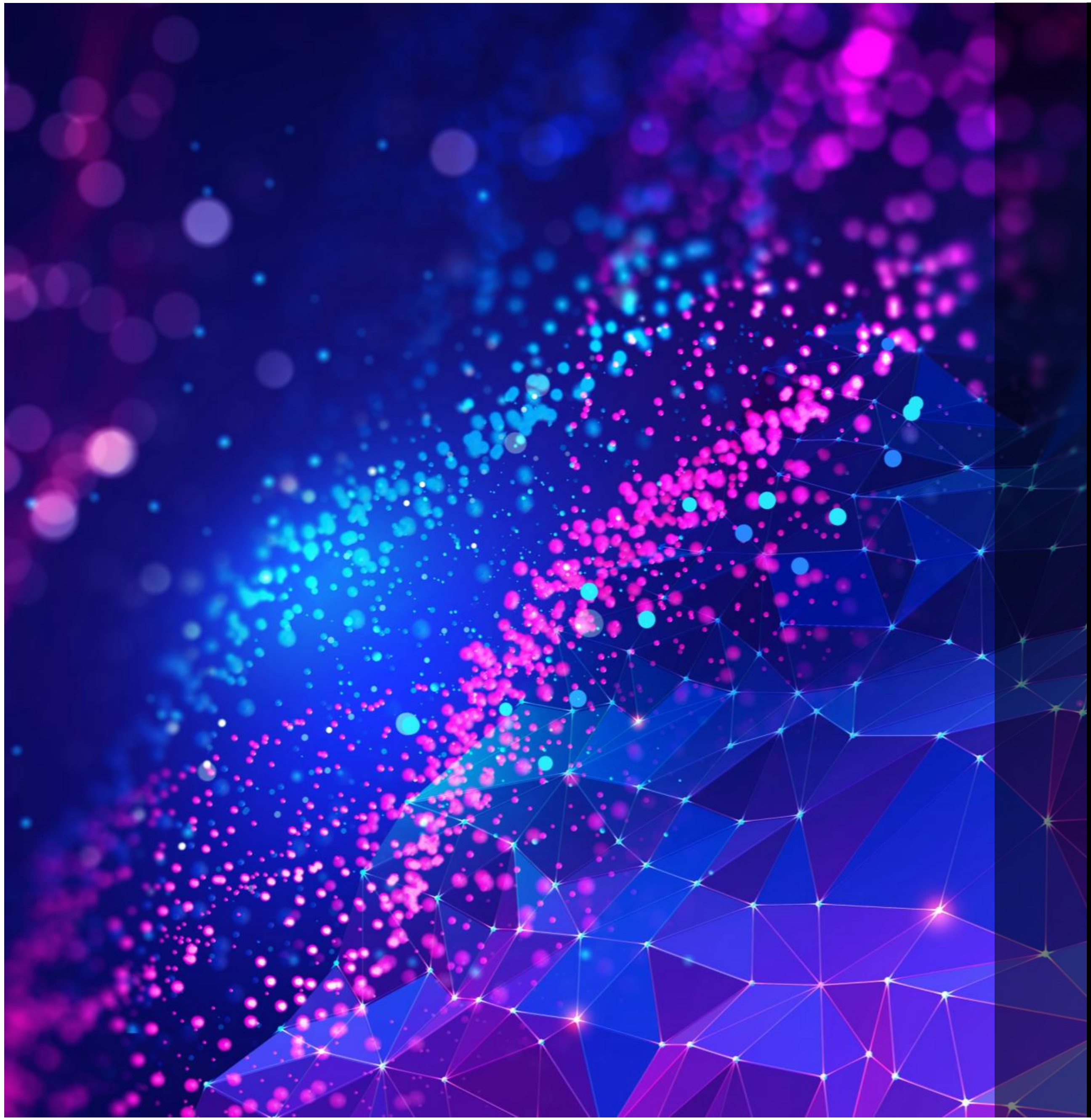


QSIGHT
BY GUIDEPOINT

Introducing…

QSIGHT MARKET VIEW

State of the Aesthetics Industry

January 2024

At Qsight, we provide answers through reliable and consistent Aesthetics industry data and analytics

QSIGHT
BY GUIDEPOINT

Market View
Real-time Aesthetics market projections in total and by-segment (Neurotoxins, Dermal Fillers, etc.)

