

THE  
hydracial®  
C O M P A N Y ●



# WE ARE THE HYDRAFACIAL COMPANY

---

With over 2 million treatments a year,  
we are revolutionizing skin health.

## 3 STEPS. 30 MINUTES. THE MOST PROFITABLE DEVICE IN YOUR BUSINESS.

---

The HydraFacial system delivers immediate, noticeable results that keep your customers returning regularly. The universally beneficial treatment is safe for all faces and requires no social downtime.

### ATTRACT

Most customers report that HydraFacial helped them generate new business

### KEEP

4/5 of customers reported that HydraFacial allowed them to increase revenue for other services

### PROFIT

2 million treatments with 85–90% profit/treatment =  
\$350 million in profit generated for our customers in 2017

# THE HYDRAFACIAL™ SYSTEM

The award-winning HydraFacial System merges invigorating spa therapies with advanced medical technology to enhance skin health.

Only HydraFacial uses patented Vortex-Fusion® technology for an instantly gratifying glow.



## CLEANSE + PEEL

Uncover a new layer of skin with exfoliation and resurfacing.

## EXTRACT + HYDRATE

Remove debris from pores with painless suction.  
Nourish with intense moisturizers that quench the skin.

## FUSE + PROTECT

Saturate the skin's surface with antioxidants and peptides to maximize glow.

# PERK™ SKIN SYSTEM

This all-in-one cleanse with benefits merges an in-office exfoliation service with a month long regimen of take-home products.

Perk uses patented roller-flex technology to offer immediate results in 10 minutes. Ask us how Perk can be added to your HydraFacial system.



## FACE

Face service works by gently cleansing and replenishing skin with potent antioxidants to reveal a gorgeous, healthy glow.

## LIP

Lip service exfoliates and perfectly primes lips with key ingredients such as peppermint oil and peony extract that lightly plumps the pout.

## EYE

Eye service awakens the delicate eye area to help gently brighten, tone and firm the outer eye area while maintaining hydration.



## NEED A BOOST?

Tailor HydraFacial treatments with super serums that address specific skin concerns.

### DERMABUILDER BOOST

Minimizes signs of aging and recharges skin with a combination of peptides.

### GROWTH FACTOR BOOST

Minimizes the appearance of fine lines and wrinkles to restore skin health and vitality.

### BRITENOL BOOST

Minimizes the appearance of dark spots and sun spots for an even complexion.

## POWERFUL PARTNERSHIPS

We are building powerful partnerships with the best-of-the-best in skin care to grow our client base and enhance results.

ZO® SKIN HEALTH  
BY ZEIN OBAGI MD

SKINCEUTICALS  
ADVANCED SKINCARE BACKED BY SCIENCE



CIRCADIA

colorescience®

“

In less than 30 minutes, I was finished and ran over to a mirror to inspect. I was shocked at my skin's glowy, revitalized look. It looked even in tone, the texture was smooth even to the touch, my skin didn't feel tight or uncomfortable anymore, and I even had a little glow that only my dewy highlighter palette can usually achieve.”

**Victoria Moorhouse**

Instyle Magazine in the article, “This Revolutionary Facial Totally Saved My Skin This Winter”, describes her results from the HydraFacial treatment with the Brightalive® Boost powered by ZO® Skin Health.



## ADD-ON THERAPIES

### LYMPHATIC THERAPY

- Helps detoxify the skin
- Removes unwanted build-up
- Decreases inflammation
- Optimizes skin health

### RED LED LIGHT THERAPY

- Reduces appearance of redness
- Decreases signs of aging

### BLUE LED LIGHT THERAPY

- Targets and disrupts p. acnes bacteria
- Improves the appearance of oily or congested skin

## ENHANCE THE EXPERIENCE

### SKIN IMAGING CAMERA

Demonstrate treatment results through before and after photos. The photo comparison feature tracks your customers' progress, encouraging monthly retention.

### INCREASE YOUR PROFITS WITH PERK

#### In-Office + Take-Home

The lightweight, compact Perk adaptor effortlessly attaches to your HydraFacial device.

