

DERMATOLOGICAL BEAUTY CONNECT

WHAT CONSUMER TRENDS HAVE YOU OBSERVED IN BEAUTY AND WELLNESS OVER THE LAST FEW YEARS?

At Curology, we know that every person's skin is unique and that consumers are increasingly focused on finding solutions that meet their individual needs, concerns, and goals. Gone are the days of one-size-fits-all skincare with products that dry you out or just don't work! There is a real shift to bespoke offerings and personalized care.

Customization has always been at the core of what we do at Curology. We connect consumers with licensed dermatology providers who offer guidance on what products may work best for them. Because our formulas are personalized by our licensed dermatology providers, they can be tailored to offer patients the appropriate ingredient percentage for their unique needs and also adjusted as a patient's skin evolves over time.

HOW HAVE CONSUMER NEEDS IN THE BEAUTY AND WELLNESS SPACE CHANGED AND EVOLVED OVER THE LAST SEVERAL YEARS?

Efficacy and clinical expertise remain key purchase drivers for skincare consumers. We know that consumers are actively seeking clinically proven ingredients in the products they buy.*

Further, with the rise of AI-based technologies, consumers are becoming increasingly wary of brands that personalize products based on an algorithm. Instead, consumers seek products developed or endorsed by trusted experts - like scientists, doctors, and medical providers.**



HEATHER WALLACE
CEO
CUROLOGY

That is where Curology offers tremendous value. At Curology, patients submit a detailed medical history, their photos, and their skin goals, which are reviewed and evaluated by a licensed dermatology provider, who then prescribes a personalized formula to address specific concerns and goals.

**Source: 2024 McKinsey Future of Wellness survey*

***Source: Curology October 2023 Brand Health Tracker among 1884 skincare shoppers 13-49 with acne concerns*

“TO STAND OUT IN A SATURATED MARKET, IT'S IMPORTANT FOR SKINCARE BRANDS TO MARKET THEIR CUTTING-EDGE RESEARCH AND DEVELOPMENT. BY DOING SO, BRANDS CAN DISTINGUISH THEMSELVES IN THE MARKET AND BE BETTER POSITIONED FOR SUCCESS.

DERMATOLOGICAL BEAUTY CONNECT

CEO INSIGHT: HOW CAN SKINCARE BRANDS BEST DIFFERENTIATE THEMSELVES TODAY?

Skincare is a highly competitive category, especially as more celebrity and influencer-backed brands enter the space. To stand out in a saturated market, it's important for skincare brands to market their cutting-edge research and development. By doing so, brands can distinguish themselves in the market and be better positioned for success.

At Curology, we prioritize science and dermatologist-designed solutions. Because of this, we feel confident that every product we bring to market is not only highly effective but will meet the varied needs of our consumers.

We also believe that it is important to build strong brands, so consumers can instantly recognize both Curology and Agency in the marketplace, as well as recall them for key occasions including acne and anti-aging. This will allow us to stay salient for consumers who are currently in the market for skincare products, as well as consumers who will likely purchase in the future.

“CONSUMERS SEEK PRODUCTS DEVELOPED OR ENDORSED BY TRUSTED EXPERTS - LIKE SCIENTISTS, DOCTORS, AND MEDICAL PROVIDERS

DO YOU HAVE ANY NEW ANNOUNCEMENTS YOU'D LIKE TO SHARE WITH THE INDUSTRY?

On February 1, Curology entered the hair loss category with the launch of our new



HEATHER WALLACE
CEO
CUROLOGY

product Hair Formula Rx. Like our prescription skincare products, Hair Formula Rx is personalized for a patient's specific needs and concerns by a licensed dermatology provider to help offer strong results. This marks Curology's first category expansion since our founding in 2014.

YOU'LL BE JOINING US IN MARCH 2024 TO DISCUSS "EDUCATING YOUR CUSTOMERS FOR PERSONALIZED AT-HOME TREATMENTS". WHAT'S ONE KEY MESSAGE YOU'D LIKE TO GIVE TO CONSUMERS?

At Curology, we really strive to meet the needs of each individual consumer with our personalized formulas - Curology is not a one-size-fits-all model. These multi-tasking formulas are designed to maximize efficacy and results. Our goal is always for our consumers to look and feel their best every single day.