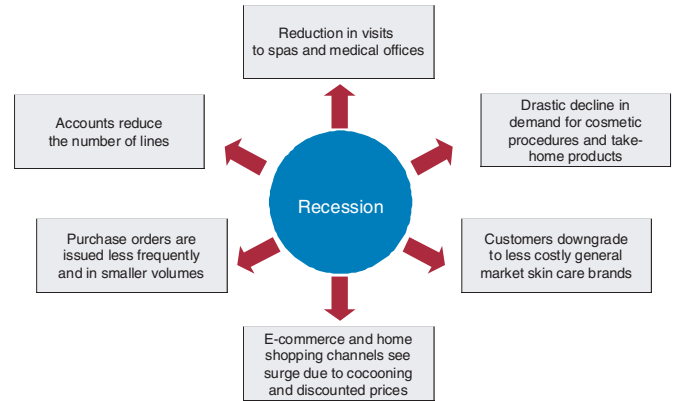


Professional Skin Care 2009: U.S. Market Analysis and Opportunities

Fact Sheet

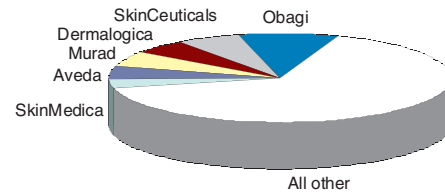
The Market

After several years of healthy growth, the slowdown of the American economy impacts the U.S. market for professional skin care products. Industry sales decline by nearly 10% in 2009. The recession's impact is seen in a variety of ways.



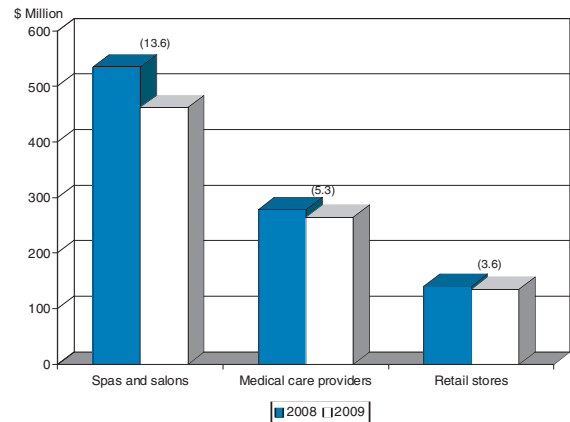
Competitive Landscape

Obagi continues as the market leader in 2009 on a brand and company level. L'Oréal's SkinCeuticals is the second largest brand followed by Dermalogica in third position. In general, brands are well established in one channel, with some performing well in multiple channels.



Channels of Distribution

All purchase channels post declines in 2009. Spas and salons, the largest channel, is hit the hardest. The retail channel is buffered somewhat by the direct sales subclass, which grows by 10%.



Outlook

Market growth will be slow and steady though the forecast period. A compound annual growth rate of 5.6% is anticipated through 2014.

