

# FACE LIFE FACE FIRST

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Hydrate your business.  
Empower your customer.

hydracial™



# WE ARE THE HYDRAFACIAL COMPANY LOVED AROUND THE WORLD



With over 3 million treatments a year,  
we are revolutionising skin health.

# THE MOST PROFITABLE DEVICE IN YOUR BUSINESS

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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

99% most searched for brand\*  
One HydraFacial treatment  
takes place every 15 seconds globally

## KEEP

4/5 providers reported that HydraFacial allowed  
them to increase revenue for other services,  
and improve monthly visits from their customers

## PROFIT

\$274 million in profit generated for our partners







# ABOUT US

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So, you've heard of HydraFacial,  
but what is it?

## 3 STEPS. 30 MINUTES. THE BEST OF YOUR LIFE

Pioneering and leading the Skin Health category, HydraFacial is an invigorating treatment that delivers long-term skin health to the face, body and scalp. Instant results after as little as 30 minutes, services can be tailored to meet the specific needs of all skin types.

The HydraFacial treatment removes dead skin cells and extracts impurities, while simultaneously bathing the new skin with cleansing, hydrating and moisturizing serums. The treatment is soothing, refreshing, non-irritating and immediately effective.

If you haven't experienced HydraFacial, you can see how it works at [hydradefacialemea.com/the-treatment](http://hydradefacialemea.com/the-treatment).

HydraFacial is proud to be the market leader in Hydradermabrasion with over 24 years of innovation, 34 patents (another 24 pending!) and presence in over 87 countries – HydraFacial pioneered the worlds first microdermabrasion technology in Long Beach, California, where the global headquarters remain to this day.

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# THE BUSINESS MODEL

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HydraFacial is the world's foremost non-invasive facial treatment that has become a firm favourite with both customers and professionals, as well as being adored and endorsed by celebrities across the globe.

It is also championed by thousands of dermatologists worldwide who freely promote HydraFacial in their clinics. With unsolicited brand advocacy like this, it's not hard to see why HydraFacial is both popular in driving footfall through your door, as well as a profitable business model.

No matter your set up, HydraFacial can be offered in almost any environment including; medical, spa & resort, retail and hair & beauty salon.

Oh, and did we mention we can treat all skin types and ages with instantly visible results and no down time?

From day one the HydraFacial machine will start generating a profit. You could see a return on investment with just 29 customers.\* Revenues exceeding \$75,000 for just one device after 12 months is common.

Over 16,000 providers across 87 countries,  
**The HydraFacial Nation** is taking the world by storm.

HydraFacial is perfectly positioned to attract a wider reach of demographic in your locations. Including time-poor consumers who want a 30min treatment with instant results, to the more experienced motivated consumer looking for indulgence.

Since the shift in consumer behaviour in 2020, it's never been more important to nurture and retain loyal customers, who return month after month and refer friends and family. Our proven business model will show you how to implement this strategy successfully in your local markets.

HydraFacial is a safe and effective treatment that more men and women of all ages are turning to for their skin health needs.  
Partner with us and join **The HydraFacial Nation**.

By ensuring the success of your business, we ensure the success of ours.



# OUR PARTNERSHIPS ARE GROWING FAST



# THE HYDRAFACIAL ELITE SYSTEM

The award-winning Elite 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.

## UNIQUE, PATENTED TECHNOLOGY

HydraFacial's patented delivery system sets it apart from other services and helps deliver a multi-step treatment that cleanses, exfoliates and extracts impurities and dead skin cells, while simultaneously replenishing vital nutrients.

## 4-IN-1 SPIRAL TIP ACTION

HydraFacial's patented spiral tip utilises Vortex-Cleansing™, HydroPeel® Exfoliation, Vortex-Extraction™, and Vortex-Fusion® to cleanse, exfoliate and extract impurities and dead skin cells like no other treatment.

## A UNIQUE COMBINATION OF TECHNOLOGY

Means any customer—whatever their age or skin type—is suitable for treatment so HydraFacial is guaranteed to make money for your business no matter the environment or demographic. You enjoy increased profitability and your customer enjoys instant results and boosted confidence at an affordable price, as well as longer-term improvements to their complexion.

## NO DOWNTIME

HydraFacial is an incredible, non-invasive treatment that is pleasant to undergo and detoxifies, rejuvenates and protects the skin for immediate results and long-term benefits without downtime or irritation.





# 3 STEPS

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## CLEANSE + PEEL

Uncover a new layer of skin with gentle exfoliation and relaxing resurfacing.

## EXTRACT + HYDRATE

Remove debris from pores with painless vortex extraction.

Nourish with intense moisturizers that quench skin.

