

Aesthetics and MedSpa Market Update

Nov 2023



LAWRENCE, EVANS & CO., LLC

Investment Banking | Healthcare Finance | Consulting

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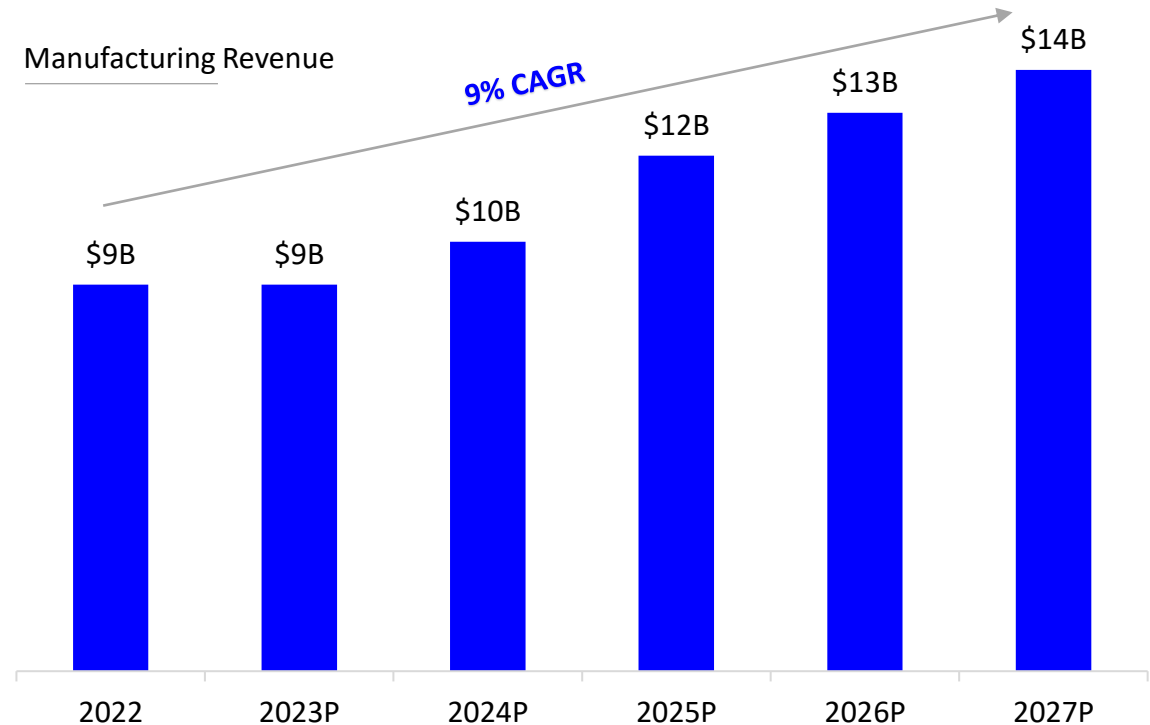
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- Medical aesthetics is a field within medicine that focuses on improving a person's appearance, enhancing their sense of well-being or to cure certain medical conditions.
- It encompass a diverse range of applications, including anti-aging, skin rejuvenation, breast enhancement, body shaping, tattoo removal, vascular lesion treatment, and management of skin conditions like psoriasis and vitiligo.
- The industry is booming thanks to innovative skin treatments that cater to all skin types, with a focus on non-invasive or minimally invasive procedures like facelifts, botox, liposuction, and laser hair removal, catering to a wide age range.
- In 2022, the revenue generated by the US medical devices sector amounted to approximately \$9B this figure expected to surge to approximately \$14B by 2027, reflecting a CAGR of 9%. Concurrently, consumer spending is poised to exhibit parallel growth, climbing from \$26B in 2022 to an anticipated \$40B by 2027.
- The growth in this trend is driven by a growing desire for improved physical well-being, rising female labor force participation, and advancements in technology.
- As per the International Society of Aesthetic Plastic Surgery (ISAPS) survey, the United States retained its position as the top nation in globe for plastic surgery procedures, recording a total of approximately 7.4 million performed, comprising 1.6 million surgical procedures and 5.8 million non-surgical treatments.

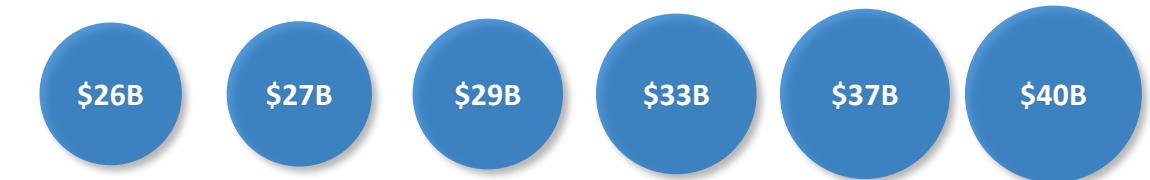
Source: Databridge, ISAPS, AMSpa, BCG

Medical Spa Aesthetic Market

Manufacturing Revenue



Consumer Spending



Types

Products

Service Providers

Applications

Facial Aesthetic

Cosmetic
Implants

Body
Contouring

Skin
Aesthetic

Hair
Removal

Tattoo
Removal

Aesthetic
Lasers

Aesthetic
Implants

Aesthetic
Devices

Thread
Lift

- Botulinum toxin
- Derma Fillers
- Microdermabrasion products
- Chemical peels
- Breast implants
- Gluteal implants
- Facial implants
- Nonsurgical fat reduction devices
- Cellulite reduction devices
- Liposuction devices
- Nonsurgical skin tightening devices
- Laser skin resurfacing devices
- Micro needling products
- Light therapy device
- LASER hair removal devices
- IPL hair removal devices
- Physician-Dispensed Cosmeceuticals & Skin Lighteners
- Physician-Dispensed Eyelash Products
- Tattoo Removal Devices
- Thread Lift Products
- Nail Treatment laser Devices
- Hair Removal Devices

