

Market Perception of Doctor's Towards Peels and Competitor Analysis of Inno Peel

By

Chandra Prakash Daharwal

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



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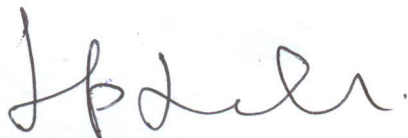
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This is to certify that Chandra Prakash Daharwal student of MBA Pharmaceutical Management. The IIHMR University, Jaipur has undergone internship training at Aakaar Medical Technologies from 04/02/2019 to 04/05/2019.

The Candidates has successfully carried out the study assigned to him during internship training and his approach to the study has been sincere, scientific and analytical. The Internship is in fulfilment of the course requirements.

I wish him all success in all his future endeavours.



Dr. Sandeep Narula

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Certificate

This certificate is awarded to

Chandra Prakash Daharwal

In recognition of having successfully completed his Dissertation in the
department of

MBA Pharmaceutical Management

And has successfully completed his Project on

**Market Perception of Doctor's towards peels and Competitor
Analysis of Inno Peel**

Date- 04/02/2019 – 04/05/2019

Aakaar Medical Technologies Pvt Ltd

He comes across as a committed, sincere & diligent person who has a strong
drive and zeal for learning

We wish him all the best for future endeavours

Training & Development

Zonal Head-Human Resources



THE IIMR UNIVERSITY, JAIPUR

CERIFICATE BY SCHOLAR

This is to certify that the dissertation titled "Market Perception of Doctor's towards peels and Competitor Analysis of Inno Peel" and submitted by (Chandra Prakash Daharwal) 0098 under the supervision of Dr. Saurabh Banerjee for award of MBA in Pharmaceutical Management of the University carried out during the period from 04/02/2019 to 04/05/2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.


Signature

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Chandra Prakash Daharwal

Management Trainee at Aakaar Medical Technologies Pvt Ltd

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Abstract

The aim of the study is to know the doctor's perception towards peels and the treatment done by peels for different indications. In this study I have done the survey of 100 doctors which includes dermatologists, cosmetologists, dentists, plastic surgeons and wellness centres. By this survey I tried to know for which indications doctors want to use peels and what other things doctors expect from peels. I have done my survey in Gurgaon and Delhi during my visit questions to doctors on the basis of my questionnaire. The results obtained from the survey is helpful and informative.

In this survey I also tried to know the competitors of Inno Peel and why doctor's prefer inno peel over the other peels. The study helps me a lot to know different aspects of aesthetics market.

Introduction

Aesthetics is a branch of philosophy which deals with the nature of art, beauty, taste and with the creation or appreciation of beauty. In the more technical epistemological perspective, it will be described as the study of subjective and sensory-emotional values, or sometimes called judgments of sentiment and taste. Aesthetic medicine is an inclusive word for specialties that focus on improving cosmetic appearance by the treatment of different conditions related to skin which includes Scars, Skin laxity, wrinkles, fine lines, acne, ageing, excess fat, unwanted hair, skin discolouration, skin pigmentation, skin tanning. Traditionally aesthetic medicines include dermatology, cosmetology, surgery, plastic surgery & wellness centres.

The branch of aesthetics also includes both surgical procedure (liposuction, face lifting by threads, breast implants, radio frequency ablation). Non-surgical procedure (Radio frequency skin tightening, non-surgical liposuction, chemical peel like yellow peel, black peel, glycolic peel, salicylic peel, lactic peel, party peel, AHA kojic peel, pumpkin peel, retinol-based peel etc.

Although aesthetic medicine procedures are typically elective they can significantly improve quality of life wellbeing and social engagement.

Scope and Nature of Aesthetics:

Aesthetics is the broader term in the philosophy of art, which includes one of its branches. It not only deals with the nature and value of the arts but also with those responses to natural objects that find expression in the language of the beautiful and the ugly. However, for terms such as *beautiful* and *ugly* seem too vague in their application and too subjective in their meaning to divide the world successfully i

nto those things that do, and those that do not, exemplify them. Almost anything might be seen as beautiful by someone or from some point of view, and different people apply the word to quite disparate objects for reasons that often seem to have little or nothing in common. It may be that there is some single underlying belief that motivates all of their judgments. It may also be, however, that the term *beautiful* has no sense except as the expression of an attitude, which is in turn attached by different people to quite different states of affairs

Your skin and chemical peels:

Chemical peels is for improving the skin's appearance. In this treatment, the chemical solution is applied into the skin, which converts it "blister" and eventually peel off. The new skin which comes in place of old skin is usually smoother and less wrinkled than the old skin.

- It reduce fine lines under the eyes and around the mouth.
- It treat wrinkles caused by sun damage and aging.
- It improves the appearance of mild scars.
- It treats certain types of acne.
- It reduce age spots, freckles, and dark patches (melasma) due to pregnancy or taking birth control pills.
- It improves the look and feel of skin.

