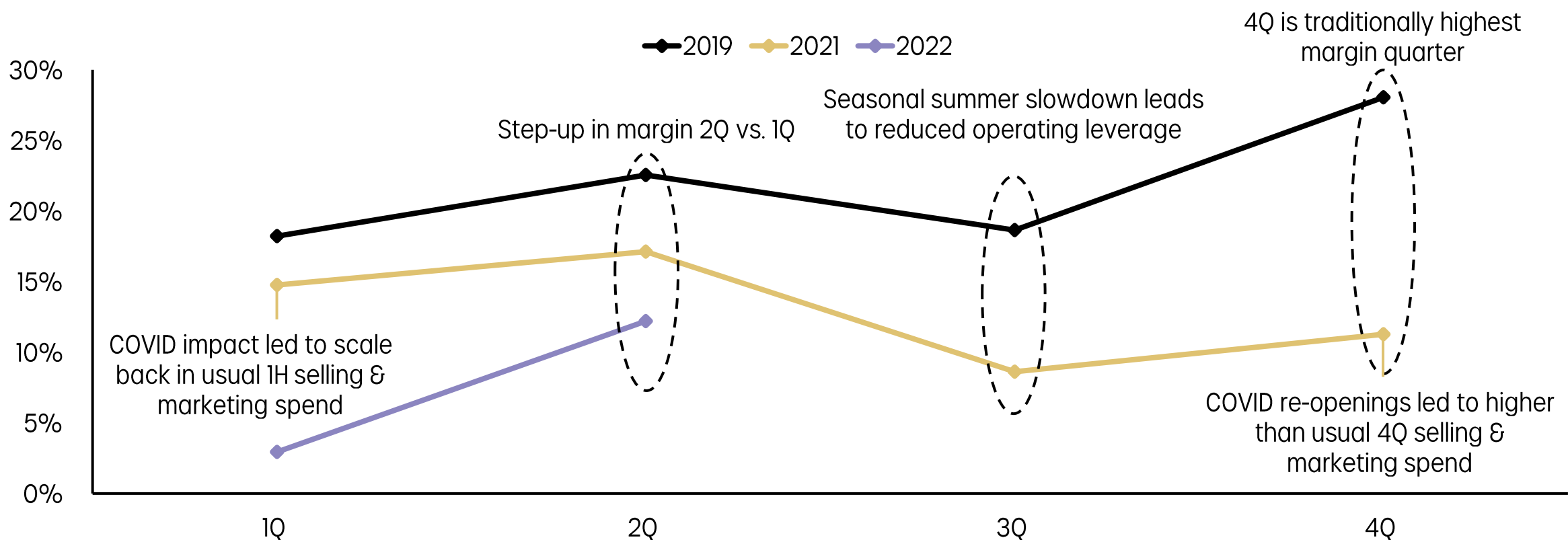
Quarterly net sales by region



Moving from 70% Americas / 30% APAC+EMEA to 60% Americas / 40% APAC+EMEA without impact from China

Understanding quarterly adj. EBITDA margin patterns

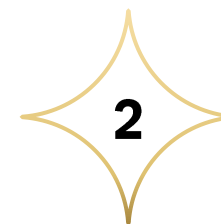
Adjusted EBITDA margin¹ by calendar quarter



Heavy marketing investments are usually in first half of the year to fuel leads for the year



Three-year plan



Our three-year plan

Double net sales (vs. 2022)

\$600 – 700mm

2025E net sales

20 – 27% 2022E – 2025E CAGR¹

- ✦ Continued penetration across all channels
- ✦ Nascency across key geographies
- ✦ Consumables pull-through



Our three-year plan

At least triple adjusted EBITDA (vs. 2022)

18 – 20%

2023E
Adjusted EBITDA
margin

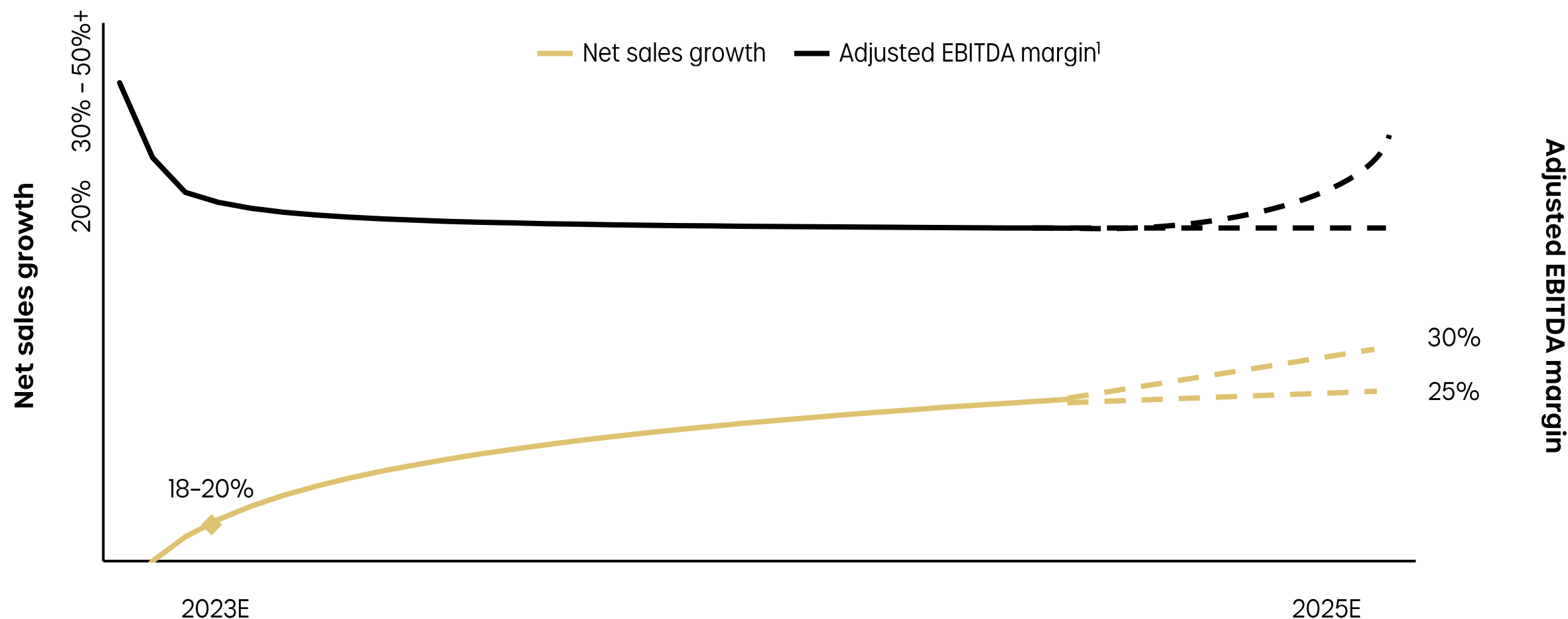
25 – 30%

2025E
Adjusted EBITDA
margin

- ✦ Value engineering efforts creating gross margin expansion
- ✦ Shift mix towards consumables
- ✦ Operating leverage across the expense base