- Beauty Care Centers
- Clinics
- Hospital
- Medical Spa
- Home care Settings



Application

- ✓ Cosmetic Enhancement
- ✓ Anti-Aging
- ✓ Correcting Imperfections
- ✓ Boosting Self-Esteem
- ✓ Medical Conditions and Health Issues



Increased Social Acceptance



62%

of U.S. consumers seek a refreshed appearance

83%

of global consumers are willing to invest in their appearance.



Increased demand and consumer willingness to spend more



76%

Aesthetics Surgeon has reported increased demand

76%

Patients are willing to spend more on cosmetic procedures



Women's growing workforce engagement and transforming male perceptions of beauty



78%

women's Labor Participation reached all-time high

52%

of global men consider their looks to be important



Enhancements in Technology and Refinements in Procedural Methods



Emerging technologies like **VR, AR, AI, CAD, and IoT** are transforming medical aesthetics, improving precision and patient experience, while also enabling remote consultations and post-procedure monitoring.



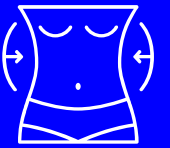
Focus on Healthy Regenerative Ageing

Regenerative aesthetics is a rapidly evolving field that aims to restore aging skin and recapture youthful tissue structure and function. Consumers and new age startup increasingly seek bio-stimulation treatments for long-term cell regeneration and tissue health, prioritizing lasting benefits over quick fixes.



Social Media Influence and Increased Awareness Among The Masses

With people spending an average of 2 hours and 27 minutes daily on social media, the promotion of idealized body standards and self-awareness is amplifying interest in medical procedures, thereby boosting participation in the medical aesthetic market.



Minimally Invasive Aesthetics on the Rise

Minimally invasive medical aesthetics treatments are gaining popularity due to their lower risks, quicker recovery, and outpatient options, leading to a projected 9.03% CAGR growth in the non-invasive aesthetic treatment market, reaching \$19.94 billion by 2028.

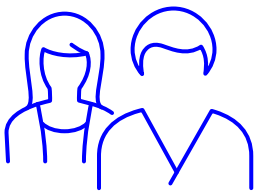


Advancement in Technology

Advanced technology and devices are transforming patient procedures and assessments in medical aesthetics. Companies like Allergan, Alma Lasers, Cutera, and others are heavily investing in RF, laser, ultrasound, plasma tech, and AI for data assessment, patient diagnoses and treatment.

- There has been a significant surge in the number of aesthetic procedures performed in the United States over the past few years, nearly doubling to 7.45 million in 2022 compared to 2018.
- The data indicates a growing preference among individuals for non-surgical procedures, as its share has been increased from 66% to 77% in five year of the total procedure performed in a year.
- This shift can be attributed to several factors, including the convenience of non-surgical treatments, their increased adoption by clinics and medspas, and that they generally involve fewer, if any, long-term adverse consequences when compared to surgical procedures.

Substantial Unexplored Opportunity



~170 Million

Consumers aged 25-65
(Men and Women)