Areas of sun damage may improve after chemical peeling.

After the chemical peel session, skin will be more sensitive to the sun which is temporary. so wear sunscreen every day. It should say "broad-spectrum" on the label, meaning it protects against the sun's UVA and UVB rays. Also, it should be a physical sunscreen and be above SPF 30. Limit your time in the sun, especially between the hours of 10 a.m. and 2 p.m., and wear a wide-brimmed hat.

Who is a good candidate for a peel?

Generally, fair-skinned and light-haired patients are better candidates for chemical peels. If you have darker skin, you may also have good results, depending upon the type of problem being treated. But you also may be more likely to have an uneven skin tone after the procedure.

Skin sags, bulges, and more severe wrinkles do not respond well to chemical peels. They may need other kinds of cosmetic surgical procedures, such as laser resurfacing, a facelift, brow lift, eyelid lift, or soft tissue filler (collagen or fat). A dermatologic surgeon can help determine the most appropriate type of treatment for you.

What are Chemical Peels?

Chemical peeling is the application of a chemical agent to the skin, which causes controlled destruction of a part of or the entire epidermis, with or without the dermis, leading to exfoliation and removal of superficial lesions, followed by regeneration of new epidermal and dermal tissues. **Indications** for chemical peeling include pigmentary disorders, superficial acne scars, ageing skin changes, and benign epidermal growths. **Contraindications** include patients with active bacterial, viral or fungal infection, tendency to keloid formation, facial dermatitis, taking photosensitizing medications and unrealistic expectations. **Physicians' qualifications** : The physician performing chemical peeling should have completed postgraduate training in dermatology. The training for chemical peeling may be acquired during post graduation or later at a center that provides education and training in cutaneous surgery or in focused workshops

providing such training. The physician should have adequate knowledge of the different peeling agents used, the process of wound healing, the technique as well as the identification and management of complications. **Facility** : Chemical peeling can be performed safely in any clinic/outpatient day care dermatological facility. **Preoperative counselling and Informed consent** : A detailed consent form listing details about the procedure and possible complications should be signed by the patient. The consent form should specifically state the limitations of the procedure and should clearly mention if more procedures are needed for proper results. The patient should be provided with adequate opportunity to seek information through brochures, presentations, and personal discussions. The need for postoperative medical therapy should be emphasized. **Superficial peels** are considered safe in Indian patients. **Medium depth peels** should be performed with great caution, especially in dark skinned patients. **Deep peels** are not recommended for Indian skin. It is essential to do **prepeel priming** of the patient's skin with sunscreens, hydroquinone and tretinoin for 2-4 weeks. **Endpoints in peels**: For glycolic acid peels: The peel is neutralized after a predetermined duration of time (usually three minutes). However, if erythema or epidermolysis occurs, seen as grayish white appearance of the epidermis or as small blisters, the peel must be immediately neutralized with 10-15% sodium bicarbonate solution, regardless of the duration of application of the peel. The end-point is frosting for TCA peels, which are neutralized either with a neutralizing agent or cold water, starting from the eyelids and then the entire face. For salicylic acid peels, the end point is the pseudofrost formed when the salicylic acid crystallizes. Generally, 1-3 coats are applied to get an even frost; it is then washed with water after 3-5 minutes, after the burning has subsided. Jessner's solution is applied in 1-3 coats until even frosting is achieved or erythema is seen. Postoperative care includes sunscreens and moisturizers. Peels may be repeated weekly, fortnightly or monthly, depending on the type and depth of the peel.

About the Product- INNO PEEL

Inno exfo lightening cream is a skin lightening peel with the combination of 7 powerful ingredients. It helps to get spotless & glowing skin. It visibly lightens skin tone & reverses suntan. More than 2 lakh treatments completed all over India inno exfo peel.

Ingredients: Ingredients of Inno exfo peel is Vitamin A, Arbutin, Salicylic acid, kojic acid, Lactic acid, Phytic acid, Emblica extract.

Inno exfo lightening cream is also known as Inno whitening peel or yellow peel. There is visible peeling of outer two layer of skin from day 02 to day 07. After new skin appears which is lighter in shade and more youthful.

Indications of Inno exfo peel:

- 1) Reverses suntan
- 2) Hyperpigmentation
- 3) Anti-ageing
- 4) Moderate inflammatory acnes
- 5) Hyperpigmentation

Literature Review

Marta I. Rendon, MD, Diane S. Berson, in the journal of Clinical and Aesthetics dermatology(J Clin Aesthet Dermatol. 2010 Jul; 3(7): 32–43) states that:

Chemical peeling is a popular, relatively inexpensive, and generally safe method for treatment of some skin disorders and to refresh and rejuvenate skin. This article focuses on chemical peels and their use in routine clinical practice. Chemical peels are classified by the depth of action into superficial, medium, and deep peels. The depth of the peel is correlated with clinical changes, with the greatest change achieved by deep peels. However, the depth is also associated with longer healing times and the potential for complications. A wide variety of peels are available, utilizing various topical agents and concentrations, including a recent salicylic acid derivative, β -lipohydroxy acid, which has properties that may expand the clinical use of peels. Superficial peels, penetrating only the epidermis, can be used to enhance treatment for a variety of conditions, including acne, melasma, dyschromias, photodamage, and actinic keratoses. Medium-depth peels, penetrating to the papillary dermis, may be used for dyschromia, multiple solar keratoses, superficial scars, and pigmentary disorders.

