

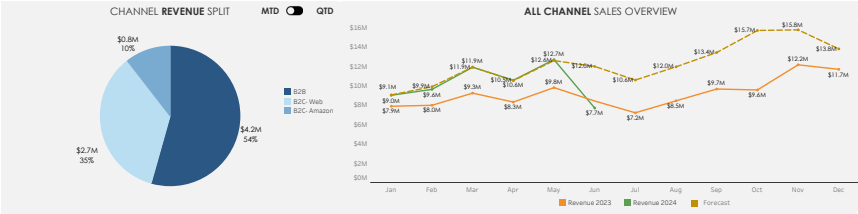
EXECUTIVE SUMMARY

B2B PERFORMANCE

B2C PERFORMANCE

Month Selector
Jun-24

OVERALL CHANNELS \$7.7M -39.2% ▼ vs Prev. Month	B2B CHANNEL \$4.2M -38.0% ▼ vs Prev. Month ORDERING ACCOUNTS - 1,377 NEW ACCOUNTS - 316	B2C WEB CHANNEL \$2.7M +3.6% ▼ vs Prev. Month RETURNING CONSUMERS - 11,950 NEW CONSUMERS - 685	B2C AMAZON CHANNEL \$0.8M -19.7% ▼ vs Prev. Month
--	---	--	---



REVENUE	UNITS	MONTHLY	QTD	YTD	YOY	% to Goal
CHANNEL	June Sales	% to Goal	QTD Sales	% to Goal	YTD Sales	YOY Increase
Overall	\$7.7M	64%	\$31.0M	98%	\$61.0M	19%
B2B	\$4.2M	57%	\$17.0M	63%	\$36.5M	4%
B2C- Amazon	\$0.8M	88%	\$2.7M	101%	\$3.6M	51%
B2C- Web	\$2.7M	72%	\$10.7M	95%	\$21.6M	28%

PURCHASED & PRODUCT FAMILY	June Sales	QTD Sales	YTD Sales	YOY Increase
Differentiated	\$2.5M	\$9.3M	\$18.3M	18%
Hero	\$3.6M	\$15.4M	\$30.7M	27%
Non Differentiated	\$1.5M	\$6.1M	\$12.3M	6%
A-Luminate	\$0.5M	\$2.1M	\$4.0M	6%
C-Radical	\$0.5M	\$2.1M	\$3.8M	
HA Immerse Serum	\$0.9M	\$2.3M	\$4.0M	22%
Nectar	\$0.9M	\$4.1M	\$9.0M	3%
Skin Complex	\$1.1M	\$4.7M	\$9.4M	18%

REGIONAL SALES	June Sales	QTD Sales	YTD Sales	YOY Increase
North Central	\$0.7M	\$3.0M	\$5.9M	10%
Southwest	\$0.5M	\$2.1M	\$4.3M	-13%
Florida	\$0.5M	\$2.3M	\$4.7M	10%
Northwest	\$0.5M	\$1.9M	\$3.8M	7%
South Central	\$0.5M	\$2.1M	\$4.6M	17%
Northeast	\$0.4M	\$1.9M	\$3.8M	-4%
Rocky Mountain	\$0.4M	\$1.7M	\$3.5M	17%
Mid Atlantic	\$0.4M	\$1.4M	\$3.0M	13%
Inside Sales	\$0.2M	\$0.8M	\$1.7M	-22%

B2B METRICS	June Sales	QTD Sales	YTD Sales	YOY Increase
B2B AOV	2,468	2,481	2,491	44%
New Accounts	316	875	1,271	-12%
New Account AOV	3,623	3,475	3,496	-10%
Active Accounts	5,304			
Aspire Participation	1,055	2,364	2,827	7%
Advantage Revenue	\$1.8M	\$7.6M	\$15.9M	-4%
Advantage AOV	\$3,717	\$3,920	\$3,916	72%
Advantage % Ordering	25%	18%	15%	-5%