Sales Measurement
Real-time tracking of patient spending in Aesthetics practices and MedSpas drillable by segment, by brand, and by patient

Practitioner Tracker
Proprietary, longitudinal, survey-based research unpacking the actions, behaviors, and sentiment of Aesthetics Practitioners

Prospector
Extensive database of +75K US Aesthetic Practices: location, contact information, social media presence, and treatments/services offered

Introducing: **Qsight Market View**

Make Faster Decisions with Real-Time Total Market Sizing and Trends

Guidepoint Qsight Aesthetics Market View is a comprehensive data intelligence solution that offers almost real-time total Aesthetics market projections by segment (Neurotoxins, Dermal Fillers, etc.), share, and sizing.

With this tool, you will know where the market is today and how it has trended and performed over time, allowing you to make faster, smarter decisions on where you want to invest and how. Understand macro market performance and by-segment share changes, evaluate market trends, prioritize key segments for investment or entrance, and beyond.

Use Qsight Market View for:

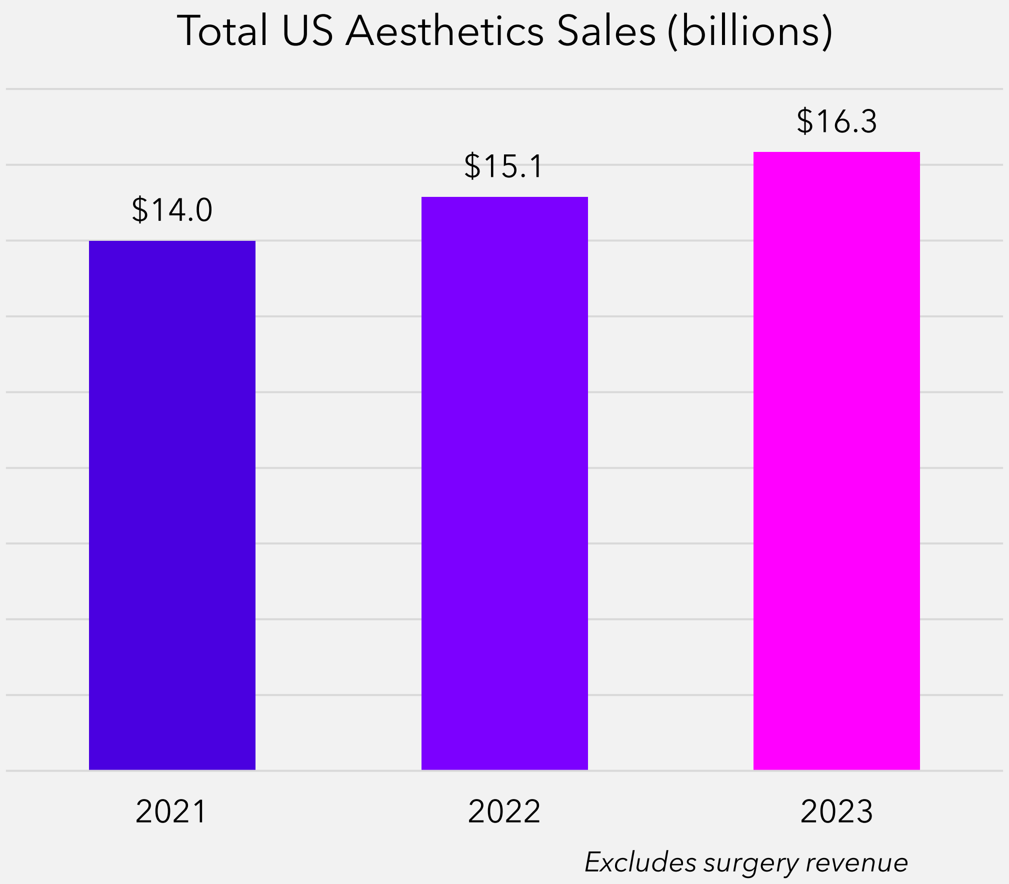
- TOTAL PROJECTED AESTHETICS MARKET SIZE AND SHARE (TOTAL US PATIENT SPEND)
- SALES AND SHARE TRENDS
- BY-SEGMENT SIZE AND SHARE

