



# QSIGHT'S TOP 5 PROFESSIONAL GRADE SKINCARE PRODUCTS TO LOOK OUT FOR IN 2024



In 2023, U.S. Aesthetics practices generated over \$900 million in sales of professional grade skincare products, underscoring the significance of retail skincare as a vital revenue stream that should not be overlooked. Consumers continue to seek expert advice from healthcare professionals to inform their skincare purchasing decisions - in fact, in around half of all visits where professional grade skincare products are bought at Aesthetics practices, patients do not receive a concurrent treatment or service, indicating that consumers continue to see med spas and other Aesthetics practices as a destination for their high-end retail skincare needs.

With unparalleled access to detailed, real-time market data, Qsight provides insights into category, company, and product performance to identify brands with impressive market strength and/or momentum. With Qsight's solutions, Aesthetics manufacturers are able to gain the insight and assurance required to proactively prepare and respond to ever-changing market dynamics.

## QSIGHT IS PROUD TO SHARE ITS LIST OF TOP 5 PROFESSIONAL GRADE SKINCARE PRODUCTS TO LOOK OUT FOR IN 2024



### Leading sales growth among exfoliating products: **AlphaRet® Exfoliating Peel Pads by skinbetter science®**

AlphaRet Exfoliating Peel Pads utilize skinbetter science's award-winning AlphaRet technology, delivering the benefits of retinoids and alpha hydroxy acids in a convenient peel pad formulation, without the irritation commonly associated with either. Skinbetter's exfoliation offering has gone on to win several awards of its own, including from InStyle (Best for Wrinkles, 2024), and Women's Health (Best Peel for Oily Skin, 2021). Despite being on the market for a few years now, these peel pads continue to sell strongly at Aesthetics practices, and its leading sales growth among exfoliators in 2023 demonstrate continued success for skinbetter science's AlphaRet range.

### Best-selling anti-aging treatment (overall): **TNS Advanced+ Serum by SkinMedica®**

Launched in 2020, SkinMedica's TNS Advanced+ Serum is an upgrade of the highly popular TNS Essential Serum introduced in 2009. This advanced formula features an enhanced growth factor that delivers quicker results, meaning improved skin texture and tone, faster. Since launch, the product quickly established a major foothold in the anti-aging segment and has led the way in terms of market share for the past few years, taking over the position from its predecessor TNS Essential Serum since 2020. The product has featured multiple times in Allure's Best of Beauty Awards, and its continued strong sales indicate that it isn't going away any time soon.



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**Leading sales growth among brightening products:  
Even & Correct Advanced Brightening Treatment by SkinMedica®**

Debuting in January 2023 as part of SkinMedica's eagerly awaited Even & Correct line, Even & Correct Advanced Brightening Treatment quickly made waves with its highly effective treatment of hyperpigmentation and skin tone improvement. Utilizing SkinMedica's proprietary LTN Complex, it tackles discoloration issues through multiple pathways. In addition to being awarded Marie Claire's Best New-to-Market Treatment in 2023, the product has enjoyed exceptional sales growth, establishing itself as a rising star among brightening products.

**Leading sales growth among sun care products:  
HydraTint Pro Mineral SPF by Alastin®**

Alastin's HydraTint Pro Mineral SPF is known for delivering multiple benefits that make it an excellent choice for skin-conscious consumers across a range of lifestyles. In addition to delivering comprehensive sun protection (rated SPF 36), it evens and brightens skin, while providing hydration and a glowing tint that is suitable for most skin tones. All packaged in a lightweight, all-mineral formulation, HydraTint Pro Mineral SPF is also waterproof for up to 40 minutes and reef-friendly, making it an excellent choice for everyday sun protection in a variety of situations. Since winning SHAPE's Best Tinted Moisturizer award in 2021, the product has enjoyed excellent sales growth, making it another product to look out for at MedSpas and other Aesthetics locations.



**Best-selling anti-aging treatment among Millennials and Gen Z:  
Daily Power Defense by ZO® Skin Health**

ZO Skin Health's Daily Power Defense has successfully tapped into the market of skin-conscious consumers looking to take a proactive approach to anti-aging. The product is known for its efficacy in addressing a range of anti-aging concerns, offering free radical protection, barrier restoration, and hydration. Currently leading the way in market share among anti-aging products for both Millennials and Gen Z, the product serves as an example of how to successfully capture these critical and burgeoning consumer demographics.

**QSIGHT ANALYSIS**

As consumers become more aware of their complex skincare needs, companies must stay dynamic to meet these evolving demands and remain competitive. Professional grade skincare is a continuously evolving market, with many new, innovative products introduced each year. Qsight is proud to present this list of five leading products in this highly-competitive space, selected through extensive analysis of transaction data from thousands of Aesthetics practices across the U.S, and will continue to monitor this space closely in the coming months.

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## GUIDEPOINT QSIGHT AESTHETICS MARKET INTELLIGENCE

Qsight provides real-time market sizing and tracking, practitioner and patient insights, and sales enablement tools for the Aesthetics industry.

### QSIGHT DATA SOLUTIONS UTILIZED FOR THIS ANALYSIS:

- **Qsight Aesthetics Market View** is a comprehensive data intelligence solution that offers near real-time total Aesthetics market projections and by-segment (Professional Grade Skincare sales, Neurotoxins, Dermal Fillers, Energy-Based Devices, etc.) share and sizing.
- **Qsight Aesthetics Sales Measurement** provides real-time tracking of patient spending in Aesthetics practices. With powerful first-in-industry access to point-of-sale data feeds at the transaction level from thousands of U.S. Aesthetics practices (med spas, plastic surgery clinics), see exactly what is selling, where it is selling, to whom, and for how much.
- **Professional Grade Skincare Attribute Analytics:** A newly launched module for Qsight's Sales Measurement offering, enabling even deeper insight into the skincare market including a breakdown of sales by an extensive range of common concerns and product types.

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