## FUSE + PROTECT

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

## UPGRADE ENHANCEMENTS

Tailoring the service and lengthening treatment time

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### DETOX

Begin with Lymphatic drainage that improves circulation of the lymph system and helps to eliminate toxins.

### REJUVENATION

Finish with red and infrared LED light to reduce redness.

## PERSONALISE THE TREATMENT

Add a booster to address specific skin concerns.

These HydraFacial super serums are tailored to your customers individual needs.

### DERMABUILDER BOOST

Minimises the appearance of fine lines and wrinkles.

### GLYSAL BOOST

Minimises congestion in pores.

### BRITENOL BOOST

Brightens and balances skin tone.



## THE SCALP HEALTH SOLUTION

The NEW HydraFacial Keravive treatment uses vortex technology and Keravive Complex Solution to cleanse, exfoliate, hydrate, and deliver a proprietary blend of polypeptides to hydrate and nourish the scalp.

The result? Healthier, fuller-looking hair!

### THE SERVICE



3 MONTHLY TREATMENTS



TAKE-HOME SPRAY

for use between treatments & 90 days after final treatment

### PARTICIPANT DEMOGRAPHICS

AVG. AGE:  
45



#GUNKIE

### THE OUTCOMES



Before



After



Before



After

Unretouched photographs of subjects at baseline and month 4 following 3 consecutive monthly in-office HydraFacial Keravive treatments plus 90-day continuous use of HydraFacial Keravive Take-Home Spray.

After just 1 treatment, participants reported seeing **improvement** in scalp dryness, scalp flakiness and hair fullness.

After the full course of the treatments, participants reported seeing:

**69%**  
improvement in  
hair fullness

**72%**  
improvement  
in overall hair  
appearance

**64%**  
improvement  
in overall  
confidence



## LOVE YOUR LIPS & ENERGISE YOUR EYES

HydraFacial Perk Lip and Eye treatments are a fusion of professionally delivered exfoliation and take-home product.

Used as a stand-alone service or as an enhancement to HydraFacial treatments, Perk technology provides your business with the flexibility to appeal to the lifestyle of today's customer: constantly on-the-go and looking for affordable skincare.

- Simply takes 10 minutes
- Uses patented, roller-flex technology to specifically target lips and eyes
- Shows immediate and long-lasting results
- Includes an in-clinic treatment + a take-home serum for daily applications



# POWERFUL PARTNERSHIPS

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

ZO<sup>®</sup> SKIN HEALTH

CIRCADIA<sup>®</sup>

Murad<sup>®</sup>

NASSIFMD<sup>®</sup>

“

In less than 30 minutes, I was finished and ran over to a mirror to inspect. I was shocked at my skin's glowy, revitalised 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<sup>®</sup> Skin Health.



## OILY & CONGESTED SKIN



1 SESSION (1 hour post treatment)

## DEHYDRATION



5 SESSIONS

## REDNESS/SENSITIVITY



3 SESSIONS (over 2 months)

## FINE LINES & WRINKLES



1 MONTH

## BROWN SPOTS / PIGMENTATION



4 SESSIONS

# LIFE-CHANGING RESULTS



The amazing results are both instant and long-lasting.





# ROI

Return On Investment

2 Treatments/day	Monthly \$7,345	Yearly \$88,140
4.7 months		
4 Treatments/day	Monthly \$14,690	Yearly \$176,280
2.3 months		
6 Treatments/day	Monthly \$22,035	Yearly \$264,420
1.6 months		

Based on a 2020 list price of \$34,375, 5 days/week, \$199 SRP, \$29.50 cost/tx.



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## AMAZING REASONS TO OFFER HYDRAFACIAL IN YOUR BUSINESS





# #1 HYDRAFACIAL IS FOR EVERYONE

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Yes. we don't have a type. HydraFacial addresses all modern day skin concerns

- Dehydration
- Skin fatigue
- Blue light overload
- Acne
- Pollution
- Premature ageing

Improving the appearance of:

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

# #2 HYDRAFACIAL IS AN 'AND' BRAND

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We play well with everyone.

HydraFacial is not about competing with or cannibalising your existing skincare lines or services. We make our own space. The unique brand positioning allows partner products to enhance their own performance on the skin as much as we do—resulting in additional revenue through retail, and cross selling other ancillary services in your business.

Total menu flexibility allows for personalization and targeted sales uplift, regardless of what your customers skin concerns are. Because HydraFacial's are suitable for everyone, and can be combined with most other treatments, it allows you the opportunity to add HydraFacial as an additional treatment option for all customers.

## #3 CONSTANT EVOLUTION

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It's never been more important for businesses to be able to evolve and react quickly to new requirements and developments in an ever-changing market place, post-covid and beyond!