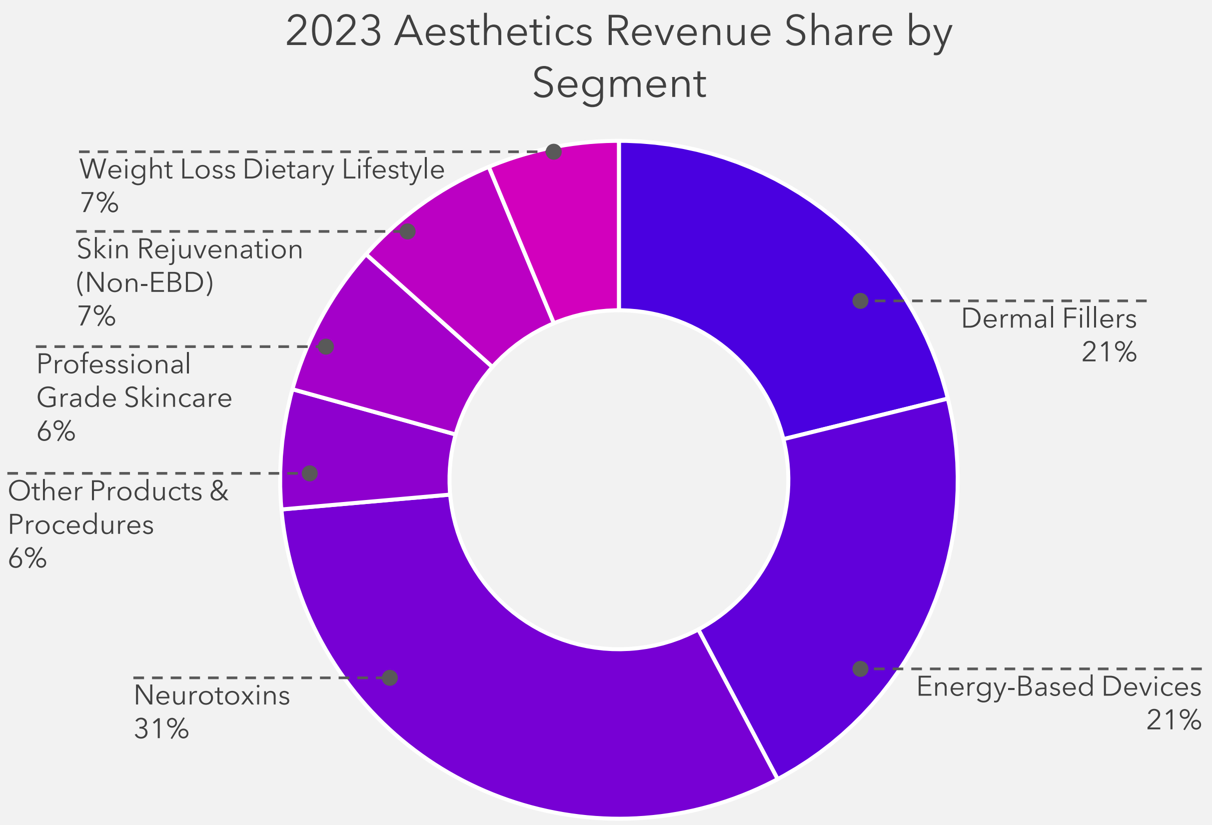
Aesthetics Industry Overview

The Aesthetics industry continued to enjoy market growth in 2023. While many practitioners from Qsight's Practitioner Tracker reported that marketing efforts continued to enable business growth, others cited economic conditions as a factor that created a challenging environment their practices last year.

While Neurotoxins remain the dominant Aesthetics segment, the Weight Loss segment outperformed others (2023 share growth of 5 percentage points), bolstered by the recent surge in semaglutides.

