

Medical aesthetics - Global market analysis in 2023

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AGENDA

Global Market Overview

Aesthetics Market

- Aesthetic Injectables
- Breast Implants and Reconstructive Devices
- Physician-Dispensed Cosmeceuticals
- Energy-Based Devices

Sailing with the Tide

Summary

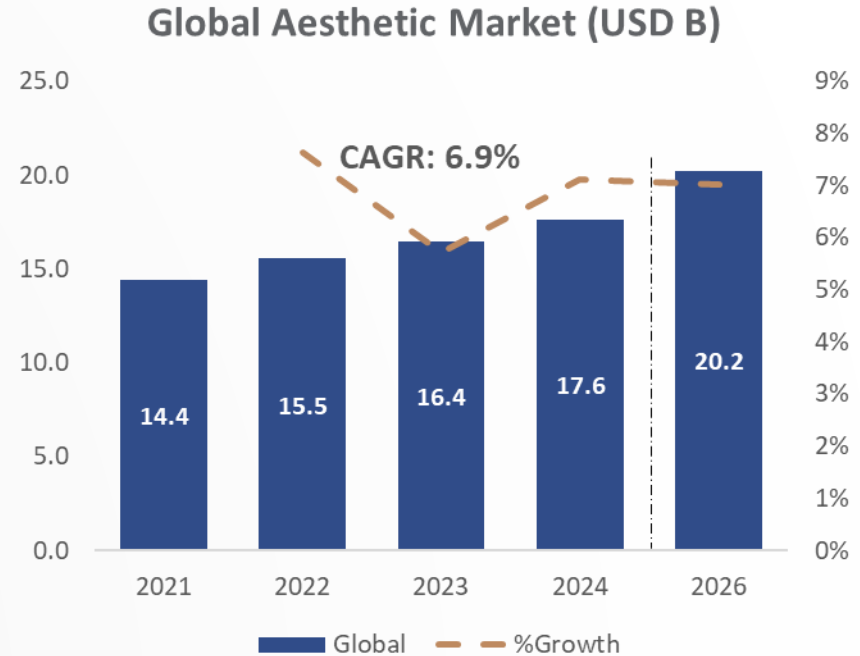


Global Market Overview

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By 2026, the global aesthetics market will be valued \$20.2 B growing at ~6.9%

- Post-pandemic environment
- Anticipated recession in 2023-24
- Tech lay-offs, strengthening USD
- US majority shareholder
- Middle East emerging opportunity
- Injectables is the largest market
- Body Contouring and Cosmeceuticals long term themes
- Transformation in Breast Implants and Energy-Based Devices

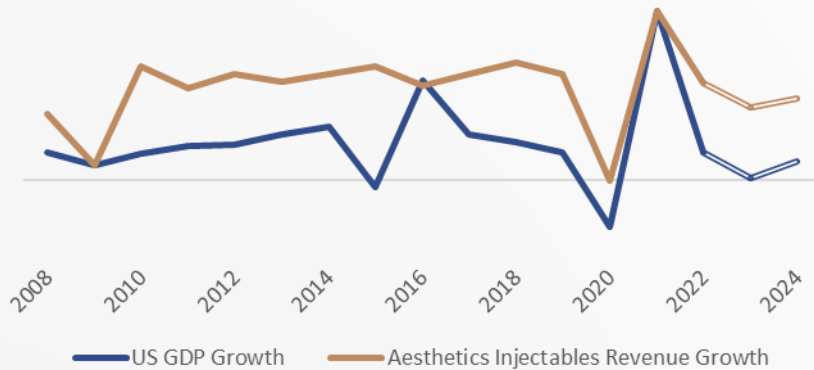


Source: Clarivate

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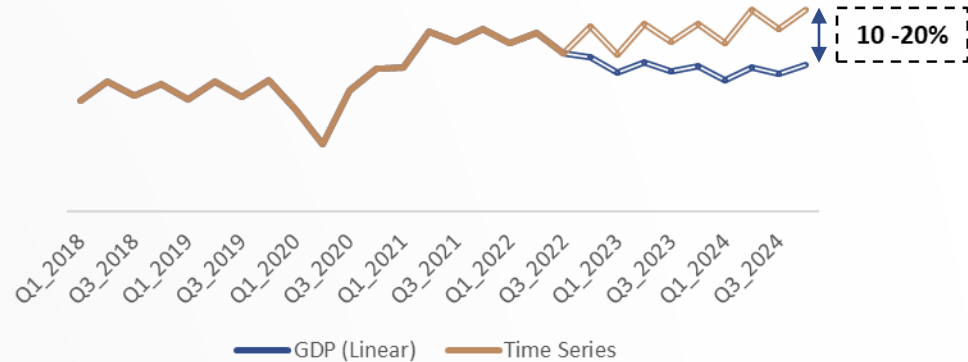
Revenue in aesthetics is positively correlated with GDP; anticipated impact of global recession in 2023 – 2024

