EXPECT EVERYTHING

Introducing the brand-new HydraFacial Elite.

THE hydrafacial™ COMPANY

Eunsung v. HydraFacial
IPR2024-01491
HydraFacial Ex. 2045

Everything, Even Better!

More Performance. More Features. More Profits.

HAVE FAILLAT your fingertips

HYDRALITE HANDPIECE

for total serum control

HYDRAFACIAL KERAVIVE PROTOCOL

to help your practice expand into the scalp health treatment category

EVEN MORE TREATMENT OPTIONS

with the built-in Perk Switch and integrated HydraFacial Perk protocols

the latest, proven protocols

including Platinum HydraFacial and Lymphatic Therapy

Multilingual User Interface

for consistent HydraFacial experiences in 12 languages

MARKETING SUPPORT

Deliver Real Skin Health Personalization With Hundreds of Possibilities

The new HydraFacial Elite delivers remarkable results for every skin type and new opportunities for every practice. Discover hundreds of customizable treatment combinations to personalize every HydraFacial experience for any skin concern with tips, boosters, and other enhancements.

WHAT CONSUMERS WANT

Emerging consumer trends are influencing our industry more than ever before:

SIMPLIFICATION

Multi- benefit solutions that save time [1]

PERSONALIZATION

Treatments tailored to specific skin concerns [2]

RECOMMENDATION

Skin health technology and regimen education [1]

Consumers want HydraFacialists to proactively offer personalized solutions for skin health and provide education on their ideal , easy-to-follow skin health regimen [1].

[1] *EddieWouldGrow Facial Research 2018, n=2000;*
[2] *Mintel Trends 2017*

VORTEX TECHNOLOG

Unique Vortex-Fusion® Technology delivered via patented HydroPeel® tips to exfoliate, extract, and hydrate skin.

- **Convenient, single-use tips**
  Provides a safe and hygienic experience
- **Patented Technology**
  Dislodges and removes impurities
- **An array of aggression tips**
  Choose from disposable orange and purple aggression tips

Boosters for Every Skin Health Goal

We partner with the industry recognized skincare experts to formulate custom boosters designed to target specific skin needs with maximum efficacy.

- Smoothing & Refining
- Restoring & Firming
- Brightening
- Hydrating
- Calming

NASSIFMD®

ZO® SKIN HEALTH

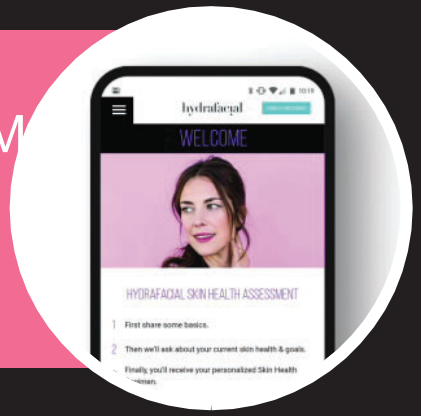
Technology Enabled Personalization

Personalized Power

The latest protocols, regimen-building tools, and multi-language capabilities packed into our new, advanced user interface.

SELF-ASSESSM

Your clients' personalization plans are just a few clicks away with the HydraFacial self-assessment. Check it out at assessment.hydrafacial.com.



hydrafacial

perk

Switch on Powerful results for your practice

The new Elite turns on fully-integrated HydraFacial Perk functionality – complete with on-screen protocols and our patented roller-flex technology.

- Complements all other HydraFacial treatments
- Includes take-home serums for daily applications
- Expands services without the need to add more technology

Perfectly primed lips

- Exfoliate and hydrate
- Lightly plump lips for the perfect pout

Reenergized eyes

- Reduce the appearance of puffiness and dark circles
- Diminish the appearance of fine lines and wrinkles

PERK IS AN ADDITIONAL REVENUE OPPORTUNITY BY PROVIDING COMPLIMENTARY TREATMENTS DELICATE AREAS- EYEs AND LIPS.

Even More ways to personalize Every HydraFacial

Lymphatic therapy

Remove toxic buildup to reveal healthy-looking skin

- Helps detoxify the skin and decreases inflammation
- Removes unwanted buildup and optimizes skin health

LED LIGHT THERAPY

Elevates results, making any treatment more effective

Red LED light therapy

Stimulates blood circulation

blue LED light therapy

Targets and disrupts p. acnes bacteria and improves the appearance of oily and congested skin

Expand the power of HydraFacial to almost any part of the body!

- Hand protocol helps dry and aging hands look younger
- Clarifying back protocol clears congested skin on the back
- Arm lymphatic protocol reduces fluid tissue tension and inflammation

HydraFacial and Blue LED The Acne Antidote

A recent study showed that regular HydraFacial treatments featuring blue LED lights can effectively treat and manage acne. [1]

100% of study investigators thought skin appeared healthier and more radiant

100% observed that skin looked clearer

95% reported that skin looked less oily and congested

hydrafacial

keravive

Healthy Hair Starts with a Healthy Scalp

Our revolutionary new HydraFacial™ Keravive™ treatment delivers a one-of-a-kind scalp health treatment that leads to healthier, fuller-looking hair. HydraFacial Keravive also enhances other scalp and hair health treatments, making it a perfect pairing with dozens of hair and scalp therapies.