Aesthetics Industry Overview





Neurotoxins

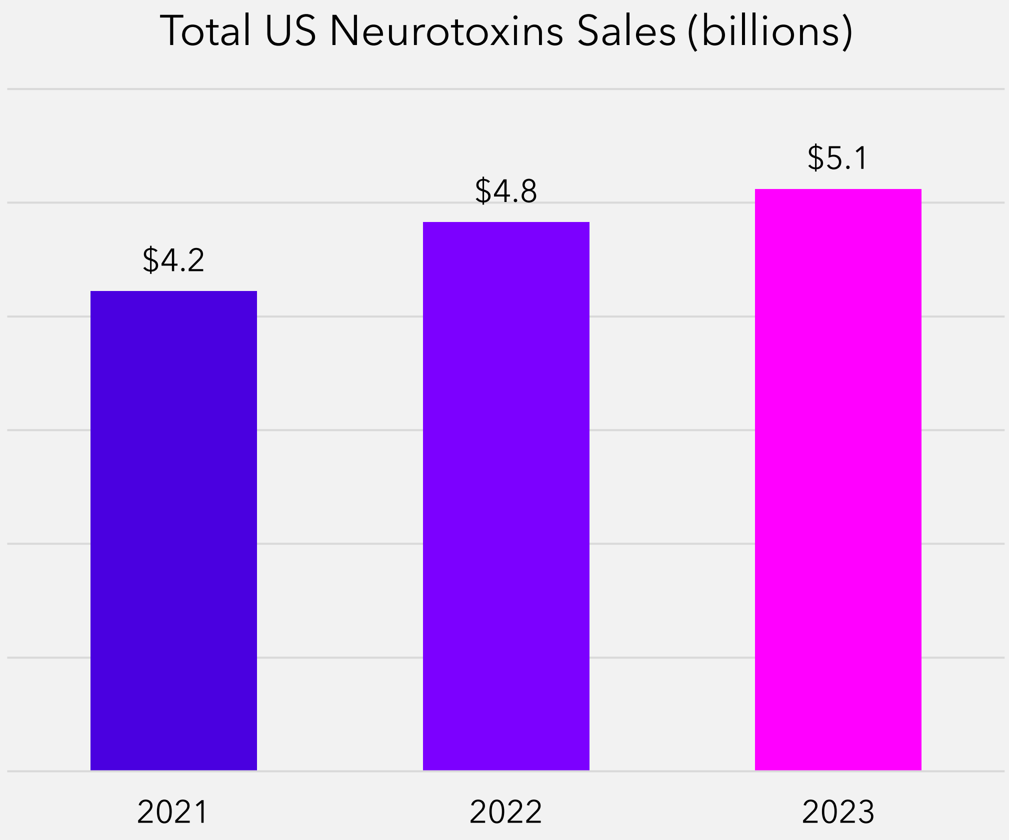
Similar to total Aesthetics, Neurotoxin revenue growth continued in 2023.

Despite losing 5 share points, Botox remains the dominant brand, representing ~60% dollar share of Neurotoxins.

Daxxify, which was approved by the FDA in 2022, was highly anticipated as the first major challenger to Botox in years. It currently holds only a ~2% dollar share of the Neurotoxins market.

When asked what was preventing them from adopting Daxxify, Qsight Aesthetics Tracker practitioners commonly said that they were waiting for Daxxify's benefits to be proven in the market.

Neurotoxins



$398,694 ▲ 1%
Average revenue per practice

$438 ▲ 5%
Average spend per visit

1.9 ▼ 2%
Average visits per patient

Dysport ▲ + 3% market share
Best performing brand by market share growth

Energy-Based Devices

Total market revenue and revenue per practice both grew for Energy-Based Devices. Skin Rejuvenation & Resurfacing was the top performing EBD segment with share up 5 percentage points, resulting in 57% dollar share of EBD in 2023.