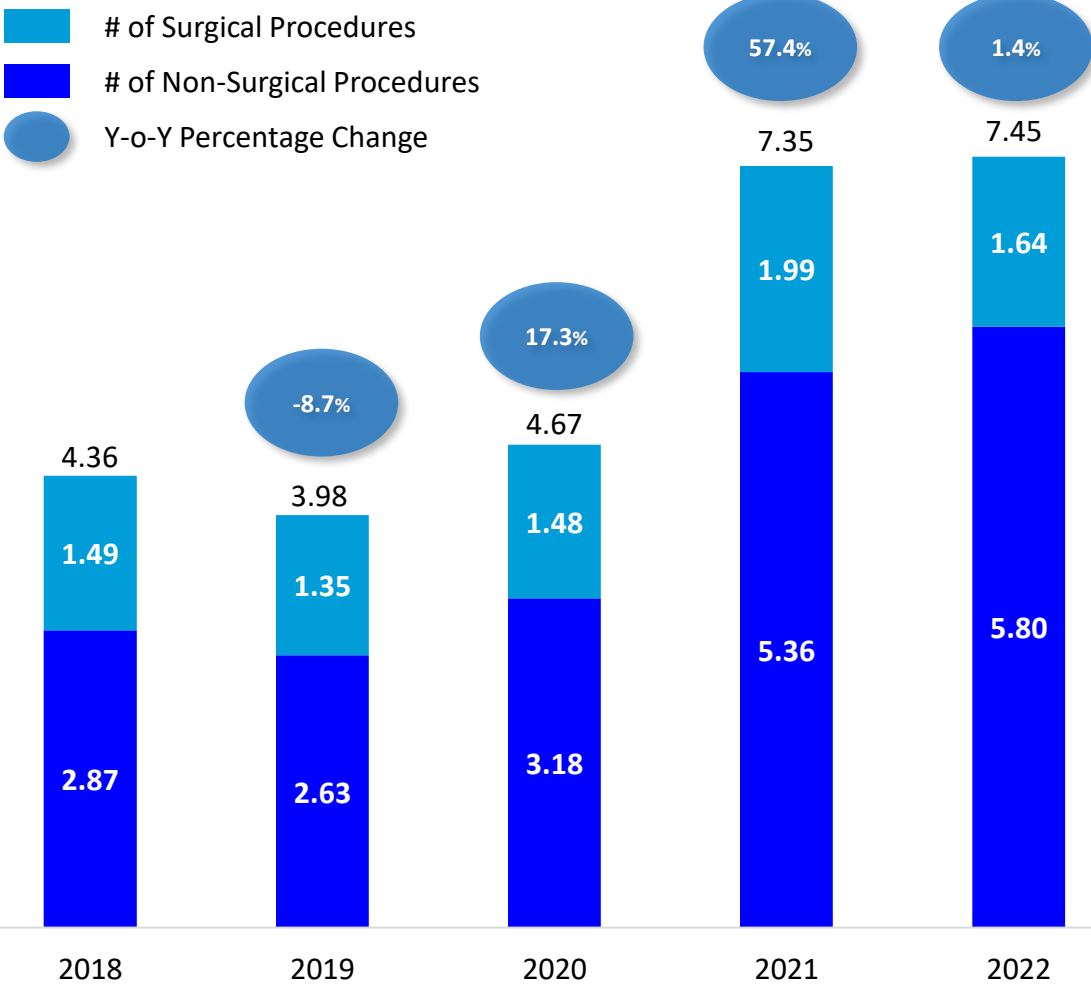


~80 Million

Addressable consumer
with income >\$50,000

There is a potential customer base of approximately 80 million individuals in the United States who can opt for expensive aesthetic procedures. With increasing affordability, this consumer pool has the potential to expand to a staggering 170 million.

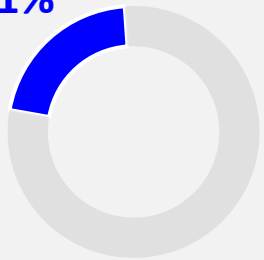
Total Procedures in U.S. (Million)



Total Surgical Procedures

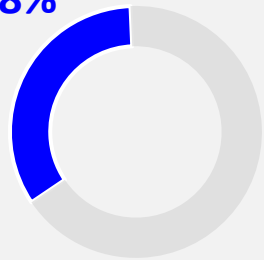
1.64 Million

21.1%



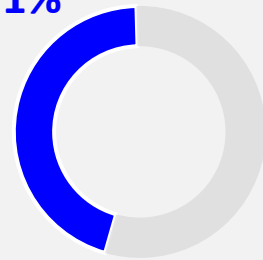
**Total Face and Head
Procedure
0.35 million**