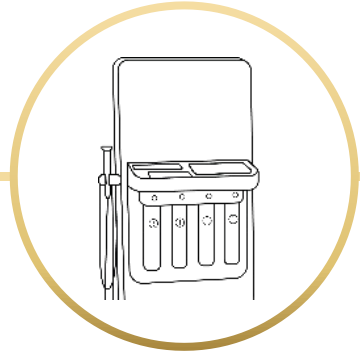
Balancing growth with profitability



Striking the right balance to optimize in the U.S. while fueling growth globally

1. Non-GAAP measure; please refer to the appendix for a discussion of the definition of this measure and important information regarding the assumptions underlying the outlook; Note: Our achievement of the anticipated results is subject to risks and uncertainties, including those disclosed in our filings with the SEC. The plan does not take into account the impact of any unanticipated developments in the business or changes in the operating environment, nor does it take into account the impact of our acquisitions, dispositions or financings during 2022. Our plan assumes a largely reopened global market, which would be negatively impacted if closures or other restrictive measures persist or are reimplemented.

Our 5-point Master Plan expected to support continued growth momentum



Expand Footprint

- ◆ Place systems in a profitable landgrab



Invest in Providers

- ◆ Education and events to fuel sales conversion



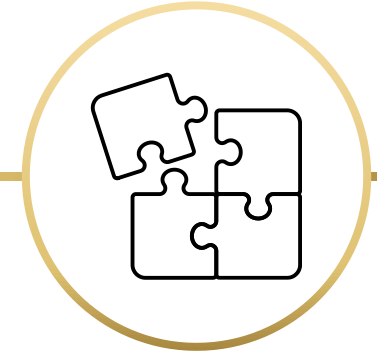
Drive Brand Awareness

- ◆ Agile marketing to increase engagement and utilization



Build Global Infrastructure

- ◆ Scale profitable growth



M&A

- ◆ Accretive M&A to add product offerings and capabilities

We are playing in a large, high-growth market

Estimated number of locations in our direct markets

	Americas	APAC	EMEA	Total
Dermatology offices	15,500	25,500	8,500	49,500
Plastic and aesthetic surgery offices	10,000	8,500	11,000	29,500
Medical spas	11,000	80,500	2,000	93,500
Non-medical spas	9,500	109,000	10,500	129,000
Hotel / resort spas	32,000	54,000	17,500	103,500
Higher-end gyms / studios	21,000	16,000	2,500	39,500
Total doors	99,000+	293,500+	52,000+	444,500+
Penetration	Low teens %	~1%	LDD %	~5%

Upside drivers

Excludes indirect markets

Excludes multiple systems in each location

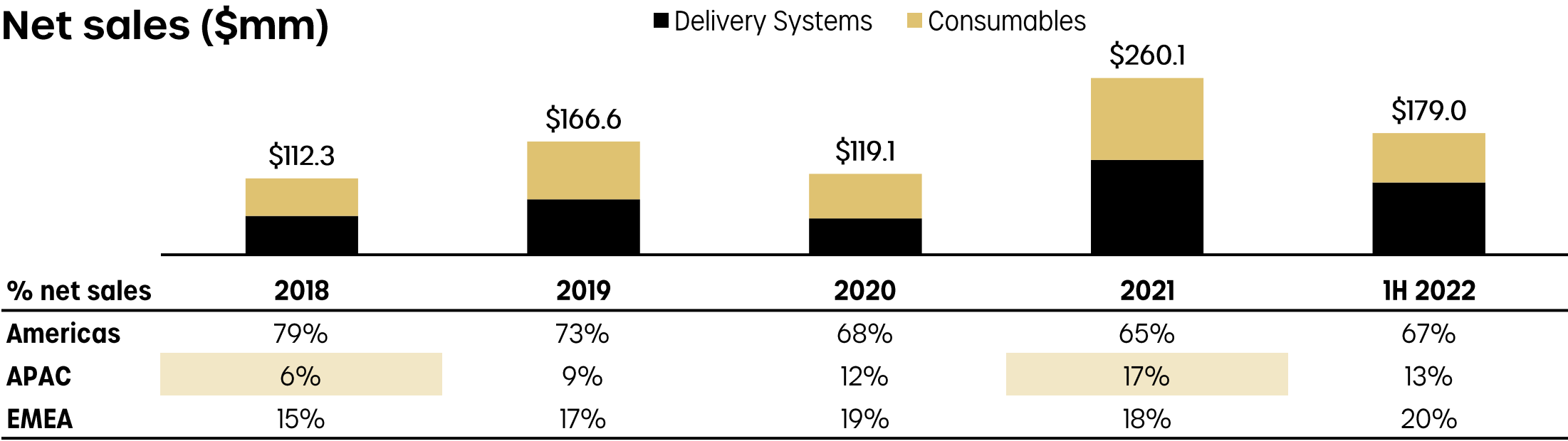
Excludes upside from additional penetration in retail

Excludes travel (cruises, airports)

Huge TAM and underpenetrated even in the highest utilization areas of spas

Compelling growth profile – current state

Net sales (\$mm)

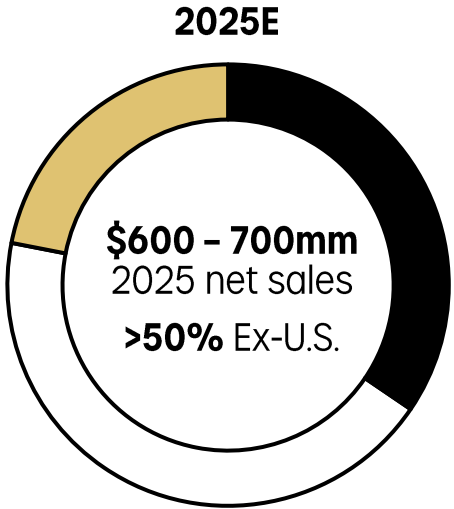
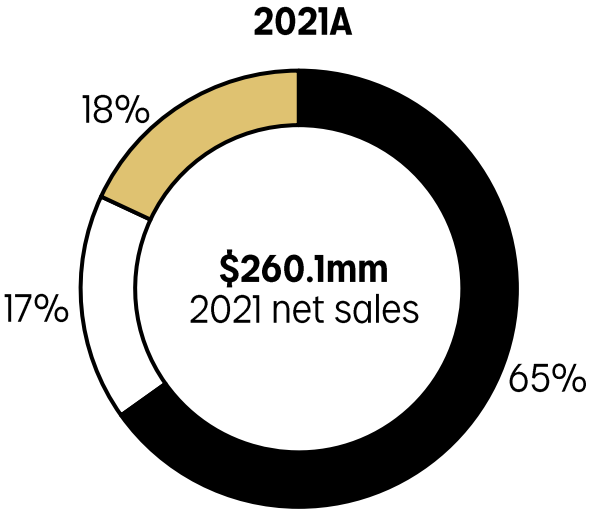
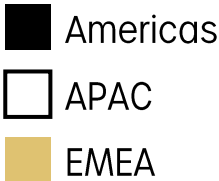