Aesthetic Injectables vs GDP (Normalized)



Source: Clarivate

Overall Aesthetics Revenue Forecast, Quarterly, US



Source: Clarivate

Aesthetic revenue is linked with the GDP growth; US GDP fell from **5.7%** to **1.9%** in **2022** and is forecasted to grow at **0.5%** and **1.0%** in **2023** and **2024** respectively.



Aesthetics Market

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Aesthetic Injectables

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Injectables market will grow to \$11B by 2026; differentiated product experiences will preserve the positive momentum



Part of routine care for widening demographics

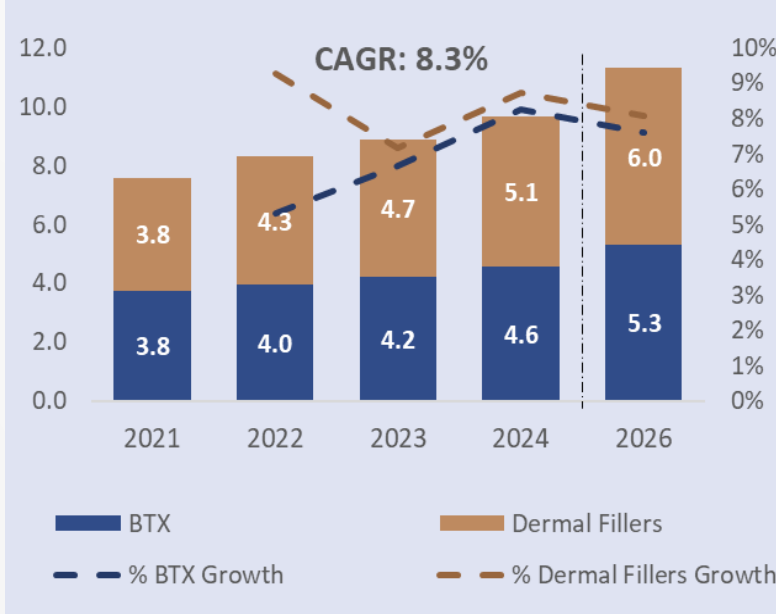


Enhanced physician and patient journey



Enhanced products and innovation

Global Aesthetic Injectables Market, by Product Type (USD B)



Source: Clarivate

Ranking Table, Aesthetic Injectables, by Country

Rank	Country	Revenue	Country	10-YR CAGR
1	US	3580	IND	10-10.5%
2	CHN	1340	ARG	9.5-10%
3	BRA	360	COL	
4	UK	260	FRA	
5	SK	220	ESP	
5	DEU	220	BRA	9.0-9.5%
7	JPN	220	CHN	
8	FRA	220	DEU	
9	ITA	180	MEX	8-8.5%
10	AUS	160	US	
11	ESP	160	ITA	
12	MEX	140	UK	7-7.5%
13	ARG	80	AUS	6.5-7.0%
14	COL	60	JPN	6-6.5%
15	IND	20	SK	5-5.5%

Source: Clarivate

Breast Implants and Reconstructive Devices

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Breast Implants market will be \$2.0B by 2026, emerging players show resilience even with macro headwinds