33.8%

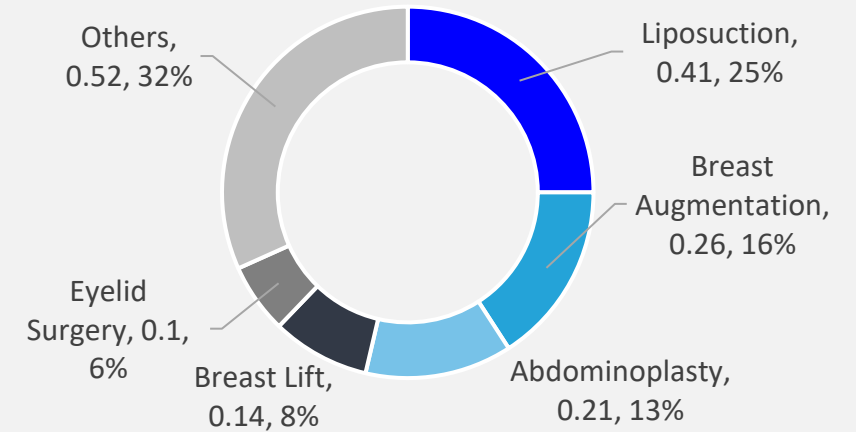


**Breast
Procedure
0.56 million**

45.1%



**Body & extremities
Procedure
0.74 million**



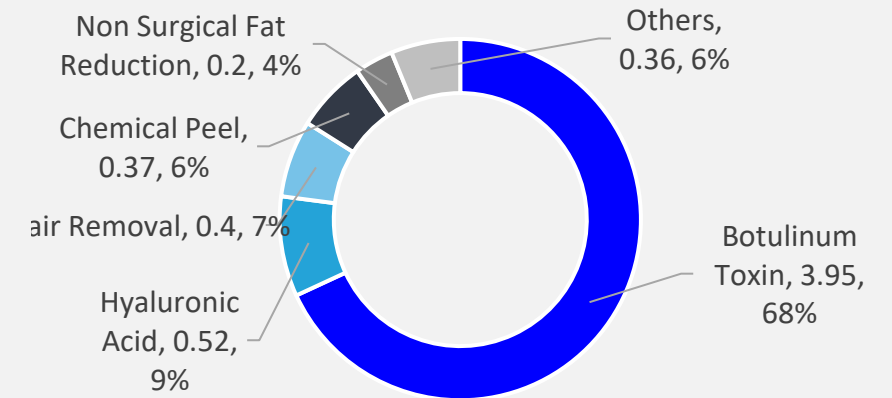
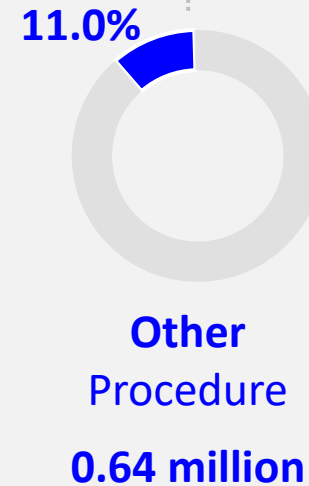
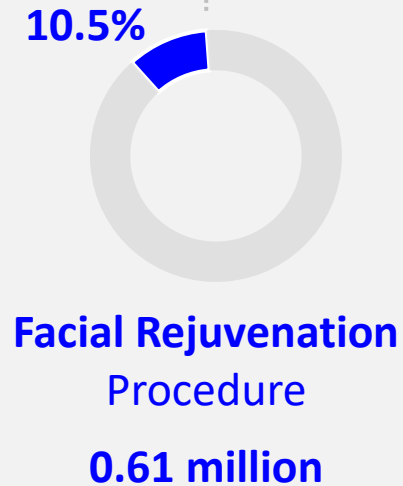
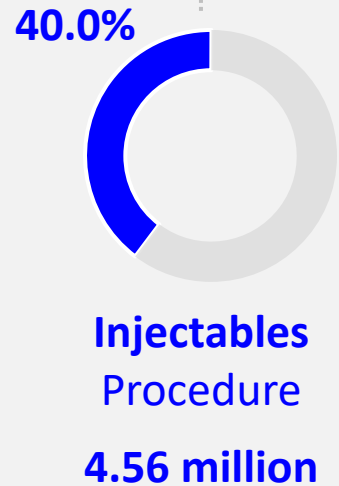
- In 2022, surgical procedures related to the of Body and extremities claimed the largest share within the total surgical procedures, closely followed by procedures pertaining to the breasts.
- Liposuction and Breast Augmentation emerged as the top procedures, collectively accounting for 26% and 16% of the total surgical procedures, respectively.

2022 Non-Surgical Procedures in USA



Total Non-Surgical Procedures

5.80 Million



- In 2022, procedures related to injectables claimed the largest share within the Nonsurgical aesthetics procedures, followed by facial rejuvenation.
- Botulinum Toxin and Hyaluronic acid emerged as top procedures, accounting for 68% and 9% of total nonsurgical procedures.



Facial Aesthetic

In the coming years, the Facial Aesthetic segment will witness significant expansion, with a focus on non-surgical and minimally invasive treatments and products designed to enhance facial beauty.

This growth is being propelled by

- Increasing number of working women
- Higher disposable incomes
- Strong desire for a more youthful appearance.

As per AAFPRS's 2020 survey, the COVID-19 pandemic triggered a notable surge in demand for facial plastic surgery. This surge was primarily fueled by what they have coined as the "ZOOM effect," wherein individuals became got hyper-aware of one's own on-screen image



Botulinum Toxin

Botulinum toxin injections are widely used in cosmetics to block nerve signals to targeted muscles, preventing muscle contractions and promoting a youthful appearance.

Botulinum segment will witness an exponential growth because of

- Growing research and development in the space
- Patient preference for non-invasive or minimal treatments

As per the ISAPS, Botulinum Toxin has the largest share among the number of total non-surgical procedure performed in the year 2022 in U.S., witnessing a growth of 56% from the year 2021. Global Botulinum Toxin market is expected to grow by CAGR of 8.4% over next 10 years



Hospital, Clinics and MedSpa

The clinics, hospitals, and medical spas sector currently dominates the market and is poised to maintain its leading position in the years to come. This segment is expected to experience the highest CAGR.

The growth in this segment can be attributed to

- The increased availability of both infrastructure and financial resources
- Rising number of surgeons offering aesthetic services.

According to AmSpa's report, medical spas have surged from 7,430 to 8,841 in the year 2022, a 19% Y-o-Y increase. The 2022 ISAPS survey shows that the United States has the world's highest number of plastic surgeons, totaling 7,431, marking a 6% rise since 2018, mostly practicing in the Hospital and clinics.