Quarterly sales growth by region¹

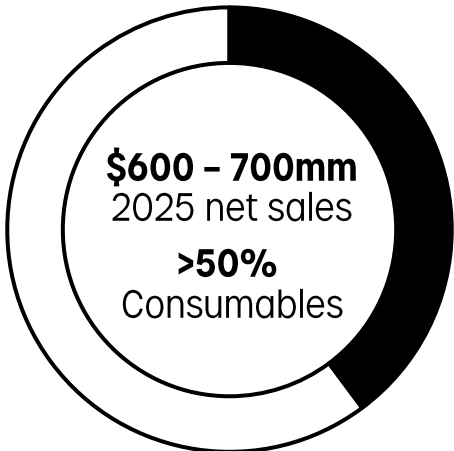
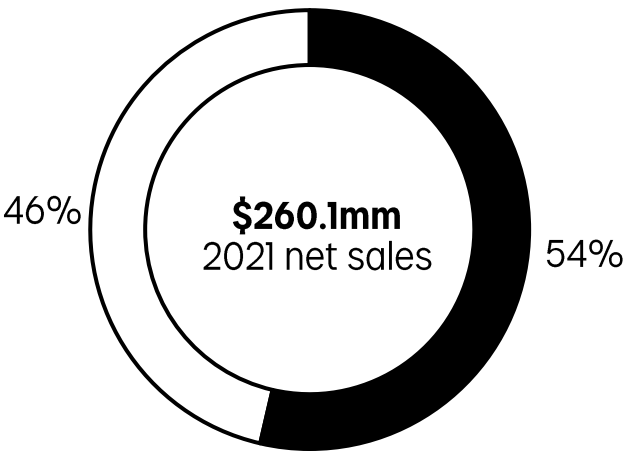
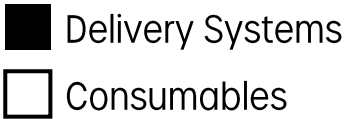
	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22
Americas	18%	34%	51%	47%	43%	77%
APAC	252%	352%	218%	64%	47%	(17%) - - - - COVID impact
EMEA	29%	46%	94%	85%	140%	56%

APAC and consumables are key drivers of growth

Net sales by geography



Net sales by segment



Levers to increase utilization

Account management

- ♦ Branding and education initiatives
- ♦ 6 – 40x ROI on marketing
- ♦ 2 – 4X return on training
- ♦ Trained masters generate 20% more consumable revenue
- ♦ Connected and personalized CRM tools for account managers