Landau M in the journal (Clin Dermatol. 2008 Mar-Apr;26(2):200-8. doi: 10.1016/j.clindermatol.2007.09.012) states that:

Chemical peels are important tools for skin rejuvenation. Their popularity is related to their versatility and relative simplicity. Chemical peels are classified as superficial, medium, and deep according to the depth of penetration of the peeling solution. The results of the procedure depend on the chemical used and its concentration, method of application, contact time, skin condition, preparation, etc. The depth of the peel determines the patient's inconvenience during and after the procedure, healing time, the rate of the potential side effects, and the results. In this article, we discuss the basic methods for skin peeling, the variety of chemicals used, the potential side effects, and how to avoid them.

Research Methodology

Objectives: -

- 1.To find out therapy preferred by doctors for skin problems.
- 2.To find out doctor's perception on peels treatment.

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique: Purposive sampling

Method of Data collection: The Primary data is collected with the help of questionnaire.

Study Timeline: Three months (February 2019-May 2019).

Sampling Unit: I interviewed 100 doctors located in Delhi and Gurgaon.

Sample size: N=100

Dermatologist-80

Cosmetologist-11

Dentists-6

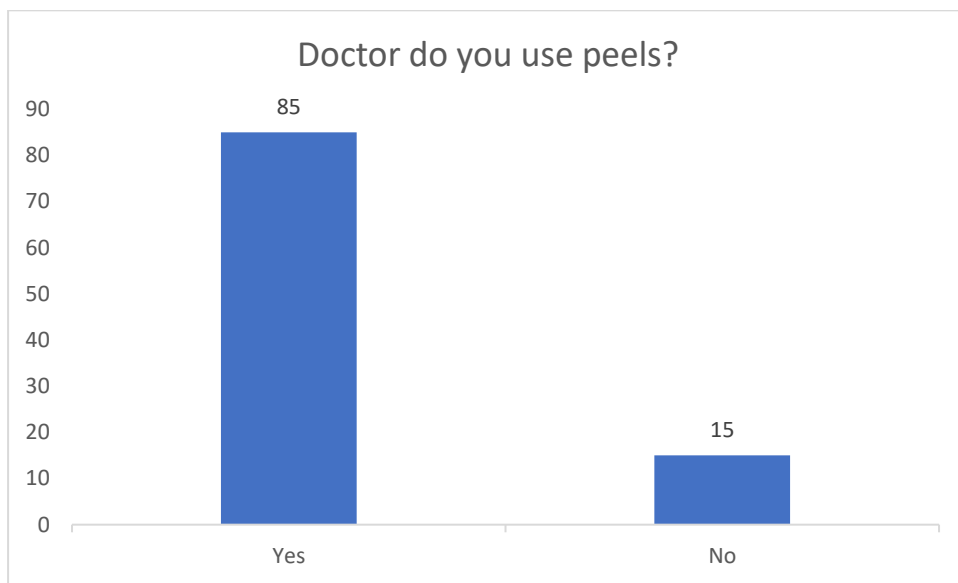
Wellness centres- 3

Data Analysis: Analysis and interpretation of the data has been carried out to deduce the conclusions with the aid of appropriate statistical tools.

Data compilation, analysis and interpretation

1) Doctor do you use peels?