- Perk adds up to \$70/ticket
- Treats untapped zones including the delicate eye and lip areas
- Complimentary take-home product increases customer retention
- Affordable for businesses and customers





# YEP. WE DON'T HAVE A TYPE.

HydraFacial addresses  
the appearance of:

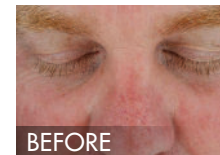
- Fine lines and wrinkles
- Elasticity and firmness
- Even tone and vibrancy
- Skin texture
- Brown spots
- Oily and congested skin
- Enlarged pores

## LIFE-CHANGING RESULTS

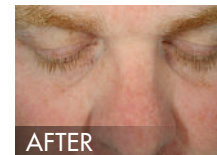
The amazing results are both instant and long-lasting.

### POLARIZED IMAGING

Shows improvement in appearance  
of brown spots & redness



BEFORE



AFTER

3 SESSIONS (over 2 months)

### UV DIGITAL IMAGING

Shows improvement in hydration  
(White areas indicate hydration)



BEFORE



AFTER

1 SESSION

### FINE LINES



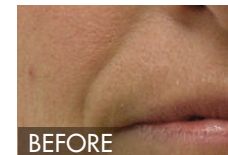
BEFORE



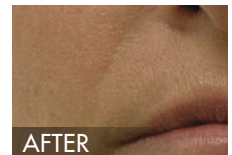
AFTER

1 MONTH

### NASOLABIAL FOLDS



BEFORE



AFTER

5 SESSIONS

### BROWN SPOTS



BEFORE



AFTER

4 SESSIONS

### OILY & CONGESTED SKIN



BEFORE



AFTER

1 SESSION (1 hour post-treatment)

# NOTHING COMPARES

---

With 28 patents, our innovative technology challenges the status quo. We are recognized as the "Go-to Facial for a Healthy Glow" by New Beauty, "The Best Equipment for the Face" by LNE, and "Favorite Aesthetic Equipment Manufacturer" by American Spa.



“Patients that were coming for normal facials that’ve switched to the HydraFacial are much more pleased with their results.”

Jocelyn Leveque, M.D.

“The HydraFacial is universally loved, and our most popular skincare treatment.”

David Eccleston, MB Ch.B BCAM  
MediZen, England

“We are excited that we can bring HydraFacial to our guests, offering them not only a treatment that makes them look better, and feel better about themselves, but also a treatment that encourages healthy skin.”

Gloria Ah-Sam, Ojai Valley Inn and Spa



## MAKING HEADLINES

---

This is not a beauty secret — our followers shout out to the world how incredible HydraFacial is.

508+ MILLION MEDIA IMPRESSIONS IN 2017

145K SOCIAL MEDIA FOLLOWERS

LOVED IN OVER 80 COUNTRIES

1.5 MILLION CONSUMERS SEE OUR  
TIMES SQUARE JUMBOTRON EVERY DAY

## THIS IS A COMMITTED RELATIONSHIP

Our promise is to deliver innovative products, exceptional support, and a genuine commitment to ensure your success.

### CERTIFICATION PROGRAM

Work with your dedicated account manager to pay off your system in the first 90-days.

### SIGNATURE EVENTS

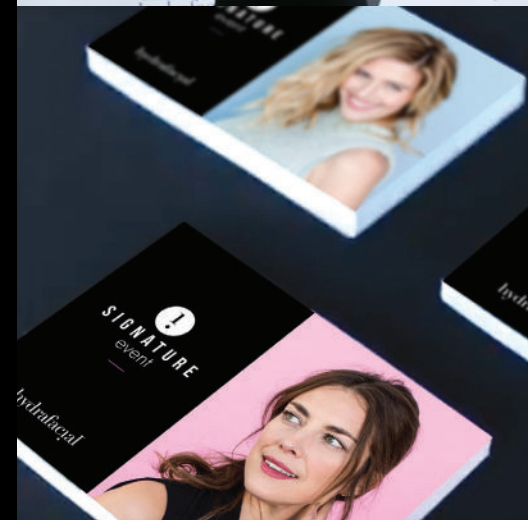
Host a successful event by using our marketing materials and how-to guide to sell memberships.

### HYDRAFACIAL CONNECT

Find up-to-date marketing materials, training resources, and so much more on our online portal.