B2C METRICS	June Sales	QTD Sales	YTD Sales	YOY Increase
New Consumer	685	2,522	5,327	9%
New Consumer Revenue	\$0.1M	\$0.3M	\$1.0M	33%
Returning Consumer	11,950	39,809	68,595	8%
Returning Consumer Revenue	\$2.6M	\$10.2M	\$20.6M	33%
Repurchase Rate	95%	94%	93%	-1%
AOV	\$168	\$166	\$168	-34%
Designated Sales/orders	\$0.6M	\$2.5M	\$5.6M	36%

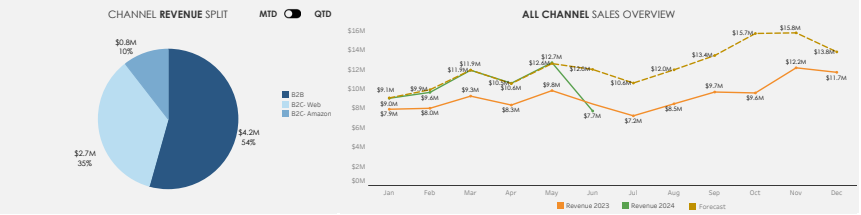
EXECUTIVE SUMMARY

B2B PERFORMANCE

B2C PERFORMANCE

Month Selector
Jun-24

OVERALL CHANNELS \$7.7M -39.2% ▼ vs Prev. Month	B2B CHANNEL \$4.2M -38.0% ▼ vs Prev. Month ORDERING ACCOUNTS - 1,377 NEW ACCOUNTS - 316	B2C WEB CHANNEL \$2.7M -43.6% ▼ vs Prev. Month RETURNING CONSUMERS - 11,950 NEW CONSUMERS - 685	B2C AMAZON CHANNEL \$0.8M -19.7% ▼ vs Prev. Month
---	--	--	--



HERO	REVENUE	UNITS		MONTHLY				QTD				YTD			
	CHANNEL	Invoiced Units	% Purchased Units	Invoiced Units	% Purchased Units	Invoiced Units	% Purchased Units	Invoiced Units	% Purchased Units	YoY % Purchased Units	YoY % All Units				
	Overall	96.1K	77%	378.0K	73%	779K	75%	-25%		39%					
	B2B	63.2K	74%	261.7K	74%	547.4K	74%	-26%		28%					
	B2C- Amazon	7.5K	100%	25.4K	100%	33.0K	100%								
	B2C- Web	25.4K	79%	91.0K	68%	198.5K	79%	-25%		59%					
	PRODUCT FAMILY	Invoiced Units	% Purchased Units	Invoiced Units	% Purchased Units	Invoiced Units	% Purchased Units	YoY % Purchased Units	YoY % All Units						
	Differentiated	39.7K	79%	144.9K	76%	298.2K	78%	-22%	31%						
	Hero	29.5K	79%	127.0K	75%	252.3K	79%	-25%	57%						
	Non Differentiated	27.0K	71%	106.1K	68%	228.2K	72%	-28%	34%						
A-Luminate	4.9K	75%	20.5K	76%	38.5K	76%	-24%	33%							
C-Radical	4.2K	80%	17.7K	73%	32.0K	67%									
HA Immerse Serum	6.8K	73%	28.9K	64%	57.2K	68%	-32%	72%							
Nectar	6.2K	86%	29.5K	87%	64.5K	85%	-15%	8%							
Skin Complex	7.2K	84%	30.4K	79%	60.3K	78%	-22%	36%							

