NEWBEAUTY®

HydraFacial Is More Than a Facial—Here's What to Know About the Innovative Brand

We like to think of in-office facial treatments as essential to a balanced skin-care routine. In addition to all the daily practices you may already have in place, the in-office experience provides expert-level care to supercharge your skin.

In as little as thirty minutes, a professional treatment can amp up all the care you've already put into your skin. Especially if you've already been cleansing, wearing sunscreen, and maintaining your skin-care routine, a treatment will ensure healthy-looking skin with a glow that lasts longer. All it takes is a little time for yourself and a lot of technological innovation—that's where the HydraFacial comes in.

Developed for both instant and long-lasting skin results, the innovators at HydraFacial have gone beyond the face by introducing **HydraFacial Keravive**, a best-in-class scalp treatment that revitalizes the scalp to encourage hair health and growth.

HydraFacial also ensures that each treatment is done with complete comfort and safety by offering its FaceLife mask, which will securely covers the nose and mouth of your care provider. Read ahead to find out exactly why the HydraFacial and Keravive are first on our personal care to-do list this summer.

How does the HydraFacial work?

As New York plastic surgeon **Sachin Shridharani, MD** explains, the HydraFacial is comprised of three actions that contribute to the resurfacing of the skin: "Physical exfoliation from suction pressure and a textured tip, chemical exfoliation from acids such as glycolic and salicylic, and suction to lift dead skin cells off the surface."

Eunsung v. HydraFacial
IPR2024-01491
HydraFacial Ex. 2023

EDGE-CARTESSA_0029818
HF-ITC1408_00041304

At each step, your provider will use the HydraFacial wand on every inch of your face. Not only does the treatment entail a three-part rejuvenation of your skin, that also means you get thirty minutes to relax and be pampered while your HydraFacial technician goes to work.

Each step contributes to the pursuit of glowing skin. A Signature treatment starts with Cleanse + Peel, which uncovers a new (and thus brighter, younger-looking) layer of skin with gentle exfoliation and resurfacing. Next, as Dr. Shridharani explains, the device will Extract + Hydrate your skin with painless suction as debris is removed from the pores, which are then nourished with professional-grade moisturizers. Finally, the provider will Fuse + Protect the skin's surface with an antioxidant serum with strengthening peptides.

What does the HydraFacial address?

The HydraFacial tackles common skin issues like fine lines and wrinkles, uneven skin texture, skin laxity, brown spots, congested or oily skin, and enlarged pores. We can bet that eradicating more than one of those concerns is on your skin-care to-do list. You can target your specific skin concerns even more directly with a HydraFacial Booster. Choose from DermaBuilder Booster (for anti-aging), ReGen GF Growth Factor Booster (for fine lines and wrinkles), or Britenol Booster (for dark spots). If you have a favorite skin care brand like ZO, HydroPeptide, Alastin, Sente, and many others, they have also developed partnership boosters with some of these brand's best-selling formulations.

For additional revitalization, add a HydraFacial Perk to your treatment. These add-ons target the lip or eye area (or both!), so clients leave the treatment room with brighter under-eyes and plumper lips in addition to rejuvenated skin. Each Perk comes with a take-home serum, so you'll leave the doctor's office or med spa with a piece of your treatment to incorporate into your daily skin-care routine.

What can Keravive add to the HydraFacial experience?

Good skin doesn't stop at the forehead, and the HydraFacial team understands the importance of a healthy scalp as the foundation for thicker, fuller-looking hair. They created HydraFacial Keravive using a proprietary blend of biomimetic peptides and growth factors that get to the root of the problem, both literally and figuratively. Using the HydraFacial three-step process, Keravive targets the scalp directly to cleanse, exfoliate, and stimulate the scalp, unclogging hair follicles and delivering the nutrients that help hair to be healthier and fuller-looking.

"To really see results for hair loss, in-office treatments offer more improvements for both men and women," explains New York plastic surgeon **Yael Halaas, MD**. "For patients looking for a beneficial scalp treatment and infusion of growth factors, Keravive provides both in a comfortable, effective procedure."

The Keravive treatment addresses common scalp issues like dry skin, **clogged** hair follicles, dead skin cells, and a lack of circulation. A healthy scalp is the foundation for a healthy head of hair, so think of this treatment as a building block towards lush, full hair. It can even be combined with other hair loss procedures to ready the scalp beforehand and improve outcomes afterwards.

Best of all, Keravive doesn't stop working once you get home. You'll leave your treatment with a take-home bottle of **HydraFacial Keravive Peptide Complex Spray,** which enhances the benefits of the in-office treatment and helps nourish the scalp and hair follicles for continued health in between treatments—resulting in a healthier and fuller-looking head of hair. "Keravive allows for better penetration of topical at-home hair products," adds Dr. Halaas.

Can you book the HydraFacial + Keravive at the same time?
With all this beneficial goodness, who wants to wait? Luckily, according to Dr. Halaas, clients can enjoy the HydraFacial and Keravive treatments all in one sitting.

"Patients can absolutely have both procedures performed at the same time and routinely do at my practice," says Dr. Halaas. "Since there is no real downtime, they feel validated that their time is being valued and they do not have to return for the other treatment at a later date."

How can I stay protected during my treatment?
Especially now, it's important to understand not just how your facial treatment will work, but how it will be administered. HydraFacial is so invested in health and safety that the company created its own **HydaFacial FaceLife Mask** ($25) to ensure protection for providers and their clients.

The FaceLife Mask was designed with personal care professionals like facial providers, nail salon technicians, and hair stylists in mind. It's designed to provide consistent and full coverage of both the nose and mouth, and its fabric is woven with known antimicrobial Copper CuTEC on both sides, effectively providing an extra germ-fighting barrier to you and your care provider. Each mask is washable and designed to stay effective for 60 washes.

How can I book a treatment?
Locate your closest HydraFacial provider **here**.