HydraFacial is perfectly positioned to treat all customer profiles, but where we really excel is building a loyal and repeat following. With the average HydraFacial membership spend at over \$2,016 per year, our machines are often referred to as mini cash registers. It's an undeniable fact that those who stand still in business often get left behind. Across all channels, consumer expectation for instant, personalised and experience-led results is only increasing. Within the Spa and wellness industry an increased amount of operators are moving into more hybrid 'spathetic' offerings alongside their traditional manual services. Gone are the days of surviving with hands-on only facial offerings. With HydraFacial still delivering that feel-good factor in combination with outstanding instant results, businesses can attract, retain and yield new and existing guests without losing them to a results driven competitor or only seeing them once a year for indulgence.

If we look at the retail sector, consumers are craving experience-led interactions in store which online shopping cannot compete with. HydraFacial aids sale conversion for topical skincare lines by providing that one-to-one personalised experience.

\*Based on SRP \$210, purchasing 10 treatments per year plus 2 complimentary

## #4 THE HYDRAFACIAL TEAM

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A partnership with HydraFacial doesn't mean you just get a sophisticated delivery system, you get a whole team; **The HydraFacial Team.**

Unlike some capital equipment brands we don't believe that delivery is the end of our involvement. We believe it is only the beginning. And, because we have a wealth of industry & commercial knowledge we consider it our responsibility to pass that knowledge and know-how onto our providers and end users—in the form of business and marketing support.

Along with our comprehensive online platform, housing on and offline marketing tool kits, training materials, digital and social media assets. We also build a unique business plan and marketing calendar FOR YOU, based on YOUR OBJECTIVES.

In addition we offer a robust training program, covering all key stakeholders involved in your HydraFacial offering. Because we tailor our training specifically to the needs of your business, you will always be up-to-date and able to offer the very latest techniques and treatments that maximise the use of your HydraFacial system—future proofing your profitability.

# #5 LOVED AROUND THE WORLD

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When you take ownership of a HydraFacial machine you join a prestigious, forward-thinking, customer-centric **HydraFacial Nation** tribe. Offering a treatment service that is organically endorsed by patrons at the highest level, patrons that your customers are listening to.

You see there are product endorsements, and then there are HydraFacial endorsements.

One of the most remarkable aspects of the HydraFacial story is how the treatment has, without conscious effort from HydraFacial, been picked up and adopted by a whole host of celebrities.

Celebrities like Karren Brady, Emma Bunton, Abbey Clancy, Suki Waterhouse, Brittany Snow, and Paris Hilton adore HydraFacial and the amazing results it offers. Take a look below to see what they have to say about the treatment...

"My favourite treatment would be the HydraFacial. You can see the results right there."

**Pasha Kovalev,**  
*Professional Dancer*

"My skin goes through so many make-up changes and this facial puts the bounce back into it."

**Suki Waterhouse,**  
*Actress & Model*

"Love the HydraFacial, my skin looks amazing! My skin is now camera ready for tomorrow!"

**Abbey Clancy,**  
*Model*

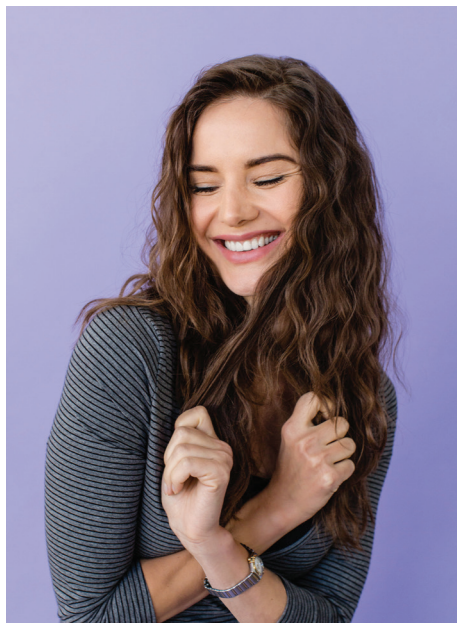
"Having regular HydraFacials really gives me lots of confidence because I know my skin looks great."

**Karren Brady CBE,**  
*Award Winning Business Woman & Broadcaster*

"It's no secret that I'm a fan of HydraFacial, to give my skin a treat."

**Alex Gerrard,**  
*Model & Fashion Columnist*





"I'm very happy with my course of HydraFacials. My skin was congested and pimple prone with lots of small scars from picking my spots. I have had 5 so far and my skin is smoother with hardly any spots at all and I've noticed the tone of my skin to be much more even. I will definitely continue."

**K. Rudge.**

"I definitely noticed an improvement in my skin following my anti-ageing HydraFacial. My skin appeared firmer and felt more youthful and I received loads of compliments!"

**Trudie.**

"Absolutely lovely experience, I would definitely recommend to anyone. My skin felt so much cleaner afterwards and instantly looked visibly healthier and better, the difference was massive."