Branding investment



Drive boosters



Extend beyond the face



Hands



Lips



Scalp



Back



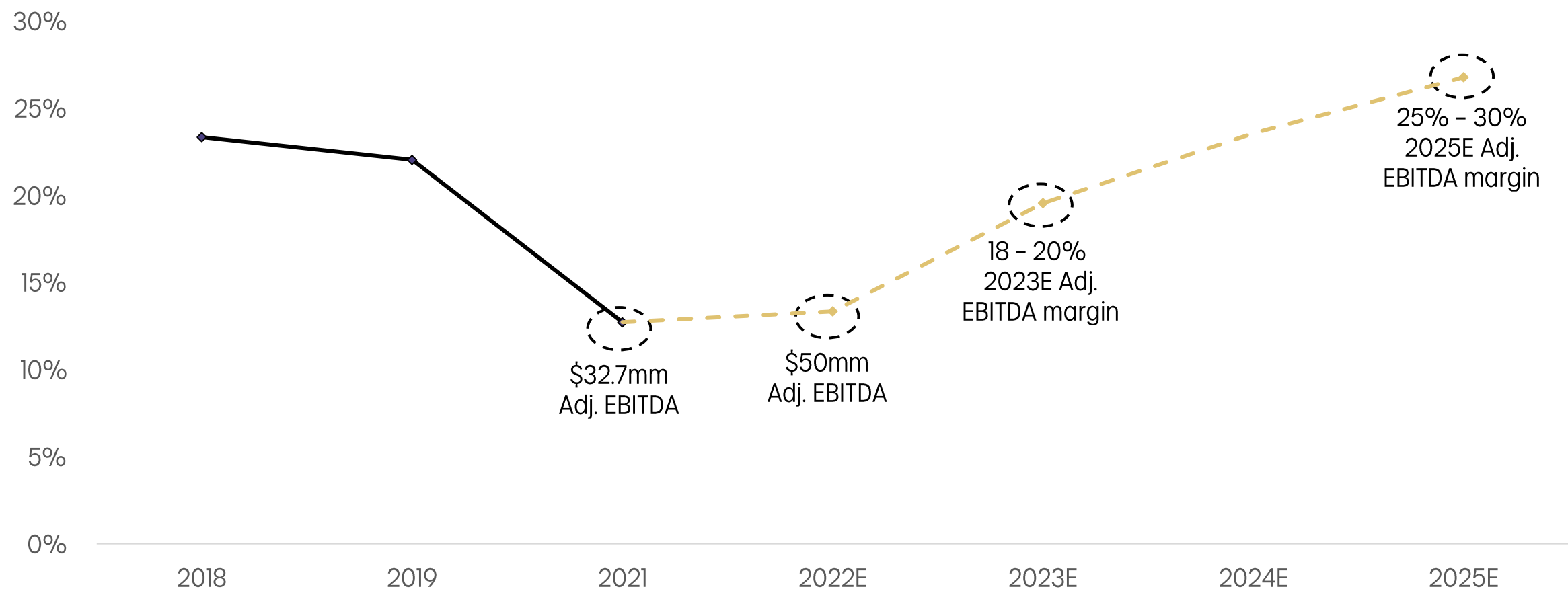
Décolleté



Booty

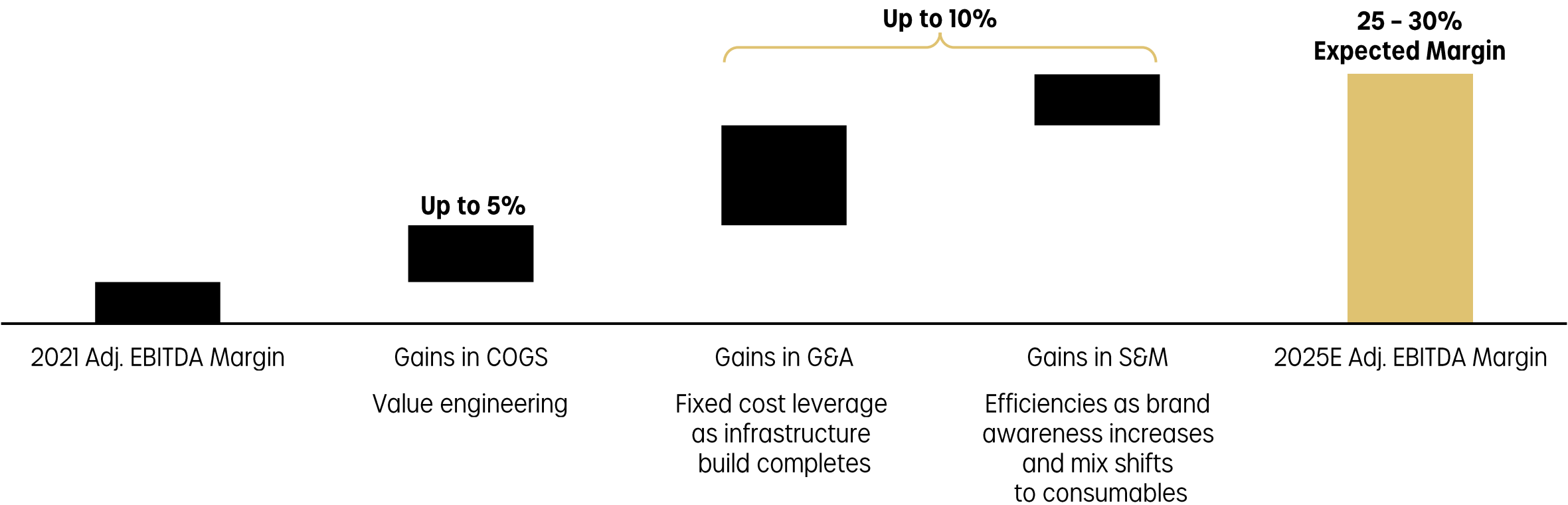
Returning to and exceeding historical adj. EBITDA margins

Adjusted EBITDA margin by calendar year¹



¹ Non-GAAP measure; please refer to the appendix for a discussion of the definition of this measure and important information regarding the assumptions underlying the outlook; Note: Our achievement of the anticipated results is subject to risks and uncertainties, including those disclosed in our filings with the SEC. The plan does not take into account the impact of any unanticipated developments in the business or changes in the operating environment, nor does it take into account the impact of our acquisitions, dispositions or financings during 2022. Our plan assumes a largely reopened global market, which would be negatively impacted if closures or other restrictive measures persist or are reimplemented.

Bridge to 25-30% adj. EBITDA margin: reaping the benefits of our investments



We anticipate continual adjusted EBITDA margin expansion each year, starting with an estimated 18 – 20% margin in 2023

Exiting our outsized investment years

2021 – 2022 Growth investments

- ✦ ~800 new employees
- ✦ Recruiter fees
- ✦ Global office / real estate
- ✦ Experience Centers
- ✦ Global back-end software infrastructure build – SOX, ERP etc.
- ✦ Third party logistics (3PL)

2023+ Planned growth optimization

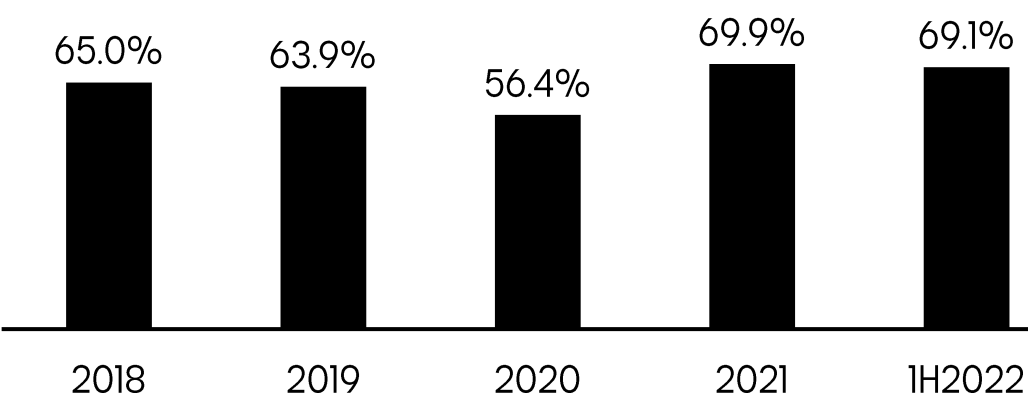
- ✦ Optimized sales & operations planning
- ✦ Production efficiencies
- ✦ Fixed cost leverage on higher net sales volume
- ✦ Improved training & marketing capabilities
- ✦ Productivity gains

Extracting leverage from gross margin

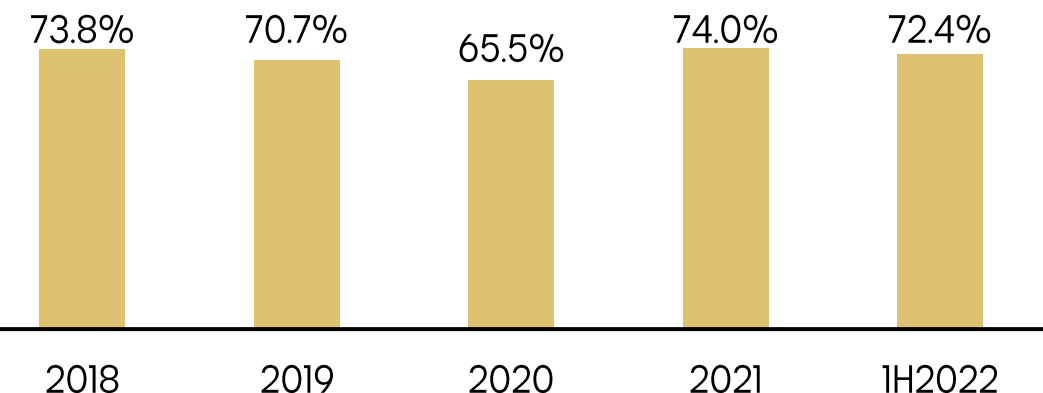
Today

- ✦ Air freight, less-than-load and smaller order sizes
- ✦ Duplicate costs as localized manufacturing and 3PLs stood up
- ✦ Globally sourced components, Long Beach assembly
- ✦ Value engineering starting for Syndeo
- ✦ Multiple third-party manufacturers added globally