Innovation led by emerging players



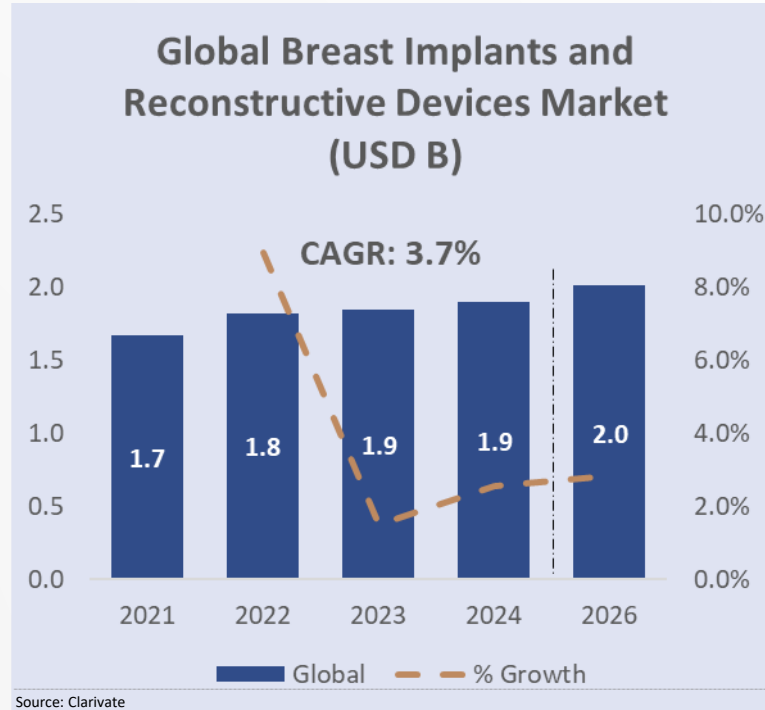
New technologies will expand patient pool



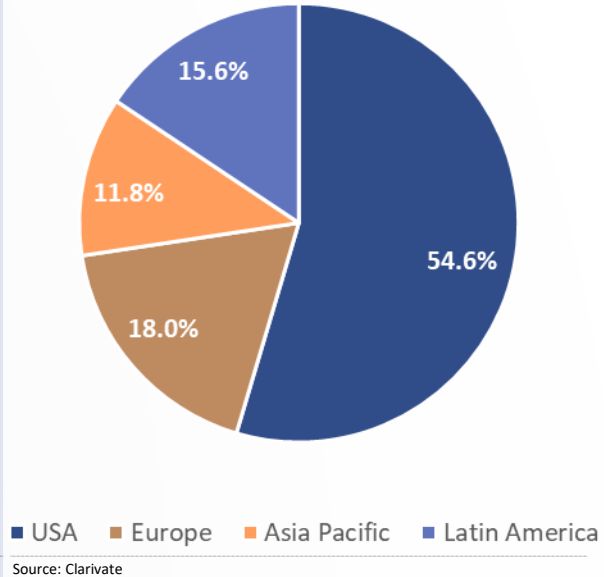
Efforts to explore opportunities in breast recon.



Fat grafting is growing as a complementary technique



Global Market, by Region, 2022



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Physician-Dispensed Cosmeceuticals

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Cosmeceutical market will be \$2.8B by 2026; skincare is a global phenomena which is here to stay



Product innovation



Safe, Effective, inclusive, sustainable



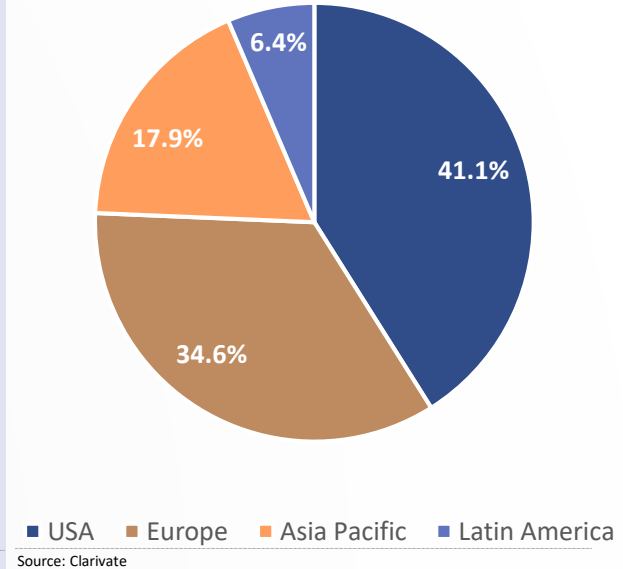
Digital investments



Deep trade sorted by e-commerce



Global Market, by Region, 2022



Energy-Based Devices

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Energy-Based Devices will be \$4.1B in 2026; Body Contouring accounts for majority revenue share