**Jacob S.**



### **Double Red Carpet Record Holders...**

In November 2018 Elite Aesthetics in Greenhithe broke the HydraFacial Red Carpet event record, for the second time, and took sales of \$85,000 in one day!

Add that to the previous record they held of \$50,000 in a day and that's an incredible \$135,000 in just two days!! Elite Aesthetics was founded by Dr Shirin Lakhani MBBS MRCGP DRCOG, a GP and fully trained aesthetic physician.

They bought their first HydraFacial a year ago and when they had their Red Carpet event they broke ALL of the records for the amount taken in one event and more than paid for their machine in a day!

A year later, at their second Red Carpet Event, they surpassed that with a whopping \$85,000 in a single day! This incredible success was achieved in no small part by Dr Lakhani and the clinic staff working very hard to make the event a success but, also by being prepared to take the advice and guidance from us that we have gained from the experience of hosting over 100 events.

### **Dr Lakhani says:**

"I just wanted to say that the team at HydraFacial have been absolutely superb. They've been incredibly supportive right from the sales process all the way through to the Red Carpet event and beyond. I think every skin clinic should have a HydraFacial."

# SUCCESS STORIES

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## DR. RITA RAKUS



With a client list that reads like who's who, Dr. Rita Rakus appreciates HydraFacial's ability to treat skin of any type and age—so do her clients. Known as the London Lip Queen, Dr. Rita Rakus has more than 20 years' experience in non-invasive cosmetic solutions for facial rejuvenation.

Her Knightsbridge clinic uses HydraFacial as a non-invasive facial which, combines gentle but deep exfoliation with hydrating & antioxidant-rich serums, suitable for all skin types and ages.

Dr Rakus has many loyal clients and an international celebrity following that includes Baroness Michelle Mone OBE, Amanda Holden, Baroness Karren Brady OBE, Melissa Odabash, Jason Gardiner, Annabelle Bond OBE, Nancy Dell'Ollio, Sophie Anderton, Lisa Butcher, Lisa Maxwell, Sally Morgan Nicky Hambleton-Jones, Kristina Rihanoff and Lady Kitty Spencer.

### **Here's what a few of them and Rita have to say about HydraFacial:**

"We found HydraFacial to be a very good compliment to all the facial treatments we offer at the clinic. My patients were very excited when we started offering it as it gave them a far superior facial that they couldn't have in a normal beauty salon."

**Dr Rita Rakus.**

### **Comments from Dr Rita Rakus' Clients:**

"I tried the HydraFacial for the first time and I am hooked. After just one session my skin was noticeably plumper, more even-toned and much, much smoother. My skin was looking haggard, dull and patchy when I arrived at the clinic and the treatment gave my skin a new lease of life! All the horrible blockages in my pores and blackheads have disappeared. HydraFacial is far more effective than a regular facial and for that reason I'll be coming back for more!"

**LW NW, London.**

"I've got to say, HydraFacial really delivers! For a treatment that hadn't hurt, I was truly impressed with the instant improvements I experienced. The best way to describe it is that I felt like I'd sent my skin to the gym! It felt squeaky clean, moist and very fresh. Although you are able to, I didn't wear any make-up following the treatment and because I was literally glowing, I didn't feel in the least bit self-conscious because my skin was visibly smooth, plump and dewy, and simply didn't need it."

**EG, London.**

# SUCCESS STORIES

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## NIGEL FRANKLYN

The Spa Whisperer at Moss Consultancy



"I've been including HydraFacial in most of my project proposals for many years. There are certain treatment menu additions that I am anchored to because I have seen the physical results and the revenue results from having it in the spa. HydraFacial is my #1!

It brings dated spa menus very easily to a wellness evolution in which guests are looking for more result focused, high-tech alternatives to more traditional facial treatments. It elevates guest experience and guest retainment, and creates new pathways for repeat treatments and tailored, result-driven treatment plans. I use it personally and professionally, and I am very happy to write a testimonial to encourage others to do the same."

# sk:n

"HydraFacial is a great revenue generating treatment. It helps retain existing clients who are coming in monthly, and attracts new clients due to the strong brand power of HydraFacial. I highly recommend HydraFacial for anyone else considering this investment, and having a new treatment offering in their clinic."

**Lisa Mason-Poyner, Director of Medical Services at SK:N UK**





NOT A FACIAL  
*hydrafacial*

## MAKING HEADLINES

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

BILLIONS+ MEDIA IMPRESSIONS IN 2020

250K+ SOCIAL MEDIA FOLLOWERS

LOVED IN OVER 87 COUNTRIES

1.5 MILLION CONSUMERS SEE OUR  
TIMES SQUARE JUMBOTRON EVERY DAY

For more information on corporate partnerships and to discuss  
arranging a demonstration please contact us on:

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