


BEAUTY

Will Tariffs Make Botox More Expensive?



By Jennifer G. Sullivan, a Cut contributor and author of the “Ask a Beauty Editor” column. 

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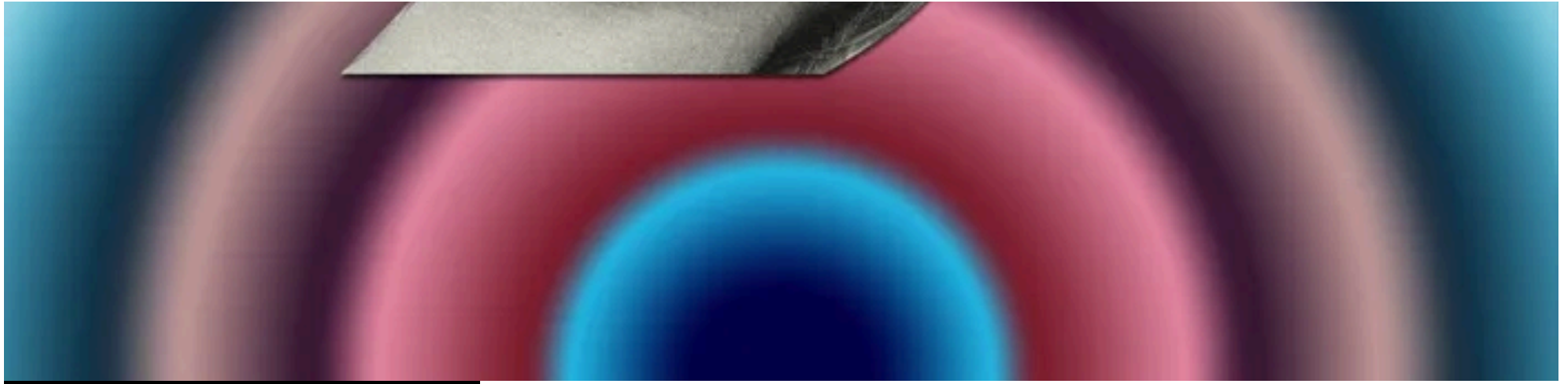
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ASK A BEAUTY EDITOR

Jennifer Sullivan answers all your beauty-related questions with practical advice and zero judgment.

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Will tariffs affect the cost of cosmetic procedures?

Asking for a friend. —Anonymous

Cosmetic procedures may be luxuries for most Americans, but interestingly, Botox is not subject to the tariffs that went into effect last week. So rest assured that, no, Botox is not getting more expensive. The neuromodulator, like others such as Jeuveau, Xeomin, and Dysport, is a drug, and pharmaceuticals aren't included in the tariffs imposed by President Trump last week. However, injectable hyaluronic-acid fillers (think Restylane, RHA, and Juvéderm) are classified as medical devices, so any of those products manufactured in other countries *are* subject to tariffs.

Evolus, a company that distributes Jeuveau, a (for now un-tariffed) neuromodulator manufactured in South Korea, plans to launch Evolysse, a collection of two injectable hyaluronic-acid treatments this spring. “Evolysse is classified as a medical device and subject to tariffs. However, we are evaluating the potential impact of the proposed tariff changes and have not made decisions to adjust pricing,” a company spokesperson says. That decision could change, of course. (The Cut reached out to other cosmetic-injectable manufacturers and distributors, including Merz Aesthetics, Galderma, and AbbVie, the makers of Botox, to ask about price increases but hasn’t heard back yet.)

Pharmaceutical companies may decide to raise prices on their fillers but not their neuromodulators, or, based on operational costs, they may issue price increases on all their products. “This, as we’ve seen, is a very fluid situation with near-constant changes. Increased pricing may hold true for any injectable product produced outside the United States,” says board-certified plastic surgeon Sean McNally, M.D., who uses fillers and neuromodulators as the lead provider at Doctor PDX and Réviante in Portland, Oregon.

For now, it seems most of the industry is in a holding pattern. Michael Kennis, M.D., founder and chief medical officer of Velour Medical, a concierge-style medical-aesthetics company in New York City, says he is committed to shielding his clients from any immediate pricing changes. “We’re not looking to pass temporary economic volatility onto our patients,” he says.

“Our approach is to adapt internally first — optimizing operations behind the scenes before considering any adjustment to pricing.”

But aesthetic clinics and med-spa chains that are operating on slim margins and are able to charge less for cosmetic treatments than physicians do may have to raise their prices soon. “I’d be surprised if injectable providers will just eat the increased costs, as the profit margins are already pretty thin in the injectable market,” McNally says. “The effects of higher pricing will depend on the clientele the provider sees and the effects of the current financial downturn on their appetite for these types of elective treatments.”

Kennis says he already thinks he knows how his patients will react: “If anything, luxury discretionary spending may shift — the next designer handbag might wait, but their injectable appointment will stay on the calendar.”



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