Organic & inorganic growth drivers



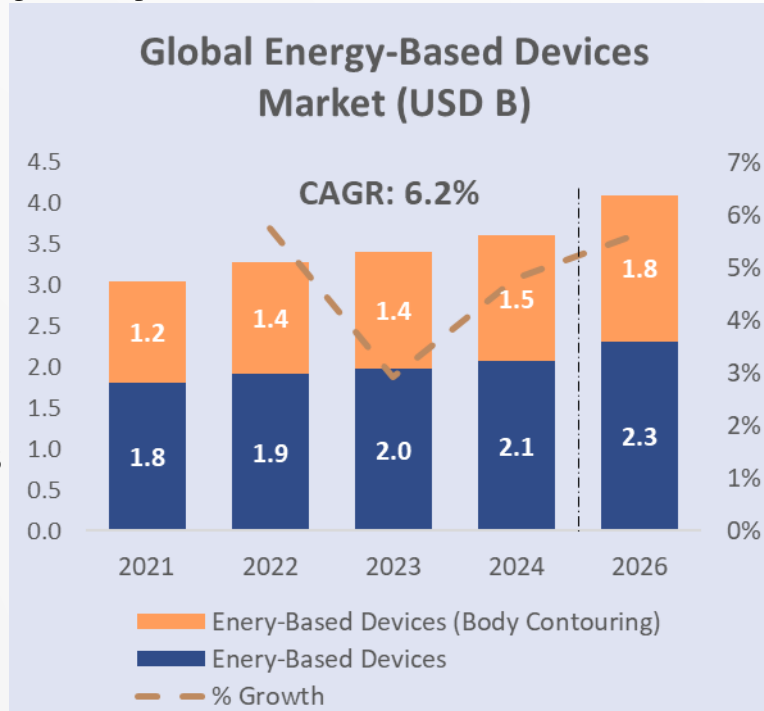
Recurring revenue stream



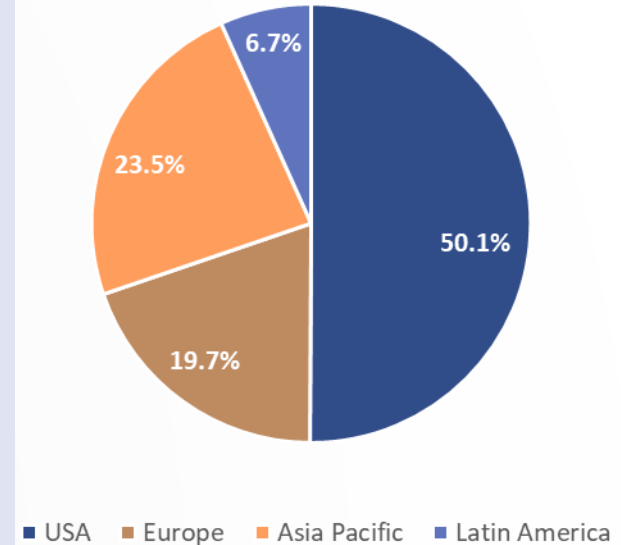
Growing focus on technology platforms



Investments in body contouring & women's health



Global Market, by Region, 2022



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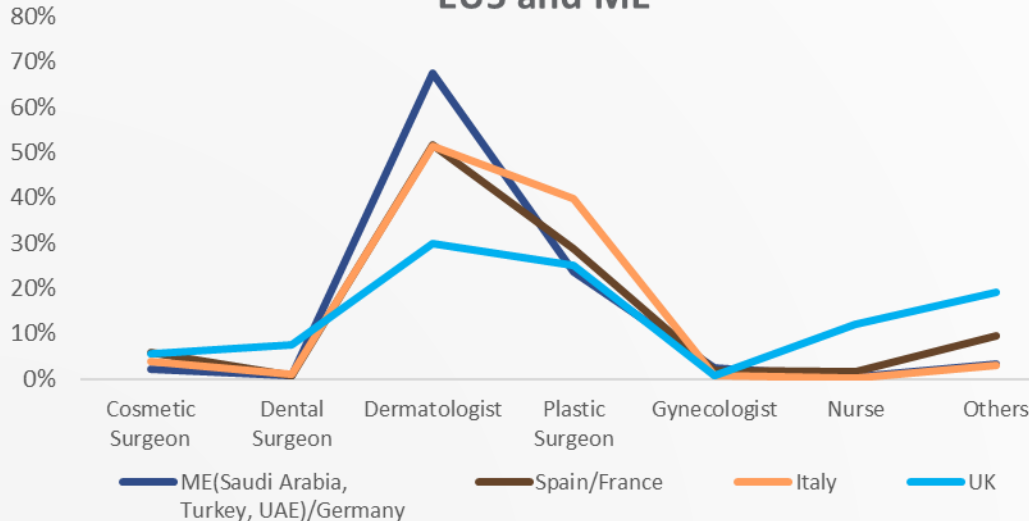