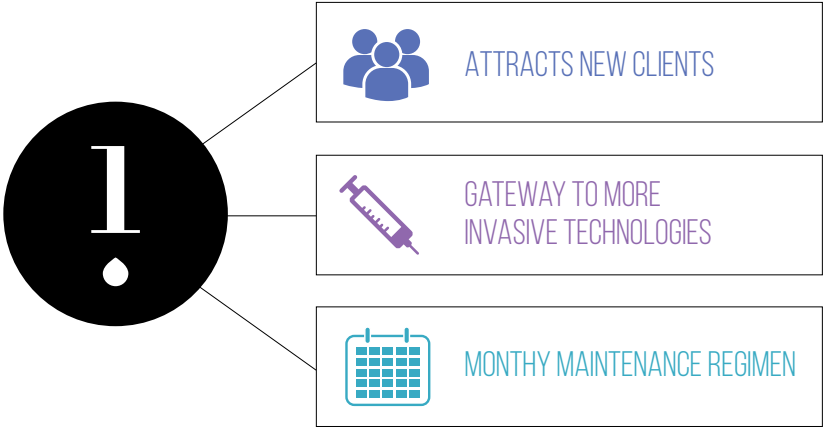
### HYDRAFACIAL REWARDS

Enjoy special attention, exclusive offers and delightful gifts in reward for your loyalty.



# POWERFUL PROFITABILITY

HydraFacial will become the focal point of your business, allowing you to tie together all of your ancillary services and generate substantial profit growth.



# THE VALUE OF MEMBERSHIPS

HydraFacial memberships increase customer retention from 1.6 to 8.4\* visits per year.

## UNMATCHED PROFITABILITY

TOXIN NON-MEMBER	TOXIN MEMBER	HYDRAFACIAL MEMBER
\$606 <small>Annual Revenue</small>	\$1,209 <small>Annual Revenue</small>	\$1,680 <small>Annual Revenue</small>
\$303 <small>Annual Gross Profit</small>	\$605 <small>Annual Gross Profit</small>	\$1,512 <small>Annual Gross Profit</small>

Pay off your system with 17 memberships.

\*Study by HintMD: 500 clients from 13 HydraFacial accounts; Based on a \$200 SRP

## DID YOU KNOW?

Just **2 treatments**  
per day can get  
you a **full ROI** in  
just over **4 months!**

1	Machine
2	Treatments (1 hour)
x 5	Days per week
x \$177	Profit per treatment
x 52	Weeks
<hr/>	
\$92,040	Profit

“My patients love the HydraFacial and I was able to see a return on my investment between two and three months.”

Braun H. Graham, M.D., F.A.C.S



# JOIN THE HYDRAFACIAL NATION

---

This is your connection to millions of believers that know beauty is more than a physical attribute – it's a feeling. You belong to a global community that welcomes all faces living confidently through amazing skin.

Because when you get it, you get it.  
And we're getting all of us together.



We're taking the HydraFacial Nation on the road for our 2018 World Tour. We have exciting events planned across the country and around the globe to celebrate with our HydraFacial fanatics, and to introduce even more fans and influencers to the HydraFacial Nation.

LOVED ALL AROUND THE WORLD  
AND COMING TO A CITY NEAR YOU.

Follow us on [hydracialnation.com](https://hydracialnation.com)

# THE hydrafacial<sup>®</sup> C O M P A N Y



[facebook.com/HydraFacial](https://facebook.com/HydraFacial)



[twitter.com/HydraFacial](https://twitter.com/HydraFacial)



[instagram.com/HydraFacialMD](https://instagram.com/HydraFacialMD)



[youtube.com/OfficialHydraFacial](https://youtube.com/OfficialHydraFacial)

[hydrafacial.com](https://hydrafacial.com)

HydraFacial is registered in the United States Patent and Trademark Office by Edge Systems LLC. This product and its use are covered by one or more U.S. and International patents. Patent info: [hydrafacialco.com/patents](https://hydrafacialco.com/patents). Other U.S. and foreign patents pending. Copyright © 2017 Edge Systems LLC. All rights reserved. P/N 19755-A