

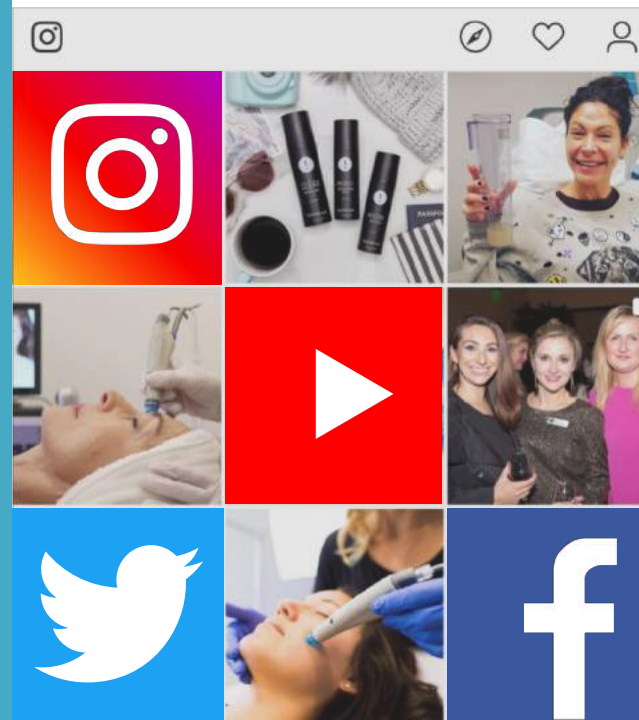
THEY ARE
GETTING
YOUNGER



THEY ARE
SHOPPING IN
DIFFERENT
PLACES



THEIR FACES
ARE
CHANGING



THEY SPEAK
DIFFERENTLY



THEY ARE
GETTING
YOUNGER



5 YRS

drop in average age of
facial consumer in the last
12 months



2X

people ages 25-34
getting facials

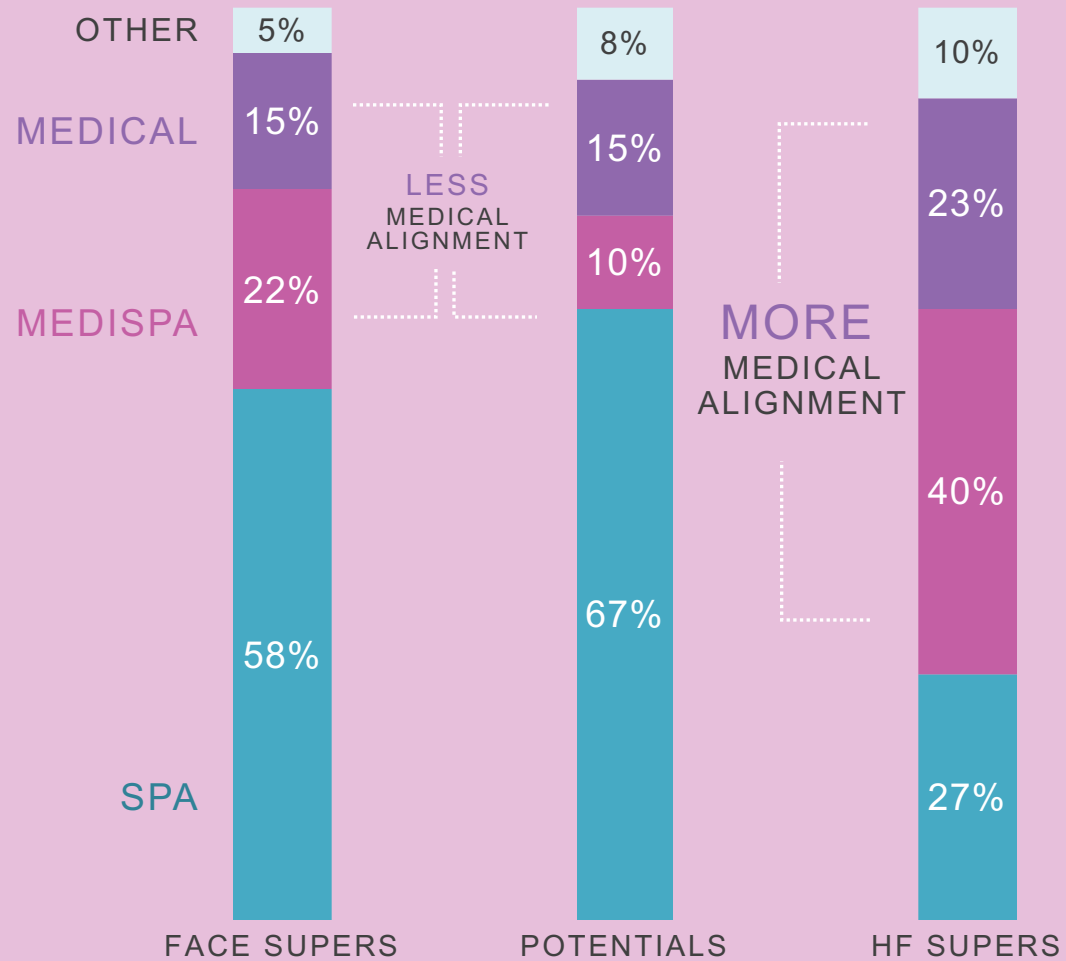


THEIR
FACES ARE
CHANGING



2X
MEN

have entered into the
facial category in the
last 12 months



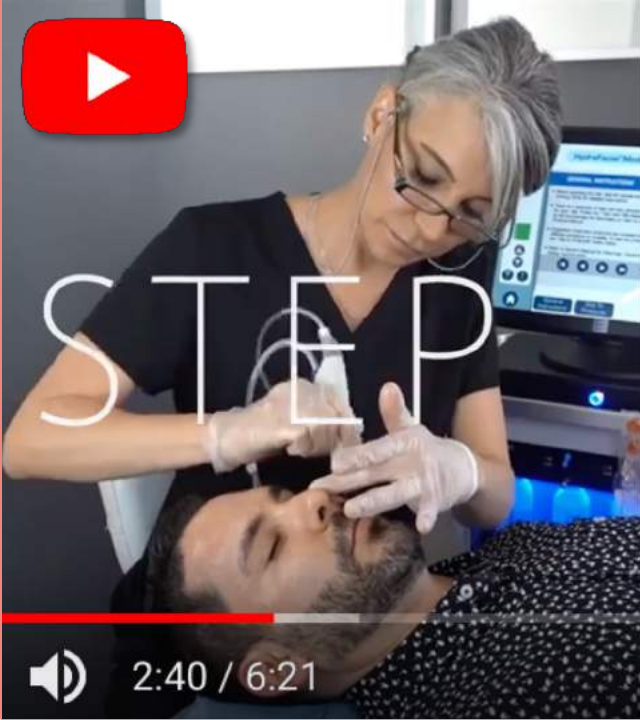