US Medical Spas Business at Glance



Industry Size

\$15B

Industry Size in 2022

\$121,632

Average Monthly
Revenue Per Spa

7430 ► **8431**

Clinics in 2021

Clinics in 2022



Patient

88%

Of Patient are Female

78%

Of Female Patient are
younger than 55 Years

65%

Of Patient are Repeat
Patient



Ownership

63%

of medical spas in 2022 are
owned by non-physicians and
non-surgeons

17%

of medical spas in 2021
were newly opened

81%

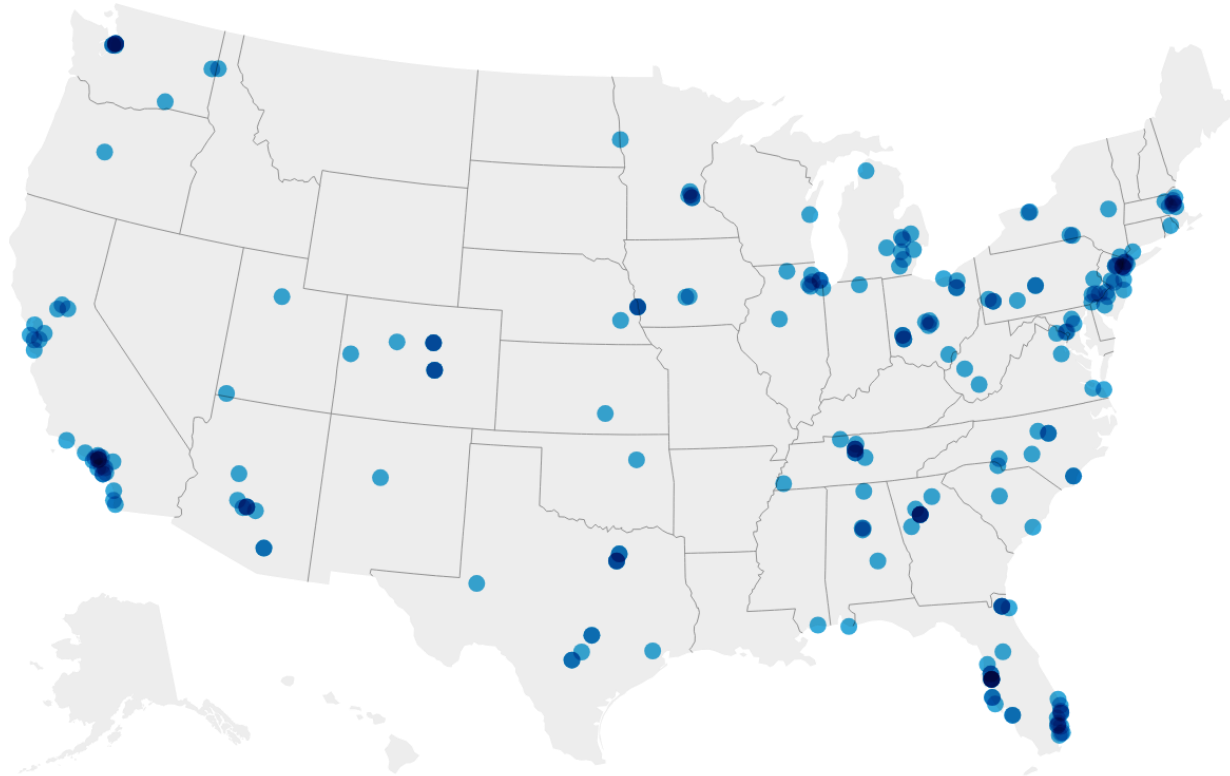
of practices are single
locations

- ✓ The medical spa industry has experienced remarkable growth in both revenue and the number of clinics over the past few decades.
- ✓ This sector is characterized by its fragmentation, presenting significant opportunities for consolidation, as a substantial portion of the clinics are single-location establishments owned by individuals.
- ✓ PE firms are increasingly involving in this sector as the transactions among the youth has been increasing

Last Five Years Deals in Medical Aesthetics



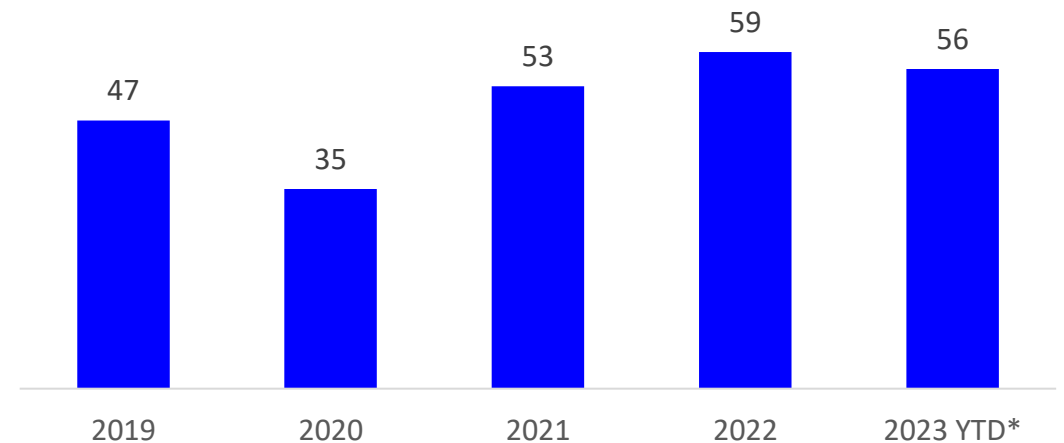
Target Headquarters



Created with Datawrapper

- ✓ The medical aesthetics industry has seen a continuous increase in the number of transactions and deals each year, but this growth was interrupted in 2020 due to the COVID-19 pandemic.
- ✓ The United States, with a focus on states like California, New Jersey, and Florida, as well as other areas in the Eastern United States, has become a prominent hub for medical aesthetics businesses, with a thriving network of clinics, practices, and related enterprises.