A)	Yes	85
B)	No	15

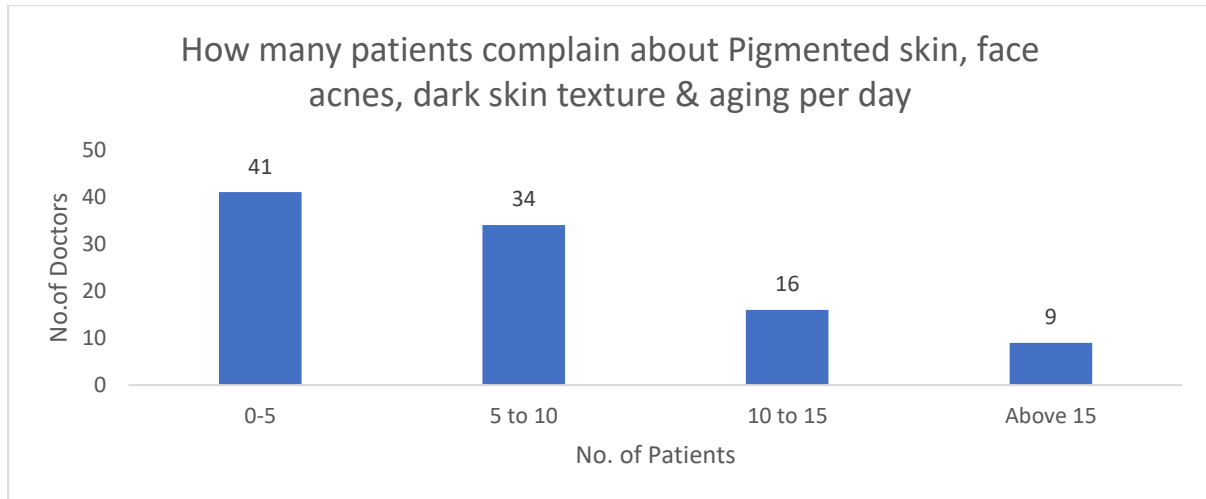


Interpretation: Most of the doctors is using peels for face treatments.

2) How many patients complain about Pigmented skin, face acnes, dark skin texture & aging per day?

A)	0-5	41
B)	5-10	34

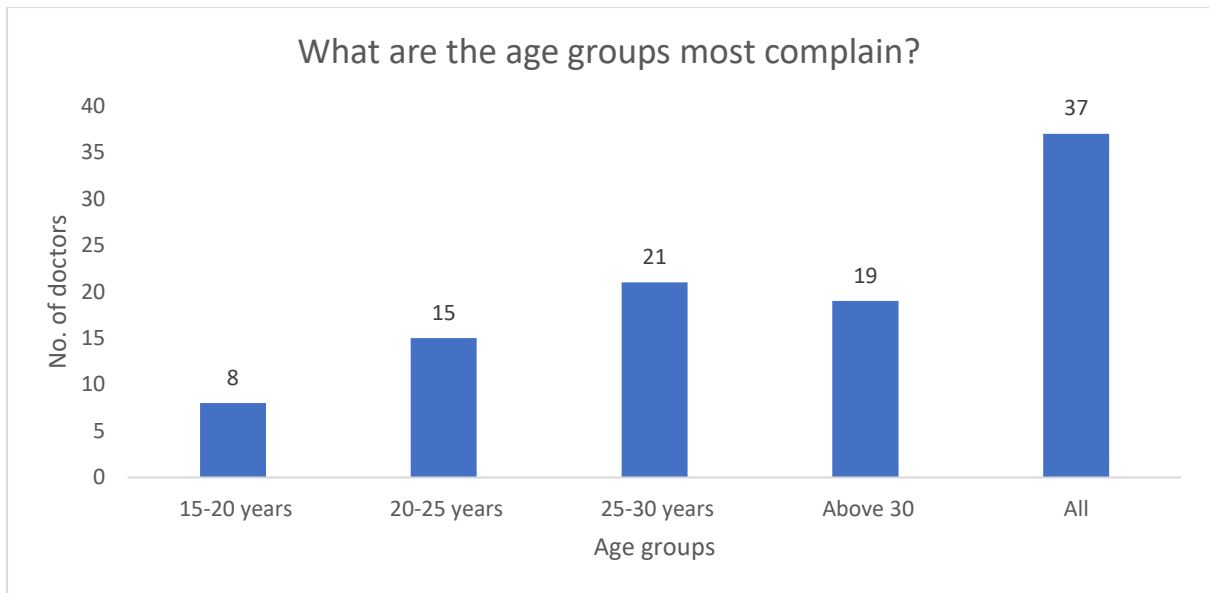
C)	10-15	16
D)	Above 15	9



Interpretation: According to survey on an average 10 patients per day is complaining about face problems.

Q.3) What are the age groups most complain?