Energy-Based Devices

Total US EBD Sales (billions)

$263,084 ▼ 8%

Average revenue per practice

$816 ▼ 1%

Average spend per visit

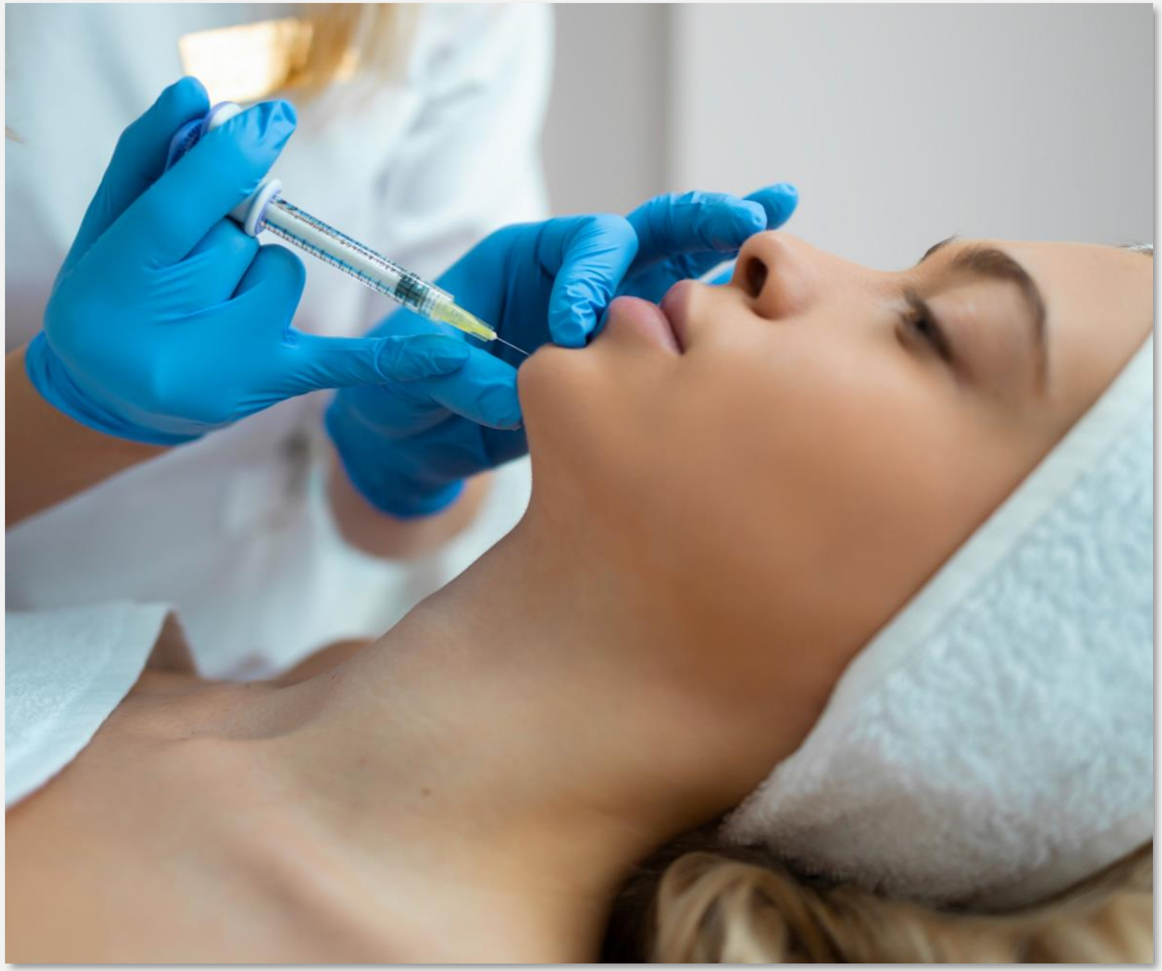
1.8 ▲ 1%

Average visits per patient

Skin Rejuvenation / Resurfacing ▲ + 5% market share

Best performing EBD segment by market share growth

Dermal Fillers

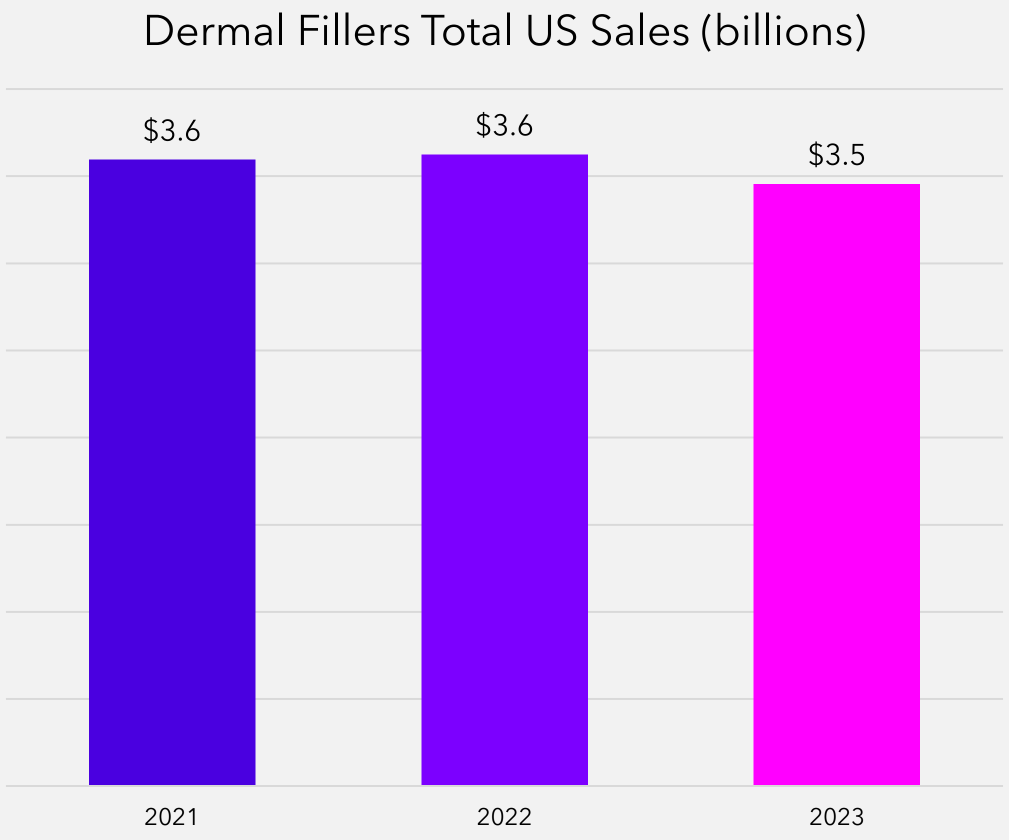


Dermal Fillers were flat in 2023 versus prior years. Continuing a trend seen for a few years, Biostimulatory Injectables continued to gain share, taking 3 percentage share points from Hyaluronic Acid fillers.

Millennial and younger patients now comprise over 40% of all Hyaluronic Acid filler patients, presenting a continually evolving customer base that Aesthetics practices must be prepared to serve.

Qsight noted that combination treatments continued to be highly common, with over 50% of all Dermal Filler visits in 2023 being purchased in combination with other Aesthetics services or products (during the same visit).

Dermal Fillers



$274,651 ▼ 10%

Average revenue per practice

$959 ▼ 0.4%

Average spend per visit

1.4 ▼ 1%

Average visits per patient

Biostimulatory Injectables ▲ + 3% market share

Best performing Dermal Filler segment by market share growth

Professional Grade Skincare

Overall Professional Grade Skincare stayed relatively flat in 2023, though it remained an important driver of revenue at Aesthetics practices.

Skinbetter, acquired by L'Oréal in 2022, experienced the greatest share growth, increasing market share by 2 points in 2023.

In 2023, in a little over half of all visits where Professional Grade Skincare was purchased, customers did not receive a treatment or service during that visit, demonstrating that Aesthetic Practices continue to be a destination for stand-alone Professional Grade Skincare purchases.

Professional Grade Skincare

$78,277 ▼ 2%
Average revenue per practice

$152 ▲ 4%
Average spend per visit

2.0 ▲ 1%
Average visits per patient

Skinbetter ▲ + 2% market share
Best performing skincare brand by market share growth

Weight Loss

Since being approved by the FDA for weight loss applications, Ozempic and Wegovy have taken the world of weight loss by storm and are an incredible source of new patients for Aesthetics Practices.

Since 2021, ~50% of all patients for semaglutides were new to the Aesthetics practice where they received a prescription. Further, ~70% of these patients have since returned to those same practices to seek other services or products such as Neurotoxin treatments and Professional Grade Skincare Products.

Semaglutide prescription visits now account for 10% of all visits at Aesthetics Practices offering these drugs.

Introducing…

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Get in touch to learn more

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