Deal Count Per Year



* As of November 20, 2023

2023 Medical Aesthetics Active Investors



Advanced MedAesthetic Partners (Leon Capital Group)

Private equity firm specializing in aesthetics practice growth through equity investment and streamlined development

Headquarters: Dallas, TX

Date	Target	Description	Target Headquarters	Transaction Value (\$m)
Jul 18, 2023	Blush Med Spa	Medical aesthetics provider in Connecticut offers a range of treatments for a youthful appearance and aging prevention, including facials, body treatments, injections, laser removal, spray tanning, and waxing services.	Enfield, CT	-
May 17, 2023	The Ageless Center	Cosmetic treatment center specializing in non-surgical enhancements like Botox, dermal fillers, and more for safe and tailored beauty solutions.	Atlanta, GA	-
May 05, 2023	Glo MedSpa	Aesthetic service provider offering a range of cosmetic and sculpting treatments, including massage therapy, anti-aging treatments, chemical peels, permanent makeup, micro-needling, and laser treatments.	Wilmington, NC	-
Mar 17, 2023	Destination Aesthetics	Medical spa specializing in nonsurgical medical aesthetics and spa services, including Botox, dermal fillers, lip injections, CoolSculpting, and skincare, with a nationwide network of practices.	Sacramento, CA	-
Mar 06, 2023	Advanced Plastic Surgery Center	Specializes in advanced reconstructive and cosmetic procedures, including breast, body, and facial surgeries, as well as nonsurgical rejuvenation, emphasizing natural and harmonious outcomes through patient education.	Pearl River, NY	-
Feb 27, 2023	Reflections Center	Offers personalized cosmetic treatments including acne scar removal, plastic surgeries, and facelift injections to meet each patient's unique needs.	Livingston, NJ	-
Feb 06, 2023	Main Line Center for Laser Surgery	Specializes in advanced laser and energy-based dermatology treatments, injectables, and skincare, prioritizing professionalism, safety, and technological innovation.	Ardmore, PA	-
Feb 03, 2023	The Aesthetic Clinique	Aesthetic skincare provider specializing in natural beauty enhancements, offering treatments for skin, face, and body.	Santa Rosa Beach, FL	-
Jan 19, 2023	Natura Medspa	Aesthetic spa offering non-invasive body treatments and wellness services, including botox, body contouring, micro-needling, laser treatments, and hormone therapy.	Parkland, FL	-
Jan 12, 2023	Forever Young Medspa	Offers a comprehensive range of FDA-approved non-surgical and surgical medical aesthetic treatments for facial and body enhancements, ensuring safety and quality.	Cooper City, FL	-
Jan 09, 2023	Healing Waters	Holistic wellness provider offering a range of services from massages to plastic surgery, empowering self-care and transformation in the community.	Wichita, KS	-

2023 Medical Aesthetics Active Investors



MedSpa Partners

Medical aesthetics clinic acquisition platform offering comprehensive support to enhance partner clinics' success and customer experiences.

Headquarters: Ontario, Canada

Date	Target	Description	Target Headquarters	Transaction Value (\$m)
Sep 5, 2023	Brian S. Biesman, MD	Provider of cosmetic and reconstructive skin care services, specializing in surgeries, injectables, body contouring, lasers, and rejuvenation for a youthful, healthy appearance.	Nashville, TN	-
Aug 17, 2023	Advanced Life Clinic	Provider of customizable medical aesthetic, weight loss, and wellness services, offering a wide range of noninvasive cosmetic procedures.	Huntsville, AL	-
Apr 12, 2023	Faces of South Tampa	Aesthetic and skincare provider revolutionizing modern aesthetics with a range of services including botox, facials, and laser hair removal.	Tampa, FL	-
Feb 16, 2023	Advanced Skin and Body Solutions	Provider of aesthetic medical and spa services, offering a range of non-surgical treatments for beauty and cosmetic health needs.	Bellevue, WA	-



Capitol Pain Institute

A chain of pain management clinics in Kentucky, Ohio, and Texas offers personalized treatment plans, including spinal cord stimulation, injections, and medication management, for clients' specific pain management needs.