THEY ARE SHOPPING IN DIFFERENT PLACES



CHANNEL LEARNING AND THEN MOVING

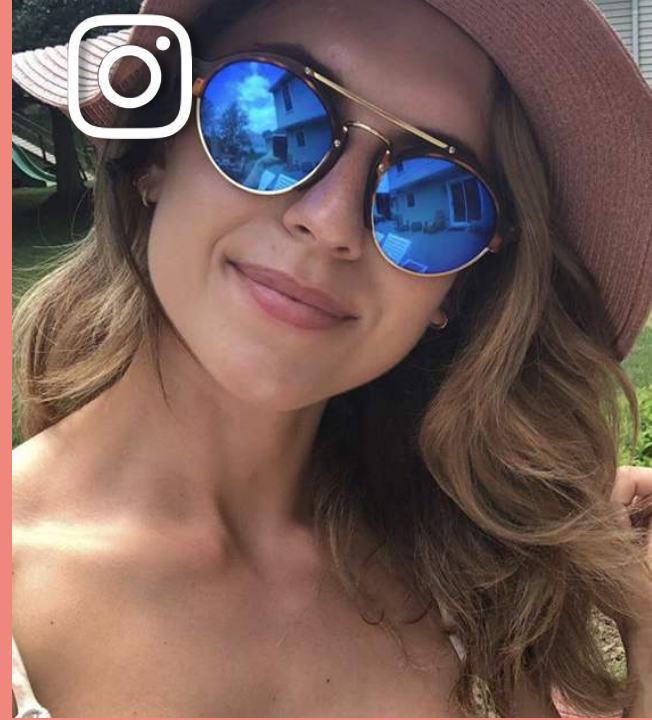


THEY SPEAK
DIFFERENTLY

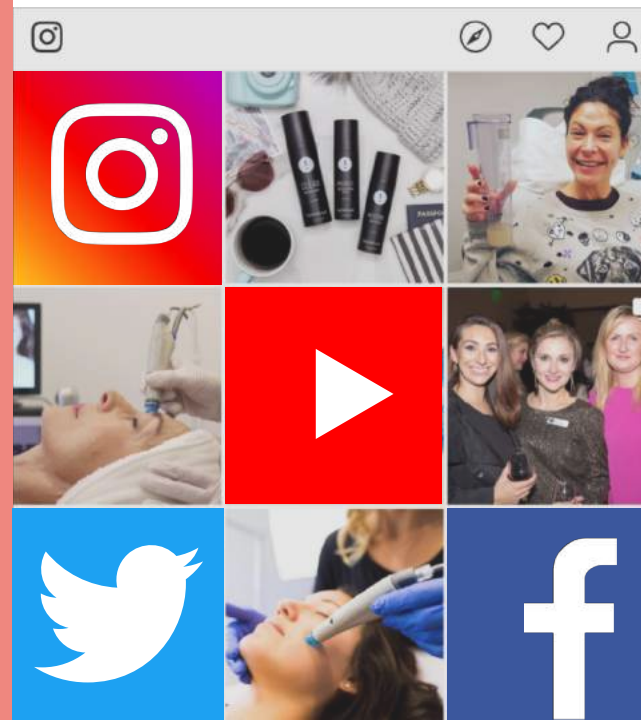


TECHNOLOGY

allows for
live time interactions



EVERYONE IS
AN EXPERT.
CONSUMERS
SHARE
BEFORE THEY
BUY.



45%

of people shared
photos or videos weekly

A woman with voluminous, curly, reddish-brown hair is smiling broadly, showing her teeth. She is wearing a light pink, textured button-down shirt. The background is a solid, light blue color.