EXECUTIVE SUMMARY

B2B PERFORMANCE

B2C PERFORMANCE

DETAILED

ADS

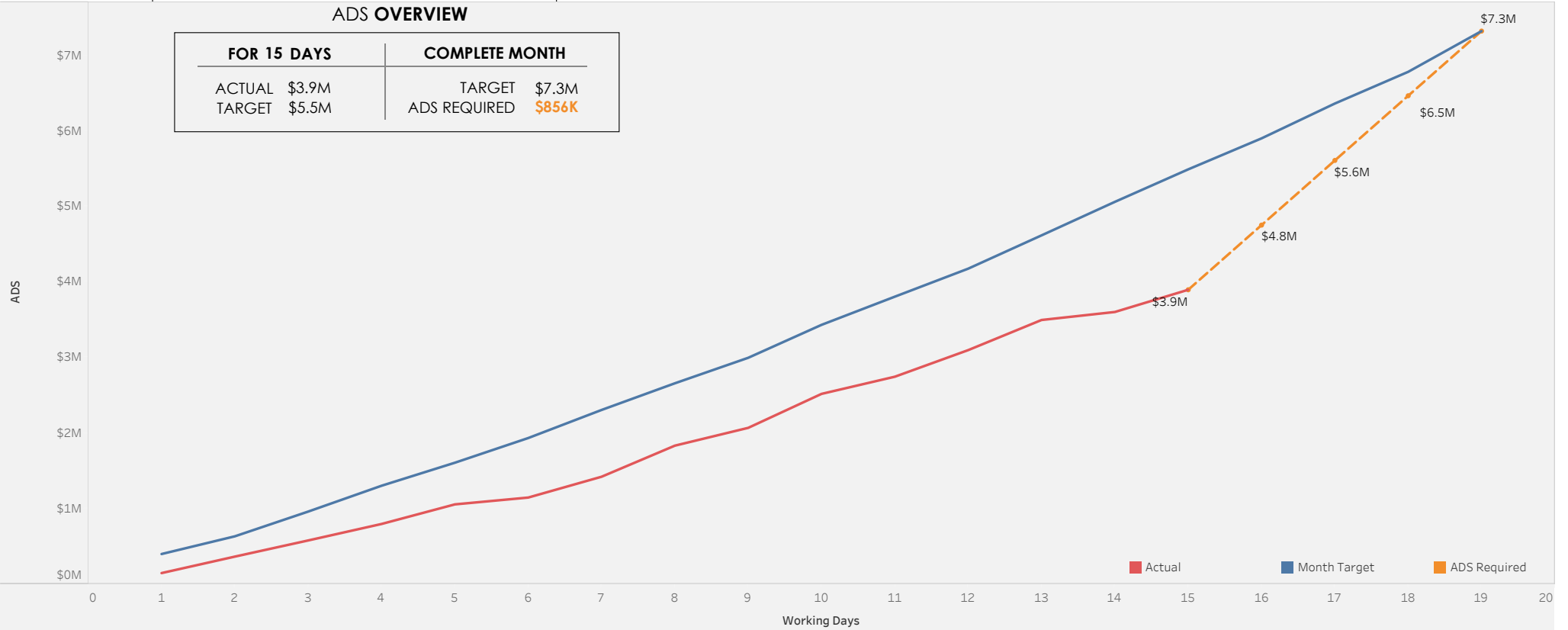
MONTH

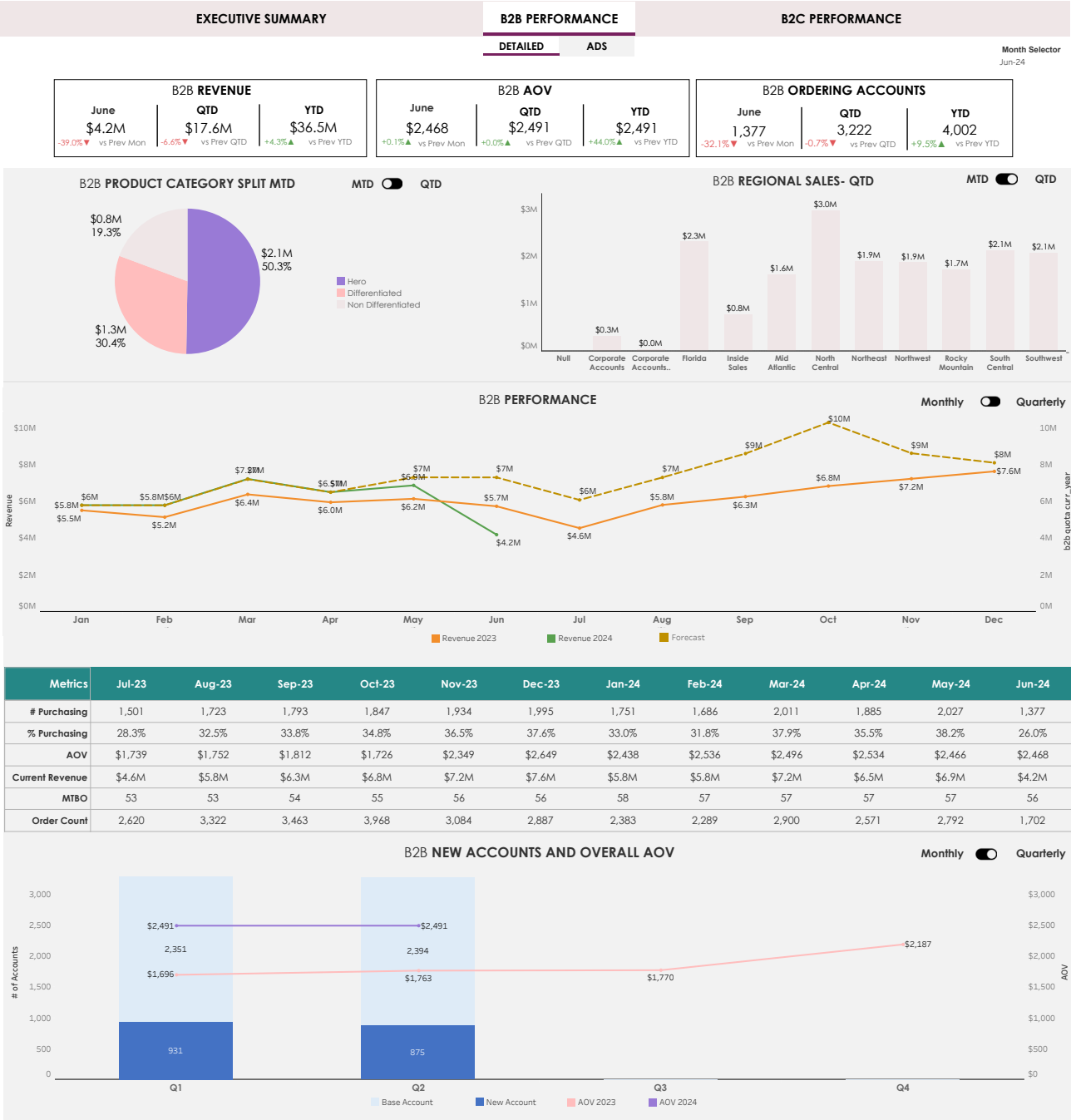
QUARTER

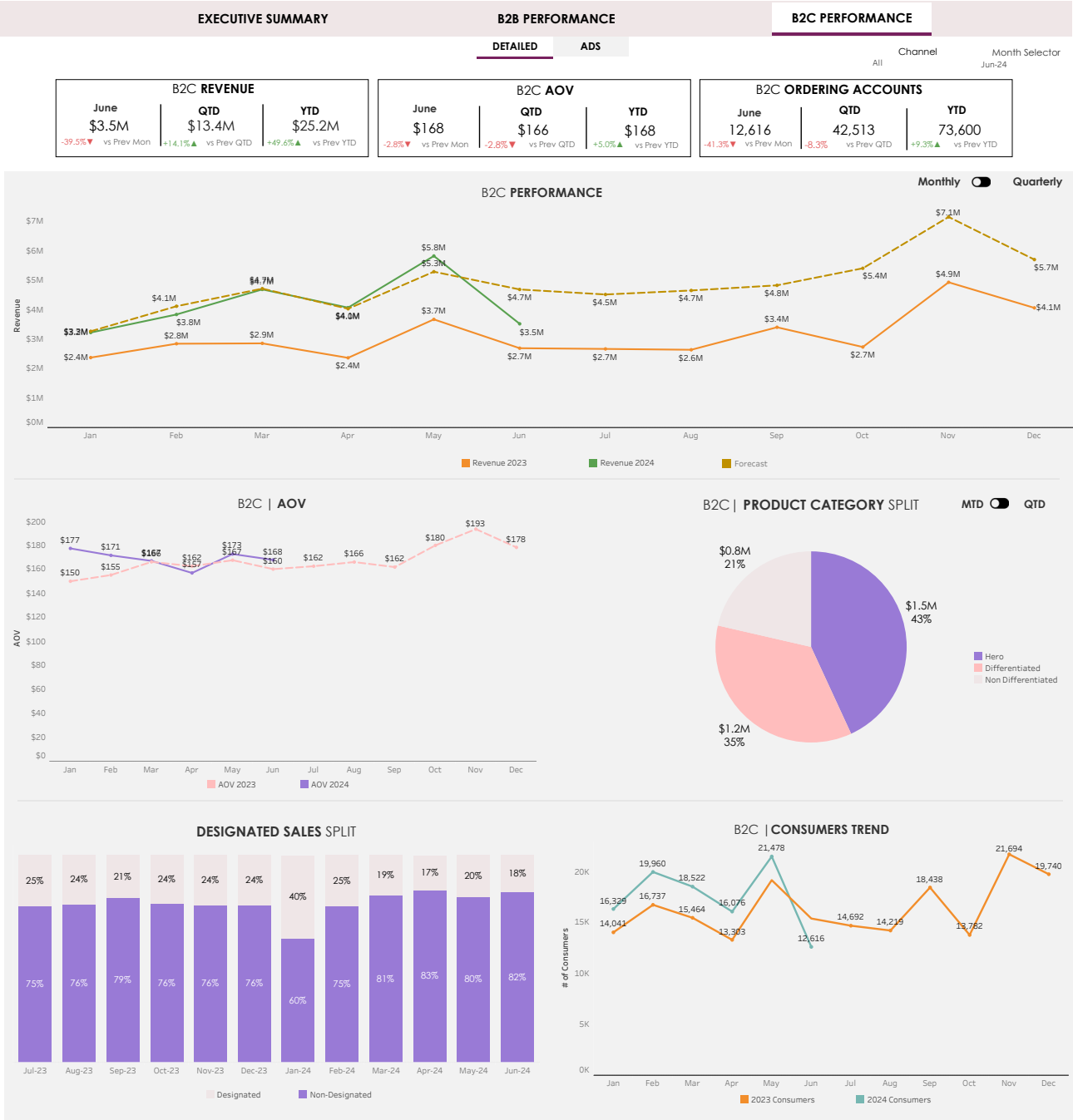
B2B AVERAGE DOLLAR SALES
JUNE 2024

ADS OVERVIEW

FOR 15 DAYS		COMPLETE MONTH	
ACTUAL	\$3.9M	TARGET	\$7.3M
TARGET	\$5.5M	ADS REQUIRED	\$856K







EXECUTIVE SUMMARY

B2B PERFORMANCE

B2C PERFORMANCE

DETAILED

ADS

MONTH

QUARTER

B2B AVERAGE DOLLAR SALES
Q2 2024

ADS OVERVIEW

FOR 55 DAYS		COMPLETE QUARTER	
ACTUAL	\$16.2M	TARGET	\$21.2M
TARGET	\$17.9M	ADS REQUIRED	\$616.7K