Headquarters: Austin, TX

Date	Target	Description	Target Headquarters	Transaction Value (\$m)
Mar 30, 2023	Gregory J. Liebscher, MD, FACS	Plastic surgery provider specializing in a range of services including breast augmentation, lifts, facelifts, eyelid modification, liposuction, and tummy tucks.	Colorado Springs, CO	-
Mar 30, 2023	The Peak Physical Medicine	Offers botox, facet injections, orthopedic injury, sports medicine, radiofrequency rhizotomy and other related services.	Colorado Springs, CO	-

2023 Medical Aesthetics Active Investors



medspa810 — MedSpa810

A medical aesthetic clinic specializing in laser treatments, medical-grade facials, injectables, clinical skincare, laser hair removal, and body contouring for comprehensive beauty and wellness services

Headquarters: Princeton, NJ

Date	Target	Description	Target Headquarters	Transaction Value (\$m)
Jun 13, 2023	Genesis MedSpa	Offers a range of age-reversing and rejuvenating treatments, including injectables, body sculpting, PDO lifts, laser and facial procedures, and medical-grade peels, along with skin care consultations for improved health and skin quality.	Colorado Springs, CO	-
May 11, 2023	Kovak Cosmetic Center	Offers a comprehensive range of surgical and non-surgical cosmetic services, including facelifts, phototherapy, and aftercare, to deliver natural and rejuvenating results in a welcoming environment.	Oakbrook Terrace, IL	-
Feb 01, 2023	Skinjectables	Skincare and aesthetic medical salon specializing in FDA-approved anti-aging treatments and comprehensive skincare solutions.	Tucson, AZ	-
Jan 01, 2023	Skintastic Med Spa	Medical spa offers specialized services including rejuvenation, acne treatment, hormone replacement therapy, botox, and microcurrent therapy to help clients address skin irregularities and promote skin healing and restoration.	Spring Hill, FL	-

Other Significant Players and Private Equity



ONE SPA WORLD
AT SEA. ON LAND.



ANNIE AESTHETIC



SHERIDAN
CAPITAL PARTNERS

ASCEND
PLASTIC SURGERY



Other 2023 Deals



Date	Target	Description	Target Headquarters	Investors	Transaction Value (\$m)
13-Nov-2023	4ever Young Anti-aging Solutions	Anti-aging treatment provider in wellness therapy, offering botox, facials, and health supplements for a comprehensive wellness regimen and youthful results.	Boca Raton, FL	Highmount Madison	NA
13-Nov-2023	Aesthetic Partners	US platform transforming medical aesthetics, aiding clinic growth through partnerships, acquisitions, and exit options for physicians' personal and professional success.	Miami, FL	Norwest Venture Partners	NA
07-Nov-2023	BCRN Aesthetics	Houston-based medical aesthetic practice specializes in injectables, chemical peels, fillers, laser hair removal, and non-invasive procedures for natural and believable results.	Houston, TX	Empower Aesthetics, via its financial sponsor Shore Capital Partners,	NA
07-Nov-2023	Hiatus Spa + Retreat	Texas wellness spa prioritizing sustainability, providing personalized spa services, MedSpa treatments, and a monthly wellness program with pure, green, and clean products.	Plano, TX	Platt Park Capital	NA
18-Oct-2023	Albemarle Dermatology Associates	Charlottesville dermatology practice offers medical, surgical, and cosmetic treatments, addressing sun damage, fine lines, wrinkles, acne, fat reduction, and overall skin health.	Charlottesville, VA	DermCare Management, via its financial sponsors Gemini Investors and Hildred Capital Partners	NA
18-Oct-2023	Waldorf Center For Plastic Surgery	Portland-based cosmetic plastic surgery and spa services with a range of procedures, including botox, fillers, cool sculpting, hair restoration, and laser treatments for beautiful results.	Portland, OR	Forefront Dermatology, via its financial sponsors Partners Group and OMERS Private Equity	NA
16-Oct-2023	Fisher Eye & Laser Center	Anti-aging treatment provider in wellness therapy, offering botox, facials, and health supplements for a comprehensive wellness regimen and youthful results.	Boca Raton, FL	Highmount Madison	15
20-Sep-2023	Delaware Valley Dermatology Group	Offering a wide range of services, from laser hair removal to skin rejuvenation, addressing various skin, hair, and nail conditions for patients of all ages.	Wilmington, DE	The Dermatology Specialists	NA
07-Aug-2023	Clinic Concierge	Offering in-home concierge medicine for pediatric and adult care, IV hydration, and cosmetic med spa procedures, ensuring personalized services for clients.	Dallas, TX	Skylark Private Equity Partners	NA
14-Jul-2023	Amara Med Spa (Ponte Vedra Beach)	Operating a Ponte Vedra Beach-based Medical Spa, providing non-surgical cosmetic treatments such as injectables, PDO Threads, and body contouring.	Ponte Vedra Beach, FL	Birch (Denver)	NA
20-Jun-2023	Columbus Aesthetic & Plastic Surgery	Operator of a dermatology clinic intended for cosmetic and surgical treatments.	Columbus, OH	Aesthetic Partners	NA
02-Jun-2023	SEV Laser	Operating med spas offering laser hair removal, injectables, body contouring, and other medical aesthetic services at an attractive price point.	Glendale, CA	Levine Leichtman Capital Partners	NA