PEAK BEHIND THE HYDRAFACIAL CURTAIN

WHAT OUR AUDIENCE WANTS



TO SHARE
We Share and
They Share



EXPERIENCES
World Tour



EASE &
INDIVIDUALIZED
We Simplify and
Personalize

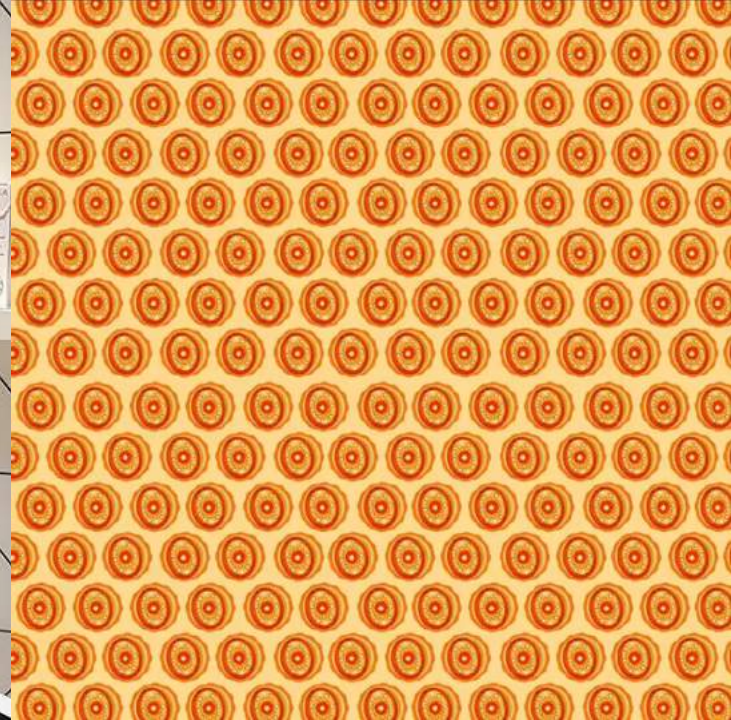
EXPERIENCES



BEST SKIN @ SXSW!

WE SHARE THEY SHARE

CAMPAIGN OF GUNKIE
socially born



SIMPLIFY & PERSONALIZE

3 STEPS, 30 MINUTES,
best skin of your life...

PERSONALIZE

- range of tips
- range of boosters



HOW TO CONNECT
WITH THE CUSTOMER?