GAAP gross margin



Adjusted gross margin¹

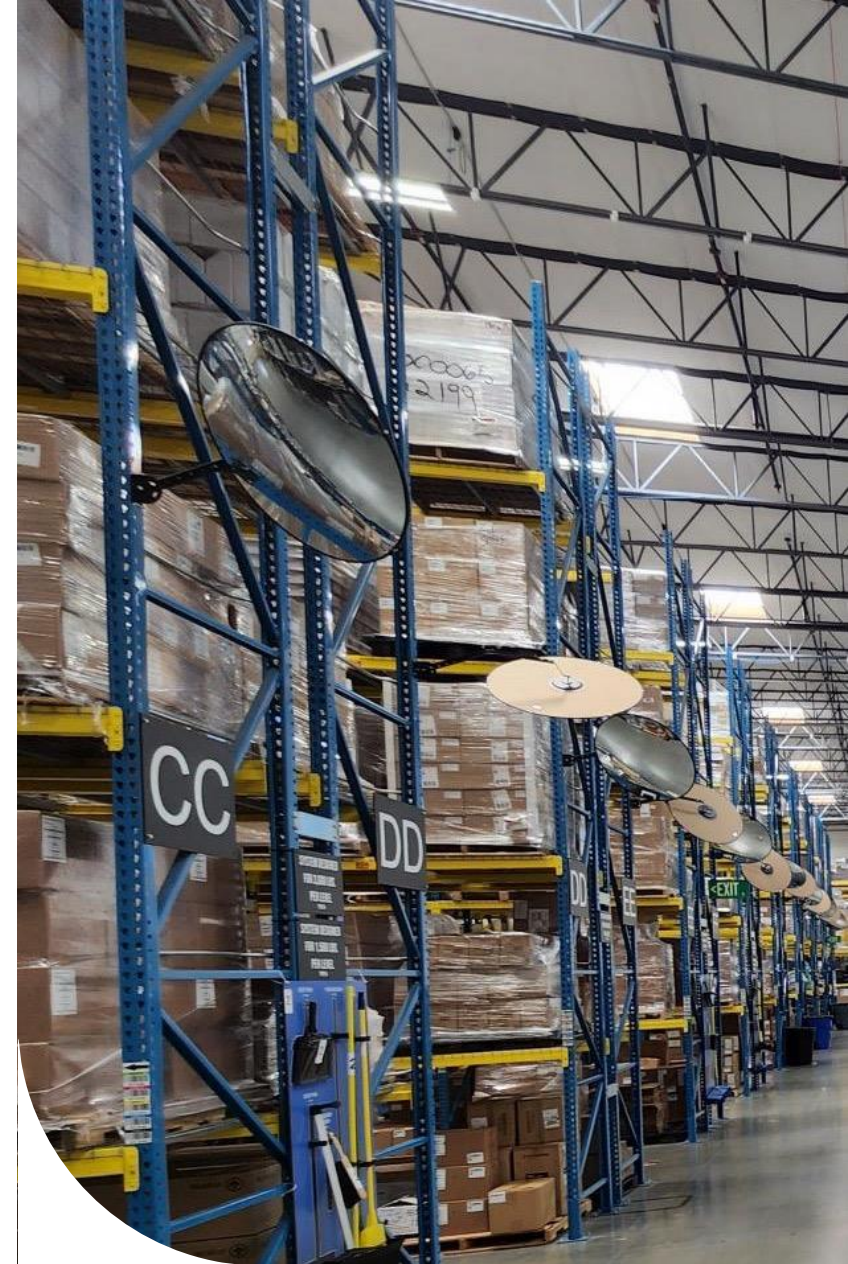


¹ Non-GAAP measure; please refer to the appendix for a reconciliation to the most comparable GAAP measure.

Extracting leverage from gross margin

Investment

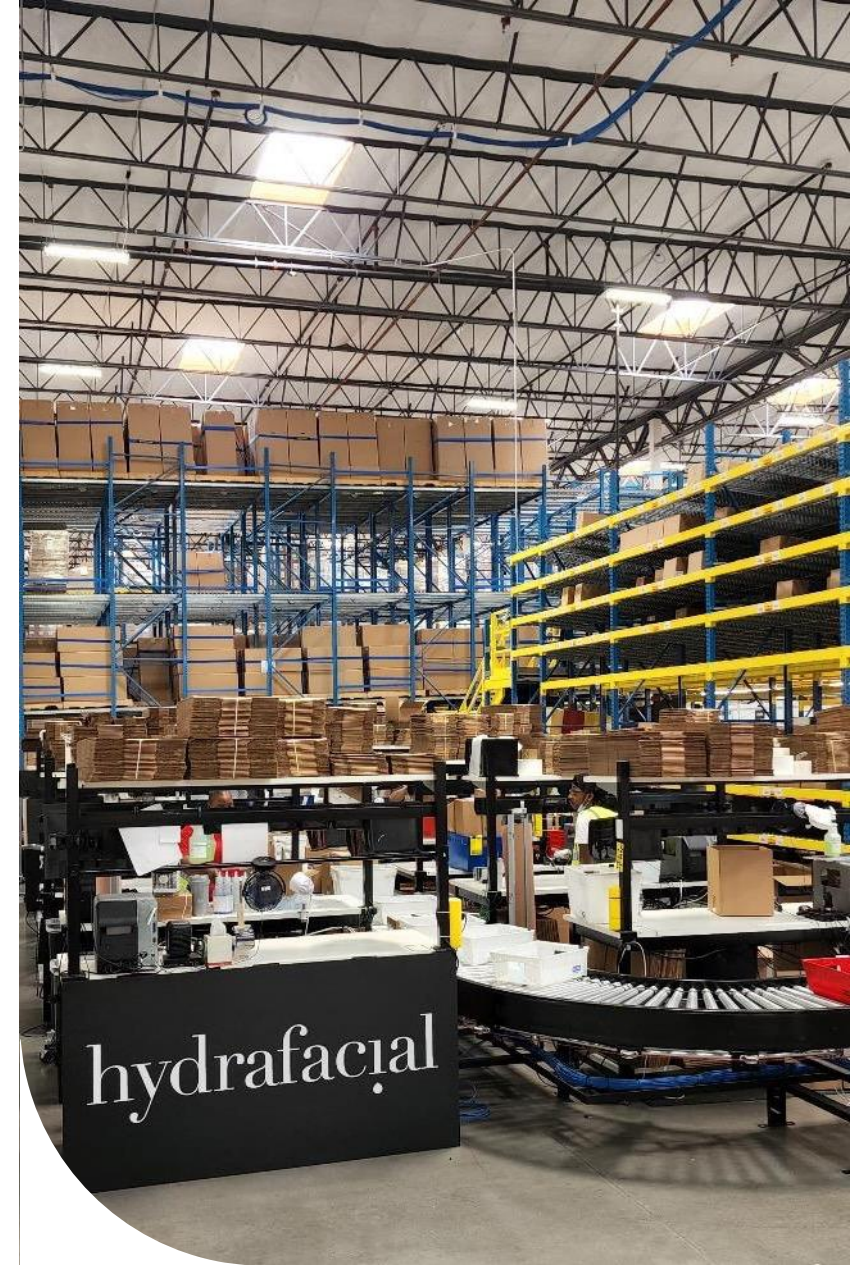
- ✦ 3PL in EMEA & APAC
- ✦ ERP to streamline order-to-cash all the way through 3PL integrations
- ✦ Assembly line efficiencies
- ✦ Demand planning and other sales and operations planning tools