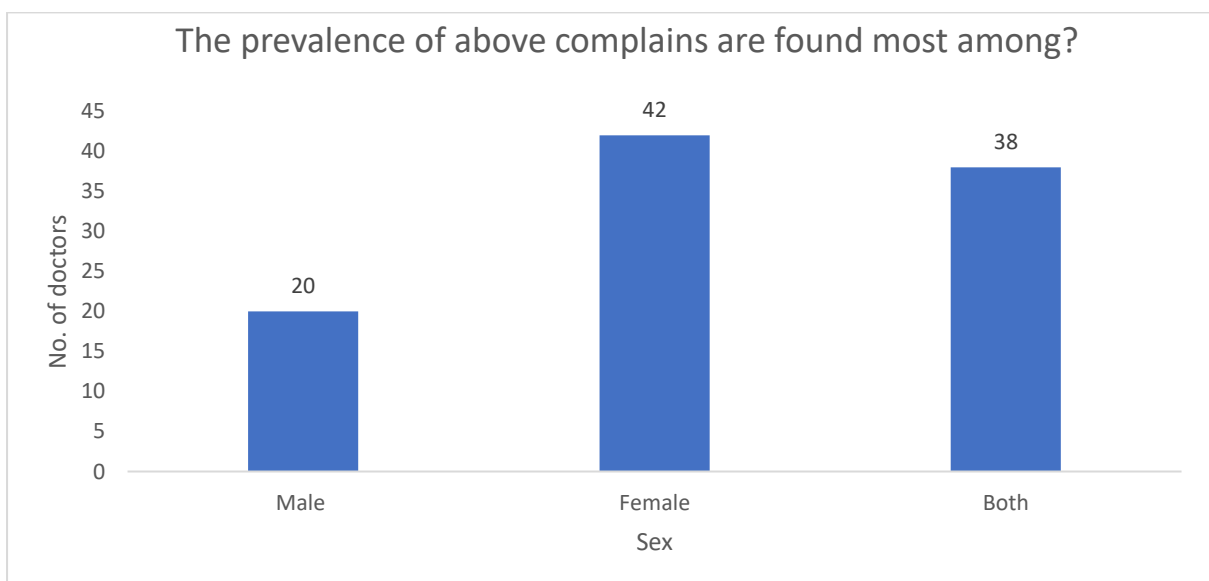
A)	15-20 years	8
B)	20-25 years	15
C)	25-30 years	21
D)	Above 30	19
E)	All	37



Interpretation: Patient from age group of 20 years to Above 30 is mostly come to doctor's clinic for face treatments.

Q.4) The prevalence of above complains are found most among?

A)	Male	20
B)	Female	42
C)	Both	38



Interpretation: Mostly females are coming to doctor's clinics for face treatment.

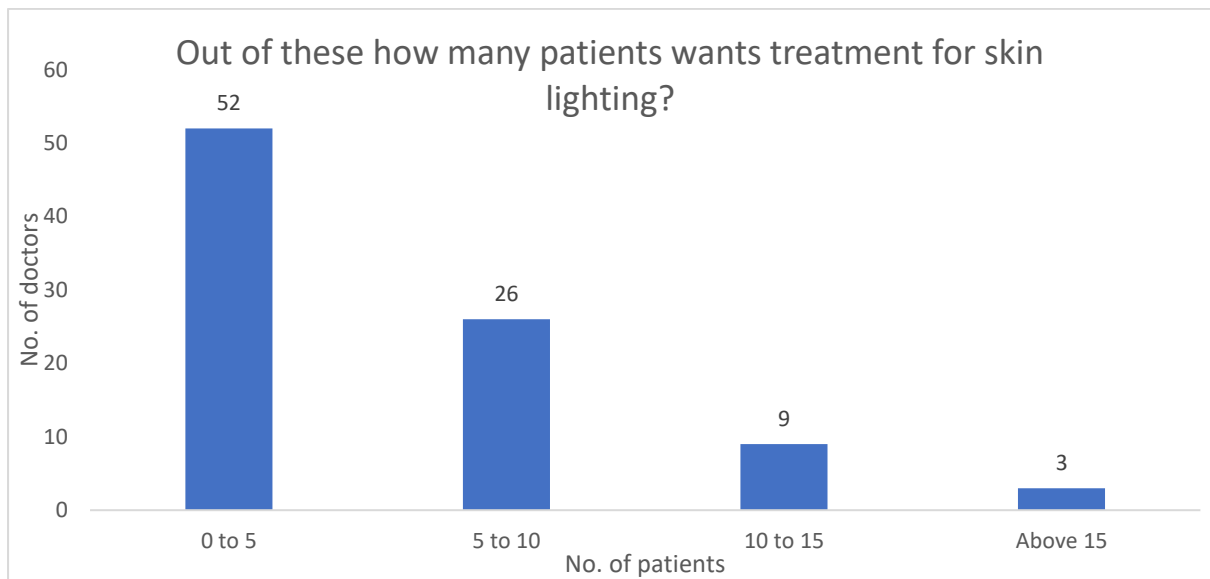
Q.5) Out of these how many patients wants treatment for skin lighting?

