KLINE +Company

Americas

Asia

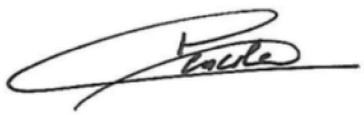
Europe

January 29, 2026

To Whom It May Concern:

According to our research (detailed methodology provided below), Medik8 is the #1 Retinal Serum brand worldwide in 2025, based on manufacturer-level value sales in USD.

Best regards,



Yann Pencole
Vice President, Beauty + Wellbeing

Note: this claim is not authorized for use in China.

Kline & Company, Inc.
10 Waterview Blvd. • Suite 305 • Parsippany • NJ 07054
Tel: +1-973-435-6262
KlineGroup.com

About Kline's methodology:

Kline conducted thorough secondary research to identify major skin care brands and their associated product lines that include retinal serum. This includes, but is not limited to:

- Avène
- Murad
- Paula's Choice
- The Ordinary
- Allies of Skin
- Youth to The People
- Naturiuum
- Geek & Gorgeous
- Trinny London
- Face Theory

Kline then conducted further desk research as well as primary research, including comprehensive interviews with manufacturers, retailers, and distributors, to estimate the global revenues of the retinal serum product lines of these leading brands and compared these figures with the revenue from Medik8's retinal serum line.

Kline determined that Medik8 is the number one global retinal serum brand in 2025 within a +/-10% margin of error.