

Cautionary Note Regarding Forward-Looking Statement

This communication includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements can be identified by the use of forward-looking terminology, including the words "anticipates," "expects," "intends," "plans," "decides," "may," "will," "likely," "potential," "future," "over time," "soon," "coming," "hope," or "should," or, in each case, their negative or other variations or comparable terminology. There can be no assurance that actual results will not materially differ from expectations. Such statements include, but are not limited to, the launch of Hers Hair in the UK, including its availability, the treatment formats offered, and the potential effects of clinician-led hair loss care on customer outcomes; our planned investment in and expanded offerings for Hers in the UK and other international markets; and our expectations regarding the market opportunity and potential revenue for the Hers brand in international markets over time. These statements are based on management's current expectations, but actual results may differ materially due to various factors.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, the forward-looking statements contained in this communication are based on our current expectations, assumptions and beliefs concerning future developments and their potential effects on us. Future developments affecting us may not be those that we have anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond our control) and other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to, the timing and logistical considerations related to the launch and broader rollout of Hers Hair and related offerings in the UK and other international markets, and the related customer response; our ability to achieve the anticipated market opportunity and revenue growth for Hers in international markets; the safety, efficacy, and outcomes of treatments, including clinician determinations of eligibility and appropriateness; changes in the application, interpretation, and enforcement of healthcare, pharmacy, consumer protection, or privacy laws or regulations applicable to our business in the UK, including those relating to telehealth and online prescribing, and other factors described in the Risk Factors and other sections of our most recently filed Quarterly Report on Form 10-Q, our most recently filed Annual Report on Form 10-K, and other current and periodic reports we file from time to time with the Securities and Exchange Commission.

Should one or more of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. The forward-looking statements

contained in this communication are made only as of October 14, 2026. We undertake no obligation (and expressly disclaim any obligation) to update or revise any forward-looking statements, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and that our actual results may differ materially from those made in or suggested by the forward-looking statements contained in this communication.