A) 0-5

B) 5-10

C) 10-15

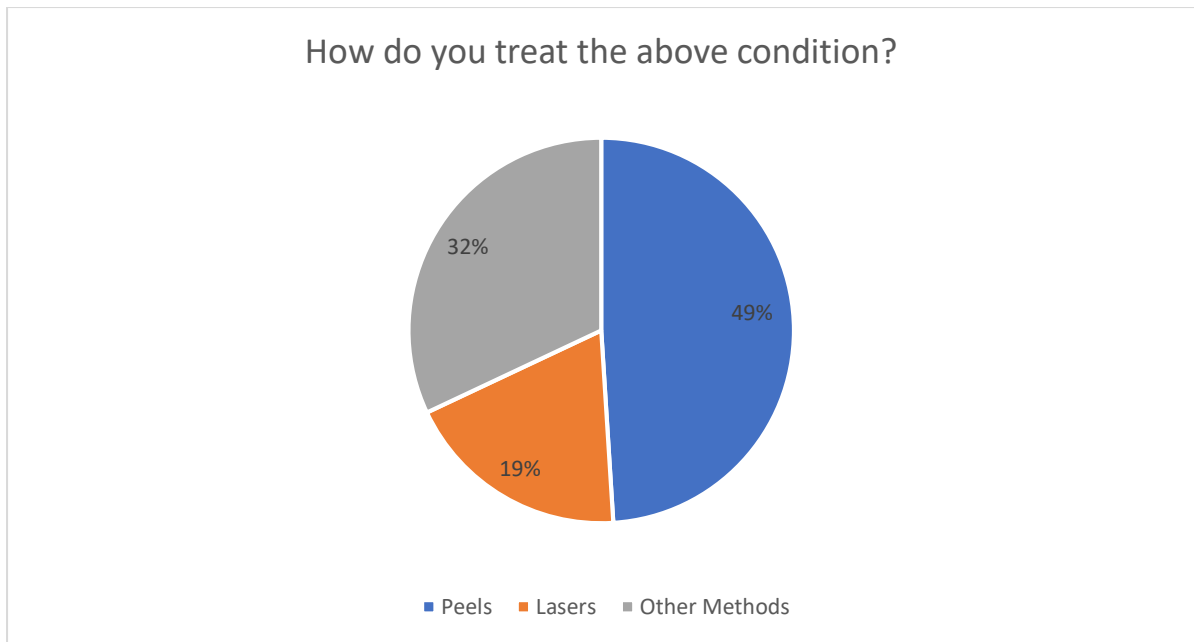
D) Above 15



Interpretation: Mostly 5 patients per day wants treatment for skin lightening.

Q.6) How do you treat the above condition?

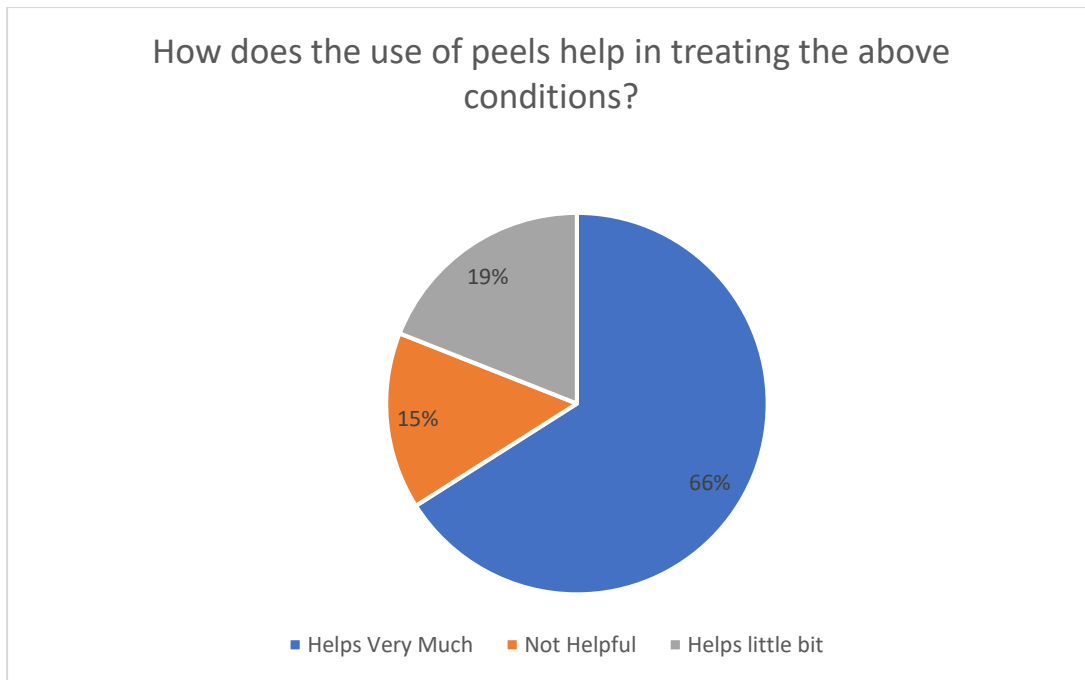
Peels	49%
Lasers	19%
Other Methods	32%



Interpretation: Most of the doctors prefer peels and other methods like steroid based creams for face treatment.

Q.7) How does the use of peels help in treating the above conditions?

Helps Very Much	66%
Not Helpful	15%
Helps little bit	19%



Interpretation: Peels helps doctors very much in face treatments.

Q.8) What are the post care suggestions usually given to patients after peel?

Interpretation: In my survey out of 100 doctors 85 doctors told that they prescribe sunscreen and moisturiser after peeling session to protect skin from sunlight exposure. And rest of the doctors prescribe not going into direct exposure to sunlight.