Extracting leverage from gross margin

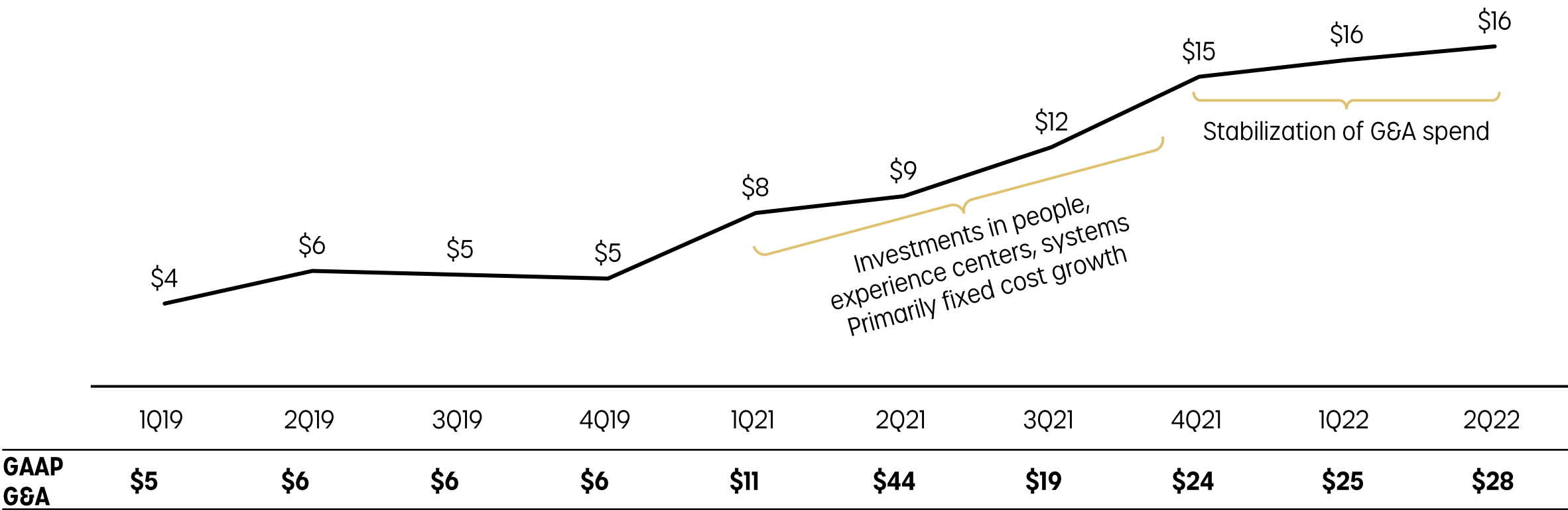
Future state

- ✦ Ocean freight, economies of scale
- ✦ Localized manufacturing
- ✦ 3PLs for international operations
- ✦ Streamlined efficiency in sourcing and system assembly
- ✦ In-house consumables production



Approaching a steady-state G&A

Normalized G&A (\$mm)¹



Substantial opportunity to generate operating leverage from stabilizing G&A base

Extracting leverage from G&A

Today

- ✦ Nascent commercial presence in international markets with minimal back-end support
- ✦ ERP in rollout phase
- ✦ Four distributors purchased in 3Q21



Extracting leverage from G&A Investment

- ✦ Hiring key talent
- ✦ Public company costs (SOX compliance, D&O, ERP, audits, etc.)
- ✦ Transfer pricing planning and build-out
- ✦ Rent for new small offices and training / experience centers globally



Extracting leverage from G&A

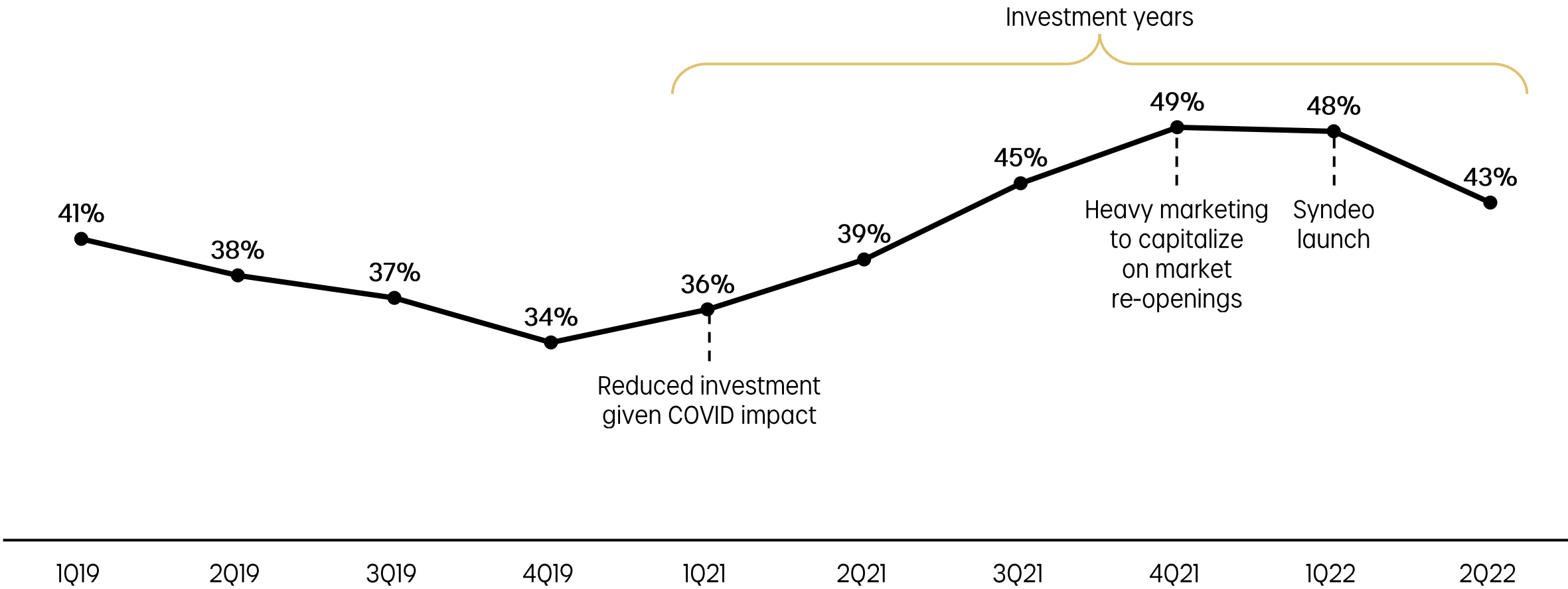
Future state

- ✦ Fully scaled global back office to sustain substantially increased net sales
- ✦ Full commercial presence to develop and penetrate our 16 direct markets globally
- ✦ Established global shared services model