Sail with the Tide

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Greater than 75% of physicians in aesthetics are derms or plastics; UK is unique in its distribution with a good share of both nurses and ENT

Physician Penetration, by Specialty, EU5 and ME



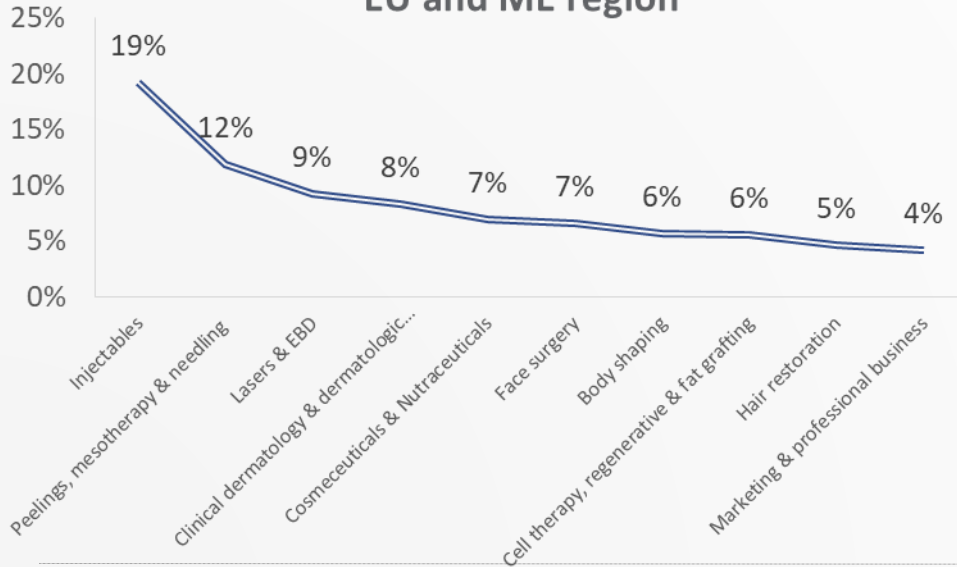
Source: IMCAS

Geography	Significant trend
ME/ Germany	<ul style="list-style-type: none"> ➤ ~60-65% derms, ~25% plastics ➤ Germany has ~4% gyn
Spain/ France	<ul style="list-style-type: none"> ➤ ~50% derms, ~25% plastics ➤ Spain has ~10% cosmetic surgeons ➤ France has ~10% ENT
Italy	<ul style="list-style-type: none"> ➤ ~50% derms ➤ Highest share of plastics ~40%
UK	<ul style="list-style-type: none"> ➤ Lowest penetration of derms across the regions ➤ UK has ~5% dental surgeons, ~10% nurses, and ~10% ENT

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Injectables is the most interesting topic followed by mesotherapy and lasers; marketing and professional support considered important

