

FRAGRANCE AND PERSONAL CARE

Dior Beauty partners with Hydrafacial creators, adds treatment to spa offerings

February 28, 2023



Dior Beauty and The BeautyHealth Company have co-branded a third supplementary element as part of the treatment. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Dior's beauty division is enhancing the efficacy of its skincare products with an exclusive new facial treatment service.

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In partnership with The BeautyHealth Company, creator of the Hydrafacial beauty treatment, the brand presents *Dior powered by Hydrafacial*, a 90-minute skincare experience combining Dior Beauty skin products, Hydrafacial's delivery system as well as a co-branded booster. The treatment will be available beginning in April, exclusively to patrons of Dior spas.

"This partnership with Hydrafacial is part of our commitment to develop treatment protocols with the ultimate goal of rejuvenating the skin to reverse the signs of aging," said Virginie Coutraud, scientific communication director at Parfums **Christian Dior**, in a statement.

"This treatment has been developed to capitalize on the Hydrafacial experience and reinforce its effectiveness with the power of the Dior Floral Peeling Lotion, which uses a new-generation active ingredient, PHA (polyhydroxyacids) and niacinamide, which are essential for the quality of skin texture," she said.

"The skin is then perfectly receptive to the holistic treatments developed by the Dior Spa, providing spectacular and visible skin results during a deep moment of wellness."

Confidence boost

For 90 minutes, the Hydrafacial rolls the Dior Floral Peeling Lotion over the face, exfoliating and cleansing the skin, leaving it primed to receive more product.

Those products are then administered by Dior Spa expert based on each client's individual needs. The BeautyHealth Company invented the Hydrafacial and thereby the category of hydradermabrasion using a delivery system of vortex fusion.



The Hydrafacial roll-on instrument distributes the DiorFloral Peeling Lotion over the skin. Image credit: Dior

Based in California, the company aims to provide its clients with treatments that make them reconsider their relationship to their skin and to their bodies.

The Hydrafacial is non-invasive and is currently available in more than 90 countries.

Dior has previously emphasized the importance of skincare with its choice of beauty ambassadors.

In April, aesthetician Sean Garrette joined the Dior Beauty fold, working to educate consumers on the brand's products and their application.

Mr. Garrette had previously served as an ambassador to LVMH's Fenty beauty [\(see story\)](#).

Last summer, Dior debuted a pop-up spa at Jardin des Rves at Belmond's Splendido Mare Hotel on the Italian Riviera [\(see story\)](#).

Brand ambassador and actress Cara Delevigne stopped by in August as part of a campaign for Dior Beauty, where she explored the Riviera while sharing her summer makeup routine [\(see story\)](#).