Selling & marketing seasonality in the business

Selling & marketing expense as % of net sales



Extracting leverage from selling & marketing

Today

- ✦ 8% aided brand awareness
- ✦ Ceiling of international growth potential given limited size of ex-U.S. sales force
- ✦ Outsized investment in physical activation first half of the year



Our biggest selling & marketing events happen in 1H



IECSC | Las Vegas, NV, USA
June 2022



AIS | San Diego, CA, USA
April 2022



AMWC | Monaco
April 2022



Beauty Fair | Düsseldorf, Germany
May 2022



IMCAS Congress | Paris, France
June 2022

Other notable sales & marketing events

- ✦ Global Sales Meeting (Jan)
- ✦ Estipalooza (May)
- ✦ GlowVolution (June)

Extracting leverage from selling & marketing

Investment

- ✦ Brand awareness initiatives
- ✦ Hiring key sales, training and marketing (Golden Triangle) talent
- ✦ Global hiring ahead of sales (ie, \$20mm more investment compared to 2021)
- ✦ Incentivization of sales force to place systems
- ✦ Training and inside sales support



Extracting leverage from selling & marketing

Future state

- ✦ Localized and established commercial infrastructure across all direct markets
- ✦ Leverage in commissions as sales mix shifts
- ✦ Reduced need for substantial investments in marketing with broadening brand awareness
- ✦ Optimized sales cycle and lead conversion times



Our three-year plan

2x net sales
vs. 2022E

\$600 – \$700mm

2025E net sales
20 – 27% 2022E – 2025E CAGR¹

3x+ Adj. EBITDA
vs. 2022E

18 – 20%

2023E Adj. EBITDA margin

25 – 30%

2025E Adj. EBITDA margin



Key takeaways

1

Successful track record of progress over perfection execution

2

Substantial growth runway ahead

3

Significant profitability potential





Analyst & Investor Day

September 15, 2022

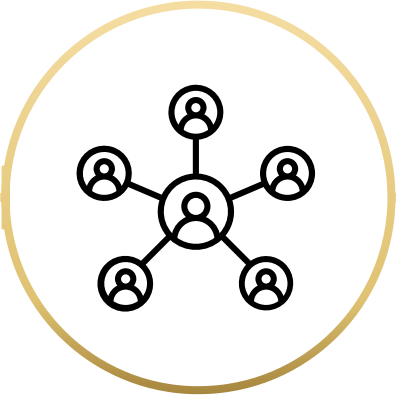


Closing remarks

Andrew Stanleick

President & Chief Executive Officer

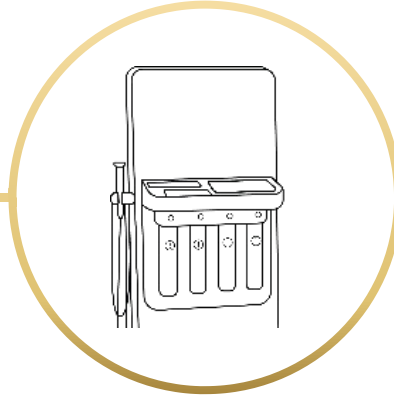
Today's three takeaways



1

CATEGORY CREATOR

with a differentiated product offering, business model and community



2

PROFITABLE GROWTH

across geographies and categories in a huge and growing TAM



3

INNOVATIVE TECHNOLOGY

and a powerful **flywheel** drives our growth



Questions?





Appendix

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"), the calculation of certain key financial and operating metrics, 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," "expect," "suggests," "plan," "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, and opinions of the Company as of the date of this Presentation, and may include, without limitation, changes in general economic conditions as a result of COVID-19, all of which are subject to change. Any such estimates, 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 expectations of future results, performance or financial condition. Although such forward-looking statements have been made in good faith and are based on assumptions we believe to be reasonable, there is no assurance that 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 Securities and Exchange Commission on March 1, 2022 and other filings with the Securities and Exchange Commission. 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 emerge from time to time and it is not possible for management to predict all such risk factors, nor can it assess the impact of all such risk factors on the business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. We expressly disclaim any responsibility to update forward-looking statements, whether as a result of new information, future events or otherwise.

The Company does not provide a reconciliation of its expected fiscal 2022, 2023 and 2025 adjusted EBITDA to net income (loss), the most directly comparable forward looking GAAP financial measure, 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 expected fiscal 2022, 2023 and 2025 adjusted EBITDA 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.

Description of 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 margin, adjusted EBITDA, and adjusted EBITDA margin for purposes of evaluating ongoing operations and for internal planning and forecasting purposes. We believe these non-GAAP financial measures, when reviewed collectively with our 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.

Management uses adjusted gross margin to measure profitability and the ability to scale and leverage the costs of Delivery Systems and Consumables. The continued growth of Delivery Systems is expected to improve adjusted gross margin, as additional Delivery Systems sold will increase our recurring Consumables net sales, which has higher margins. Management believes adjusted gross profit and adjusted gross margin are useful measures to the Company and its investors to assist in evaluating operating performance because they provide consistency and direct comparability with past financial performance and between fiscal periods, as the metrics eliminate the effects of amortization and depreciation, which are non-cash expenses that may fluctuate for reasons unrelated to overall continuing operating performance. Adjusted gross margin has been and will continue to be impacted by a variety of factors, including the product mix, geographic mix, direct vs. indirect mix, the average selling price on Delivery Systems, and new product launches. Management expects adjusted gross margin to fluctuate over time depending on the factors described above.

Management uses normalized G&A to facilitate internal comparisons of historical operating performance on a more consistent basis and uses this measure for business planning purposes. Management also believes this information will be useful for investors to facilitate comparisons of operating performance and better identify trends in the business. Management expects normalized G&A to increase over the long-term, as the Company continues to scale and achieve greater operating leverage. The Company calculates normalized G&A as General & Administrative Expense, adjusted to exclude: depreciation and amortization expense; stock-based compensation expense; one-time or non-recurring items such as transaction costs (including transactions costs with respect to the Business Combination); and restructuring costs (including those associated with COVID-19); and credit card fees.

Management uses adjusted EBITDA and adjusted EBITDA margin to facilitate internal comparisons of historical operating performance on a more consistent basis and uses these measures for business planning purposes. Management also believes this information will be useful for investors to facilitate comparisons of operating performance and better identify trends in the business. Management expects adjusted EBITDA margin to increase over the long-term, as the Company continues to scale and achieve greater operating leverage. The Company calculates adjusted EBITDA as net income (loss) adjusted to exclude: change in fair value of public and private placement warrants; change in fair value of earn-out shares liability, other expense, net; interest expense; income tax benefit (expense); depreciation and amortization expense; stock-based compensation expense; foreign currency (gain) loss; management fees incurred from historical private equity owners; one-time or non-recurring items such as transaction costs (including transactions costs with respect to the Business Combination); and restructuring costs (including those associated with COVID-19).