Other 2023 Deals



Date	Target	Description	Target Headquarters	Investors	Transaction Value (\$m)
26-May-2023	The Aesthetic Center for Plastic Surgery	A plastic surgery center in Houston, Texas, offering a range of cosmetic procedures, including breast augmentation, tummy tucks, and facial rejuvenation.	Houston, TX	Latticework Capital Management	NA
25-May-2023	Cosmetic Skin & Laser Center	Providing facials, botox, and anti-aging treatments to protect natural beauty, including health and wellness services.	Petoskey, MI	Incline Equity Partners	NA
16-May-2023	Skin Pharm	Providing skincare practices and services, including micro-needling, fillers, botox, and laser treatments, along with skincare products.	Nashville, TN	Prelude Growth Partners(Neda Daneshzadeh)	15
09-May-2023	Peachtree Dermatology Associates	A chain of dermatology clinics specializing in skin-related diseases, offering comprehensive skincare plans.	Atlanta, GA	PhyNet Dermatology	NA
01-May-2023	Contempo Aesthetics	Operating a medical aesthetics boutique with skincare, injectables, and facial treatments to harmonize natural features.	Pasadena, CA	SkinSpirit	NA
01-May-2023	DermAssociates	A dermatology practice offering medical, surgical, and cosmetic dermatologic services for patients of all ages.	Silver Spring, MD	NA	NA
01-May-2023	Olympus Cosmetic Group	Providing cosmetic surgery and dermatology services across multiple states, including facelifts, liposuction, and non-surgical treatments.	Jacksonville, FL	VSS Capital Partners	NA
01-May-2023	The Dermatology Specialists	Offering medical and cosmetic dermatological services, including acne treatment, BOTOX, lasers, and fillers.	New York, NY	GarMark Partners	NA
25-Apr-2023	Windsor Dermatology	Operating a dermatology clinic providing skin cancer screenings, acne treatment, botox, and laser hair removal.	East Windsor, NJ	Schweiger Dermatology Group	NA
10-Apr-2023	Esthetics Center	Operating a medspa and cosmetic center offering cosmetic surgery, body contouring, botox, and facials.	El Dorado Hills, CA	Thurston Group	NA
10-Apr-2023	Spartan Fitness Holdings	Operating fitness and pilates boutique franchises and medical spas in multiple states.	Brentwood, TN	Snapdragon Capital and Ingleside Investors	30

Other 2023 Deals



Date	Target	Description	Target Headquarters	Investors	Transaction Value (\$m)
03-Apr-2023	Inspire Aesthetics	Operating surgery centers focused on aesthetic treatments like laser hair removal and cosmetic surgery.	Delray Beach, FL	Gladstone Capital Corp BDC, Capital Southwest BDC, Hidden Harbor Capital Partners and Main Street Capital BDC	48.7
03-Apr-2023	Shapiro Aesthetic Plastic Surgery	Providing cosmetic surgery services in Scottsdale, Arizona, including facelifts and skin rejuvenation.	Scottsdale, AZ	Inspire Aesthetics	NA
06-Mar-2023	Surgical Dermatology Group	Operating multi-service surgical and dermatological practice centers in Alabama, offering skin cancer treatment and cosmetic dermatology.	Vestavia Hills, AL	Water's Edge Dermatology	
22-Feb-2023	Milan Laser Hair Removal	Offering laser hair removal services tailored to the client's specific skin type and hair color.	Omaha, NE	Sixth Street Partners and Wildcat Capital Management	25
14-Feb-2023	Sono Bello	Operating aesthetic surgery practices, offering body transformations through surgical procedures and advanced treatments.	Kirkland, WA	Alaris Equity Partners and Brookfield Asset Management	725
17-Jan-2023	Minneapolis Plastic Surgery	Operating a plastic surgery clinic focused on breast surgeries, body contouring, and facial rejuvenation.	Golden Valley, MN	Forefront Dermatology	NA
06-Jan-2023	PRMA Plastic Surgery	Specializing in reconstructive and plastic surgery, especially breast reconstruction and lymphedema surgery.	San Antonio, TX	Advanced Reconstructive Surgery Alliance	NA
03-Jan-2023	Miami Valley Plastic Surgeons	Operating a cosmetic surgery practice offering plastic surgery, breast enhancement, and medical spa services.	Dayton, OH	Dermatologists of Central States	NA
01-Jan-2023	Belle Vie Wellness & Medical Aesthetics	Operating a skincare clinic for medical aesthetics, offering chemical peels, hydra facials, and other treatments.	Cerritos, CA	Endurance Search Partners, Maven Equity Partners and Hunter Search Capital	NA
01-Jan-2023	Boston Center for Facial Rejuvenation	Providing plastic surgery and cosmetic dermatology services in Boston, including injectables and body contouring.	Brookline, MA	Adult & Pediatric Dermatology	NA
01-Jan-2023	Viva Day Spa + Med Spa	Providing spa services in Austin, Texas, including massage, facials, body contouring, and skincare treatments.	Austin, TX	Petra Capital Partners	NA



LAWRENCE, EVANS & CO., LLC

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- Acquisition Advisory Services
- Private Market Financings
- LBO’s and Recapitalizations

Capital Raising *Debt/ Equity*

- Strategic Capital Options
- Valuations & Financial Assessments
- Bridge Financing, Real Estate, Bonds
- Private Equity, Family Office
- Lines of Credit, Senior Debt
- Debt Mezzanine, Uni-tranche

Turnaround & Restructuring

- Turnaround Management
- Debt Restructuring/ Refinancing
- Orderly Liquidations
- Chief Restructuring Officer (CRO)
- Bankruptcy Planning/ 363 Sales
- Receivership/ Trustee

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