Promotes fuller-looking hair

- Exfoliates the scalp
- Cleanses hair follicles and stimulates circulation
- Delivers a proprietary blend of growth factors
- Includes take-home treatment sprays

Complements other scalp health treatments

- Sets the stage for better uptake and efficacy of popular oral, topical, laser, and surgical therapies

INCREASES Revenue

- Provides a natural entry point for a new client base
- Promotes increased visits from both new and existing clients
- Treatments are 30 minutes, freeing staff to deliver more services

HydraFacial Keravive: THE PERFECT ENTRY POINT IN

$3.9 billion

HAIR TREATMENT MARKET

... and we play well with others, too.

HydraFacial is a game changer as a stand-alone treatment – it's also the perfect way to enhance the results of other aesthetic treatments and therapies.

hydrafacial delivers

30%

Additional reduction in brown spots when paired with IPL vs. IPL alone[2]

2x

Firmer & smoother skin when paired with non-ablative fractional laser or fractional RF vs. non-ablative fractional laser or fractional RF alone[3]

2x

Smoother skin when paired with RF or focused ultrasound treatment vs. RF or focused ultrasound treatment alone[4]

50%

Smoother skin when paired with ablative fractional laser vs. ablative fractional laser alone[5]

this is a committed relationship

User Interface Language Enhancements Delivering Personalised Treatment

Dedicated Account Manager

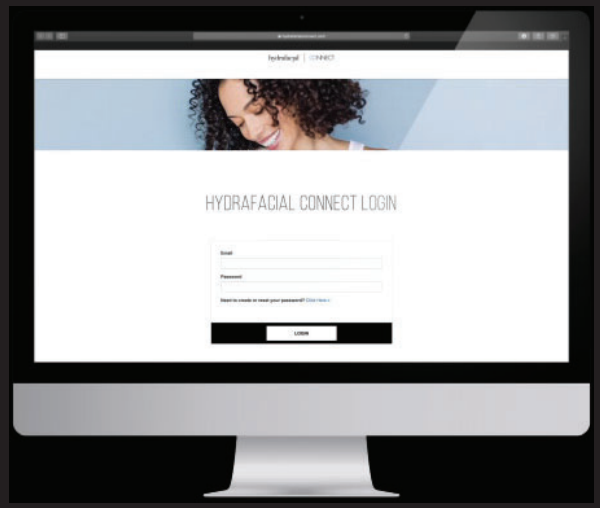
Internal Support Teams

Unparalleled Branding & Marketing Tools

Direct To Consumer Advertising

Educational Program (online and events)

Proven Revenue Generating Events



Expect everything with the new HydraFacial Elite

Visit HydraFacial.com/Elite to see how one powerful device provides everything you need to power your business.

1. Results observed in a limited study of 20 patients when HydraFacial Clarifying Treatment with blue LED lights was performed every 2 weeks over the course of 12 weeks. HydraFacial treatments are intended for use on intact skin only and should not be used for active acne such as severe, inflammatory acne. HydraFacial treatments should not be used over acne cysts and are not recommended for severe acne scarring.
2. Results observed in a limited study when HydraFacial treatment was performed in combination with intense pulsed light (IPL) or Q-switched laser. The first two steps of the HydraFacial Signature Treatment protocol were followed prior to IPL or Q-switched laser and the last step of the Signature Treatment protocol followed by red and infrared LED lights was performed after IPL/Q-Switched laser. A 30% reduction in the melanin affected area was observed on the side of the patient's face where HydraFacial was used as compared to the side of the face that did not receive a HydraFacial treatment.
3. Results observed in a limited study when HydraFacial treatment was performed in combination with non-ablative fractional laser and fractional radio frequency for facial rejuvenation. The first two steps of the HydraFacial Signature Treatment protocol were followed prior to non-ablative fractional laser or fractional radio frequency, and the last step of the Signature Treatment protocol followed by red and infrared LED lights was used after non-ablative fractional laser and fractional radio frequency.
4. Results observed in a limited study when HydraFacial treatment was performed in combination with radio frequency and focused ultrasound for facial firming. The first two steps of the HydraFacial Signature Treatment protocol were followed prior to radio frequency and focused ultrasound, and the last step of the Signature Treatment protocol followed by red and infrared LED lights was performed after radio frequency and focused ultrasound.
5. Results observed in a limited study when HydraFacial treatment was performed in combination with fractional facial resurfacing with ablative fractional laser (CO2 or Erbium:YAG). The first two steps of the HydraFacial Signature Treatment protocol were followed prior to ablative fractional laser, and the last step of the Signature Treatment protocol followed by red and infrared LED lights was performed after ablative fractional laser.

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