Reconciliation of net income to adjusted EBITDA

Unaudited (\$mm)	Three months ended					
	Jun-22	Mar-22	Dec-21	Sep-21	Jun-21	Mar-21
Net revenue	\$103.5	\$75.4	\$77.9	\$68.1	\$66.5	\$47.5
Net income (loss)	\$7.9	\$32.5	(\$17.3)	(\$215.1)	(\$139.4)	(\$3.3)
Adjusted to exclude the following:						
Change in FV of warrant liability	(15.2)	(52.1)	6.0	199.3	72.0	-
Change in FV of earn-out shares liability	-	-	-	10.6	36.5	-
Amortization expense	3.9	3.7	3.9	3.5	3.0	3.0
Stock-based compensation expense	6.4	7.0	3.8	5.1	3.5	0.0
Other expense	(1.7)	0.9	0.2	(0.0)	4.3	0.0
Management fees ¹	-	-	-	-	0.1	0.1
Transaction related costs ²	2.0	1.0	2.6	1.2	30.4	0.7
Other non-recurring and one-time fees ³	1.9	2.0	3.3	0.5	0.1	0.1
Aggregate adjustment for income taxes	(3.1)	(3.6)	(0.8)	(2.4)	(2.7)	(0.8)
Adjusted net income (loss)	\$2.2	(\$8.5)	\$1.6	\$2.5	\$7.8	(\$0.1)
Depreciation expense	1.9	1.4	2.0	2.4	0.7	0.7
Interest expense	3.2	3.4	3.5	0.5	2.1	5.7
Foreign currency (gain) loss, net	2.2	(0.4)	(0.6)	0.4	(0.0)	0.3
Remaining benefit for income taxes	3.2	6.2	2.0	(0.1)	0.8	0.5
Adjusted EBITDA	\$12.6	\$2.2	\$8.5	\$5.8	\$11.4	\$7.0
Adjusted EBITDA margin	12.2%	2.9%	10.9%	8.5%	17.1%	14.8%

1. Represents quarterly management fees paid to the former majority shareholder of the Company based on a pre-determined formula. Following the Business Combination, these fees are no longer paid; 2. For the six months ended June 30, 2022, such amounts primarily represent direct costs incurred in relation to potential acquisitions. For the year ended December 31, 2021, such amounts primarily represent direct costs incurred with the Business Combination, including \$21.0 million paid to the former owner of HydraFacial, and to prepare HydraFacial to be marketed for sale by HydraFacial's shareholders in previous periods; 3. For the six months ended June 30, 2022, such costs include the re-organization severance, other one-time personnel costs related to executive recruiting, executive severance, a one-time loss on fixed asset write-offs and a CEO sign-on bonus. For the year ended December 31, 2021, such costs primarily represent one-time retention awards related to the distributor acquisitions and executive recruiting and severance fees.

Reconciliation of net income to adjusted EBITDA

Unaudited (\$mm)	Year ended		
	Dec-21	Dec-19	Dec-18
Net revenue	\$260.1	\$166.6	\$112.3
Net income (loss)	(\$375.1)	(\$1.6)	(\$0.3)
Adjusted to exclude the following:			
Change in FV of warrant liability	277.3	-	-
Change in FV of earn-out shares liability	47.1	-	-
Depreciation & amortization expense	17.8	13.9	11.5
Stock-based compensation expense	12.4	0.1	0.1
Other expense (income)	4.5	(0.5)	0.0
Management fees ¹	0.2	1.8	3.2
Transaction related costs ²	34.9	1.7	0.4
Other non-recurring and one-time fees ³	4.0	5.7	1.0
Aggregate adjustment for income taxes	(14.1)	-	-
Interest expense	11.8	17.1	10.0
Foreign currency (gain) loss, net	0.1	(0.2)	(0.0)
Remaining benefit for income taxes	11.8	(1.3)	0.3
Adjusted EBITDA	\$32.7	\$36.7	\$26.2
Adjusted EBITDA margin	12.6%	22.0%	23.3%

1. Represents quarterly management fees paid to the former majority shareholder of the Company based on a pre-determined formula. Following the Business Combination, these fees are no longer paid; 2. For the year ended December 31, 2021, such amounts primarily represent direct costs incurred with the Business Combination, including \$21.0 million paid to the former owner of HydraFacial; For the years ending December 31, 2019 and December 31, 2018, such amounts represent direct costs incurred to prepare the Company to be marketed for sale by the Company's shareholders in previous periods; 3. For the year ended December 31, 2021, such costs primarily represent one-time retention awards related to the distributor acquisitions and executive recruiting and severance fees. For the years ended December 31, 2019 and December 31, 2018, such costs primarily represent personnel costs associated with restructuring of HydraFacial's salesforce and costs associated with former warehouse and assembly facility during the transition period, to defend certain patents that were being infringed upon and a 2019 relocation to a new assembly and warehouse facility that was completed during December 2019.

Reconciliation of gross margin to adjusted gross margin

Unaudited (\$mm)	Six months ended	Year ended			
	Jun-22	Dec-21	Dec-20	Dec-19	Dec-18
Net sales	\$179.0	\$260.1	\$119.1	\$166.6	\$112.3
Cost of sales	55.4	78.3	51.9	60.1	39.3
Gross profit (GAAP)	\$123.6	\$181.8	\$67.2	\$106.5	\$73.0
Gross margin (GAAP)	69.1%	69.9%	56.4%	63.9%	65.0%
Adjusted to exclude the following:					
Stock-based compensation expense included in cost of sales	0.4	0.4	-	-	-
Depreciation and amortization expense included in cost of sales	5.6	10.3	10.8	11.3	10.0
Adjusted gross profit	\$129.6	\$192.5	\$78.0	\$117.8	\$82.9
Adjusted gross margin	72.4%	74.0%	65.5%	70.7%	73.8%

Reconciliation of G&A to normalized G&A

Unaudited (\$mm)	Three months ended									
	Jun-22	Mar-22	Dec-21	Sep-21	Jun-21	Mar-21	Dec-19	Sep-19	Jun-19	Mar-19
General & administrative expense	\$28	\$25	\$24	\$19	\$44	\$11	\$6	\$6	\$6	\$5
Adjusted to exclude the following:										
Transaction-related costs and other non-recurring and one-time fees	3	3	6	2	30	1	0	0	0	0
Depreciation & amortization expense	3	1	2	1	1	1	1	1	1	1
Stock-based compensation expense	4	4	1	4	3	0	0	0	0	0
Credit card fees	1	1	0	1	1	1	-	-	(0)	0
Normalized general & administrative expense	\$16	\$16	\$15	\$12	\$9	\$8	\$5	\$5	\$6	\$4



Analyst & Investor Day

September 15, 2022