Topics of high interest overall,
EU and ME region



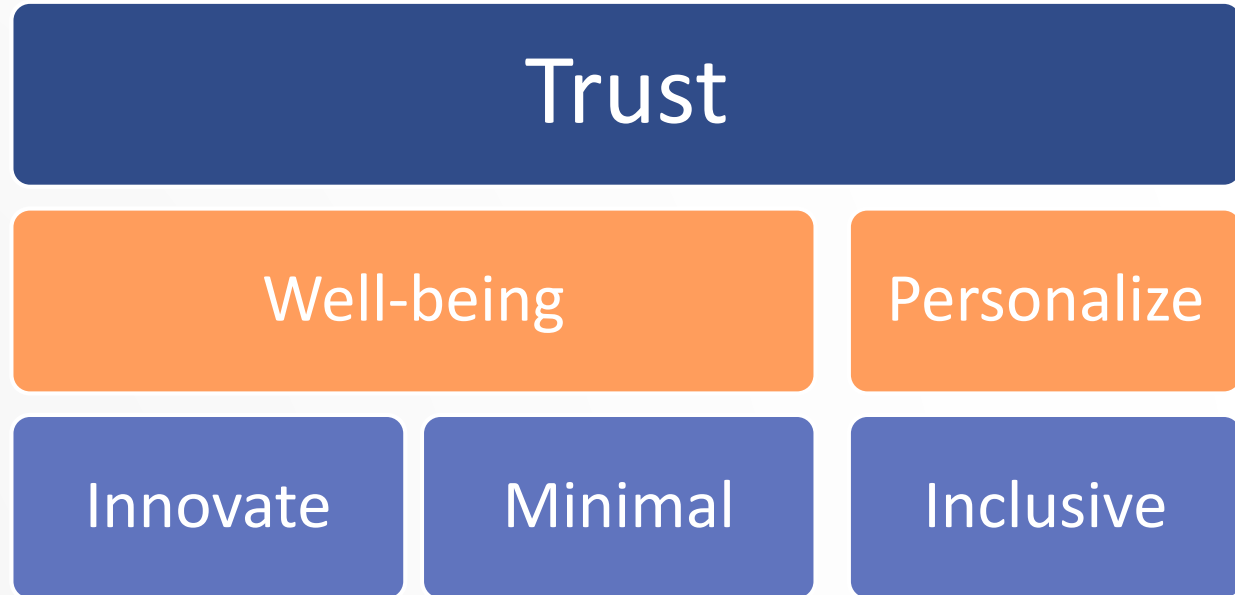
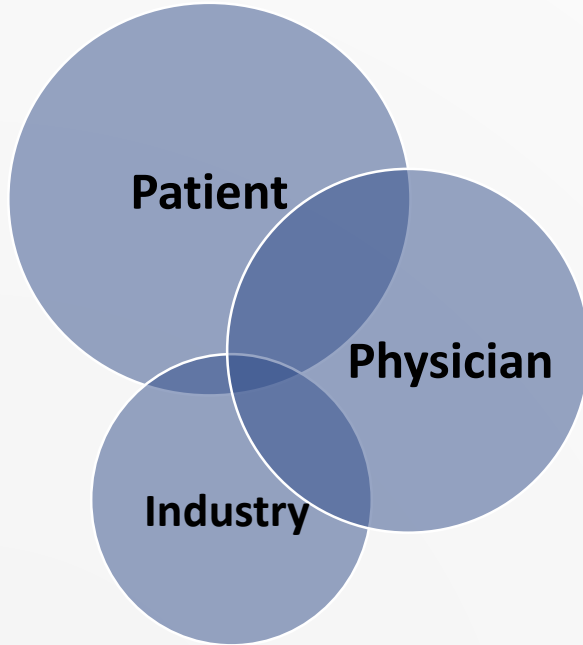
1st Topic of interest	2nd Topic of Interest
Injectables	Cosmeceuticals & Nutraceuticals
Cosmeceuticals & Nutraceuticals	Injectables
Cell therapy, regenerative & fat grafting	Injectables
Lasers & EBD	Peelings, mesotherapy & needling
Clinical dermatology & dermatologic surgery	

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Clinical features like duration of effect, efficacy, safety, comfort, recovery time and non-clinical features like price and manufacturer support determines preference

	Clinical	Non- clinical
Injectables	<ul style="list-style-type: none">➤ Duration of effect➤ Treatment Efficacy➤ Expansion into new indications on the face or body➤ Product Safety➤ Products that offer additional benefits➤ Time to onset of clinical effect➤ Number of sessions required	<ul style="list-style-type: none">➤ Discounts, promos and or bundling offer➤ Value (non-premium) options➤ Training on new products and techniques
Breast Implants and Reconstructive Devices	<ul style="list-style-type: none">➤ Product safety➤ Product comfort➤ Product options➤ Minimally-invasive➤ Recovery time➤ Product Warranty	<ul style="list-style-type: none">➤ Training on new products and techniques➤ Patient education and awareness➤ Value (non-premium) options
EBD & Body Contouring	<ul style="list-style-type: none">➤ Greater efficacy on skin lifting / tightening➤ Patient comfort➤ Faster onset of clinical effect➤ Fewer sessions required to achieve clinical effect➤ Shorter procedure length	<ul style="list-style-type: none">➤ Imaging capabilities to identify skin layers for safer/more effective therapeutics delivery➤ Acquisition / financing models➤ Value (non-premium) options

The story in a nutshell



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Summary

Despite economic headwinds, aesthetic market will continue its growth path with mild disruptions in 2023-24



Injectables market will continue to grow strong in the medium to long term on the back of new product launches that expand patient populations



Cosmeceuticals will continue to grow as focus on skin health is going to be a global phenomena for the next decade



Similarly, new breast implants modalities will democratize breast implant procedures for both augmentation and reconstruction



Energy-Based Devices market will grow on the back of advanced platforms offering new technologies that can also support multiple procedures across health and wellness

Building and supporting trustworthy relationships with physicians and patients can help in sailing with the tide in the short term before the macros turn favorable



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Thank you!