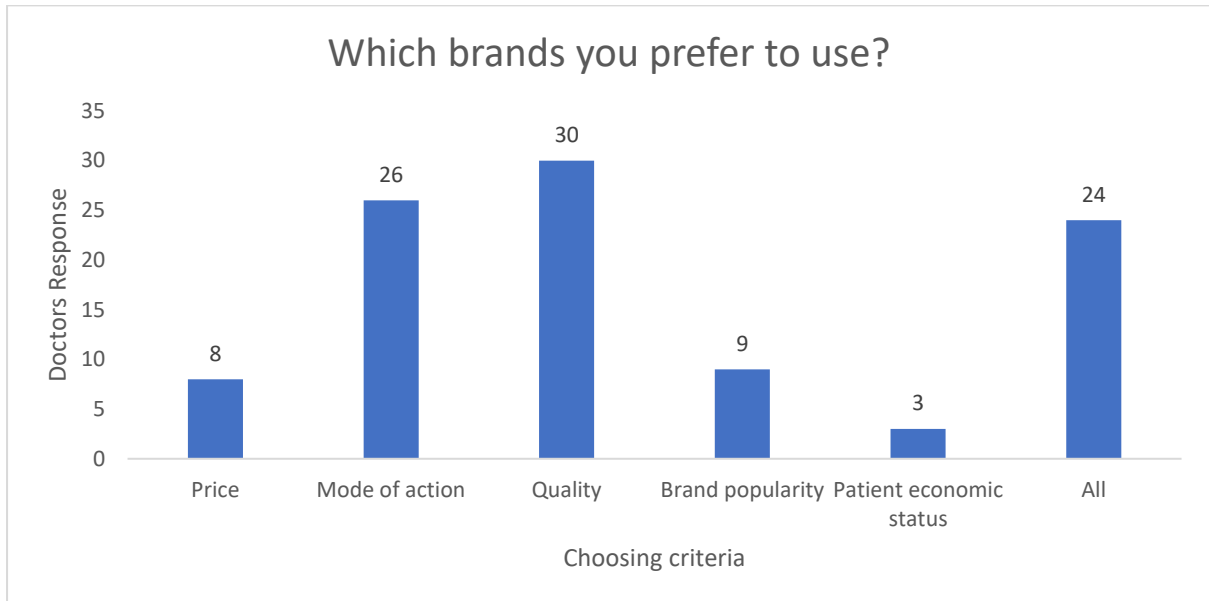
Q.9) Which brands you prefer to use?

Interpretation: Out of 100 doctors 37 doctors said they are using Inno peel, 17 said they are using sesderma, 13 doctors said they are using retinol peels and rest of the doctors not answered this question.

Q.10) On what basis you prefer to use peels?

A)	Price	8
B)	Mode of action	26
C)	Quality	30
D)	Brand popularity	9
E)	Patient economic status	3

F)	All	24
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Interpretation: Most of the doctors have a preference of mode of action and quality in the selection of peels.

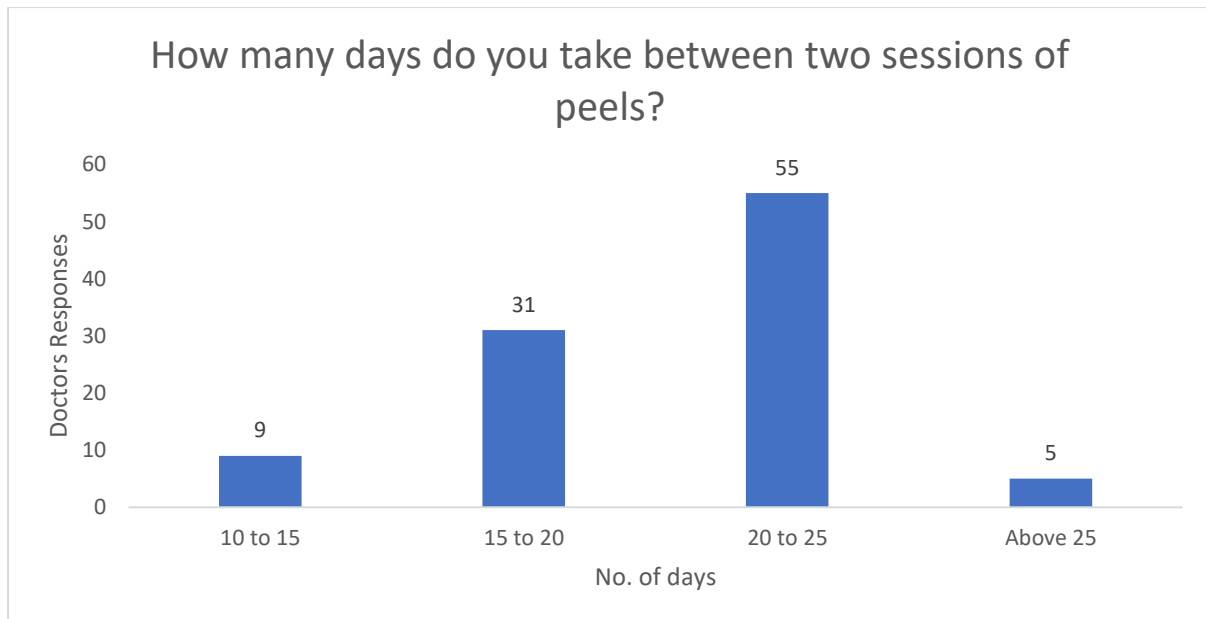
Q.11) How many days do you take between two sessions of peels?