FUNNY IT IS NOT ALL THAT DIFFERENT

FIRST YOU NEED TO GET TO KNOW THEM
THEY SHARE – WE SHARE
SIMPLIFY & CUSTOMIZE

AESTHETICIAN - SHE KNOWS -



THEY SHARE —
WE SHARE
Facebook Group
Social Posts



THEY LIKE TO
BE IN THE KNOW &
BE THE EXPERT



SIMPLIFY &
CUSTOMIZE

AESTHETICIAN – SHE KNOWS.

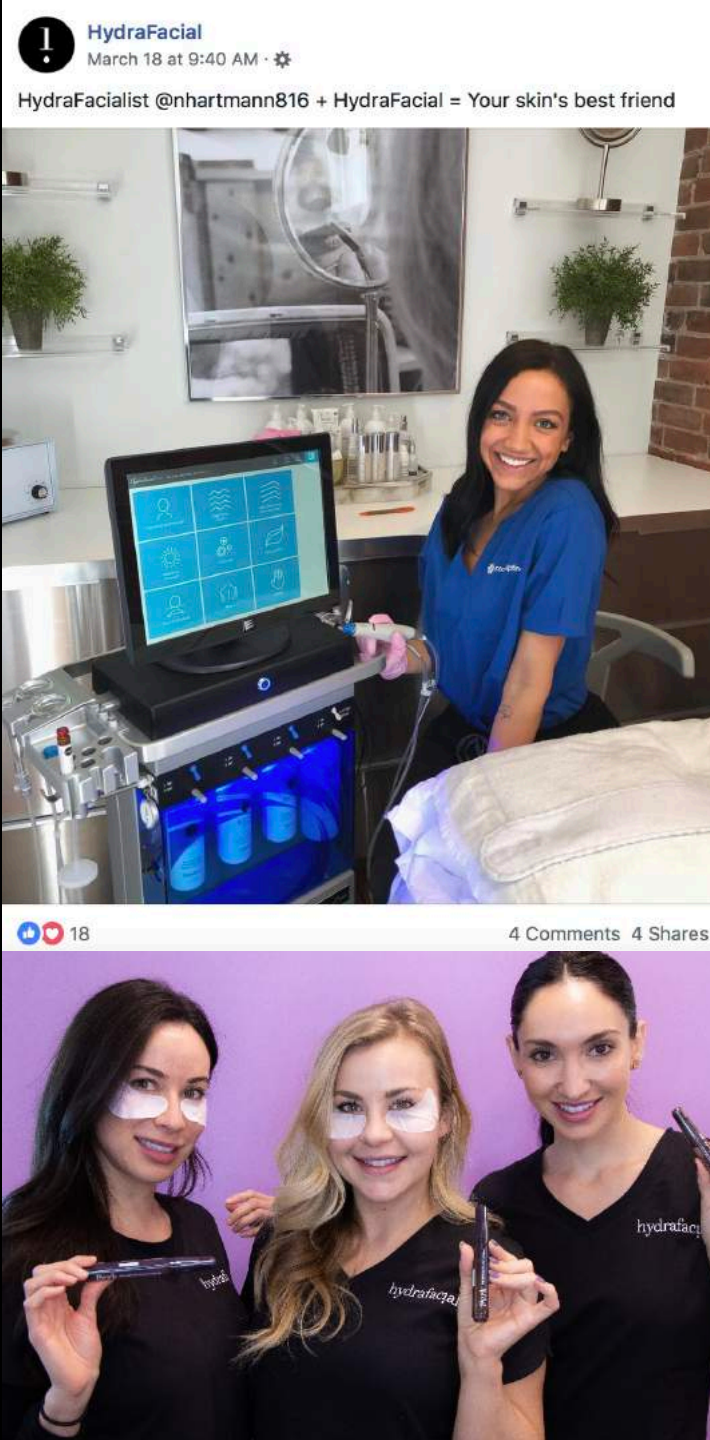
THEY LIKE TO
BE IN THE
KNOW & BE
THE EXPERT



AESTHETICIAN – SHE KNOWS.

THEY SHARE
WE SHARE

FACEBOOK GROUP
SOCIAL POSTS



Love your Esthetician



AESTHETICIAN – SHE KNOWS.

SIMPLIFY & CUSTOMIZE

3 STEPS, 30 MINUTES,
provides the best skin of their life...

CUSTOMIZE

- range of tips
- range of boosters



MORE TO COME

THE
hydracial[®]
COMPANY •