A. 10-15 days

C. 20-25 days

B. 15-20 days

D. Above 25 days



Interpretation: Most of the doctors gives peels treatment in the gap of 20-25 days.

Q.12) Is any company or association is doing something to create awareness on peels therapy?

Interpretation: Out of 100 doctors only 15 responded as yes but they didn't mentioned name of any company. And some of the companies posted posters in hospitals to create awareness.

Q.13) Do you get any scheme on peels?

Interpretation: Out of 100 doctors 22 answered yes and rest of the doctors not answered this question.

Q.14) What you expect from Peels?

Interpretation: Out of 100 doctors 23 doctors said peels price is to be reduced, 18 doctors said its exfoliation time is to be reduced, 26 doctors said its good and rest of the doctors not responded for this question.

Competitors analysis

S.no	Company	Brand Name	Price	Indication
1)	<i>Aakaar Medical Technologies</i>	<i>Inno Peel</i>	<i>10500</i>	<i>Skin Lightening,Reverses Sun Tan, Moderate Acnes, Epidermal melasma</i>
2)	<i>Sesderma</i>	<i>Retisis</i>	<i>15000</i>	<i>Skin lightening, epidermal melasma</i>
3)	<i>Leaderma</i>	<i>Retinol</i>	<i>12000</i>	<i>Skin lightening, anti ageing</i>
4)	<i>Lupin</i>	<i>Trices</i>	<i>8000</i>	<i>Epidermal melasma, skin lightening</i>
5)	<i>Cosderma</i>	<i>Yello Retinol Peel</i>	<i>6000</i>	<i>Skin lightening</i>

The competitor analysis is done on the basis of doctors responses and secondary research.

Recommendations

According to doctors for creating awareness in patients about face treatment by peels there is something to be done in the clinics and hospitals. Because many patients are unaware about peels and treatment done by peels. Some patients be afraid due to exfoliation done by peels.

More awareness programmes are to be done for patients about skin and face problems. Doctors want companies should also help patients in understanding benefits of peels by videos and stand charts in the clinics.

Doctors also recommends that downtime period of peels is to be reduced so patients should not be afraid to apply peels.

Doctors also wants companies should also provide samples of peels to test its effectiveness.

Conclusion

Peels is very effective in face treatments. In the present time there is lots of face problems occurring due to pollution and lifestyle changes so peoples is not taking care of their face. Due to pollution lots of face problems like acnes, skin pigmentation occurs. For that peels is a best treatment according to doctors.

According to doctors Aakaar medical technologies is one of the best companies in the aesthetics market which provides quality and efficacious products to doctors and patients at good price. And there is a less competitors in the peels market which provides quality and effective peels to the doctors.

Annexure 1

QUESTIONNAIRE

Dear Sir,

A a part of my curriculum, I am working on a project to understand the market Scenario of Peels like Yellow peel/Carbon peel/ Lactic peels. Please spare a few minutes of your valuable time to help me in my learning's.

Name of the Doctor:

Contact No:

Locality :

City:

Q.1) Doctor do you use peels?

A. Yes

B. No

Q.2) How many patients complain about Pigmented skin, Face acnes, dark skin texture aging.

A. 0 -5

B. 5-10

C. 10-15

D. Above-15

Q.3) What are the age groups most complain?

A.15-20 years

B.20-25 years

C.25-30 years

D. Above 30 years

E. All

Q.4) The prevalence of above complains are found most among?

A. Male

B. Female

C. Both

Q.5) Out of these how many patients wants treatment for skin lighting?

A. 0-5

B. 5-10

C. 10-15

D. Above 15

Q6. How do you treat the above condition?

Ans-

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.....
.....

Q7. How does the use of peels help in treating the above conditions?

Ans-

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Q8. What are the post care suggestions usually given to patients after peel?

Ans-

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Q9. Which brands you prefer to use?

Ans-

.....
.....
.....

Q10. On what basis you prefer to use peels?

A. Price

C. Quality

B. Mode of action

D. Brand popularity

C. Quality

E. Patient economic status

F. All

Q11. How many days you will take between two sessions of peels?

A. 10-15 days

C. 20-25 days

B. 15-20 days

D. Above 25 days

Q12. Is any company or association is doing something to create awareness on peels therapy?

Ans-

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Q13. Do you get any scheme on peels?

Ans-

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Q 14. What you expect from Peels?

Ans-

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