

Internship
at
Aakaar Medical Technologies Pvt Ltd, Mumbai

By
Chandra Prakash Daharwal

Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Pharmaceutical Management

Academic year, 2017-2019



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

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 dermato surgical 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.

Goal of Internship

Dissertation is associate integral a part of the master's degree course of study. As a district of the course, students of Second year space uncaused in grips at any supposed organization to induce thorough exposure of various departments at intervals the organization and better understanding of the health care system and its functions.

The major objectives of the summer program unit of measurement as follows:

- To higher understand this health delivery system in conjunction with public and personal sectors.
- To watch the implementation of various national health components at national/state/district levels.
- To understand varied functions of health system by interactions with key stakeholders, policy makers, program managers, academicians and researchers.
- To work on the project/task assigned by summer employment organization.

Organization Profile Profile

Established in the year **2000**, "Aakaar Medical Technologies Pvt Ltd Formerly Coherent Medical Systems ", are one of the prominent distributors and suppliers of a wide range of Skin & Hair Care Treatment Products and Medical Equipment. Our range includes Body Sculpting, Intense Pulse Light Technology, Acne Therapy, Electroporation, Fine Thread-lift, Psoriasis Therapy, Skin Care Counter and Laser. In addition to this, we provide Radio surgery Machine, Hydrogel, Whitening Cream, Reducer Treatment, Skin Care Cream, Aesthetic and Meso Hair Revival. The products offered by organization are procured from the trusted associates of the market. These associates process the offered product-line using natural ingredients that make sure that the products are skin friendly and free from any reaction. The Medical Equipment that company provide are used to perform operations, surgery and treatments in health care centers, hospitals and nursing homes. Companies range of Hair Care Treatment Products are widely used for their ability to nourish the scalp, rejuvenate hair, reduces hair fall and provides them luster. Further, our range of Skin Care Treatment Products are perfect treatment solution for acne & scar, skin tightening, stretch mark, photo rejuvenation, photo-facial, fillers, vascular & pigmented lesions, tattoo removal and dermal permanent fillers.

Aakaar Medical Technologies Pvt Ltd have built a commodious and spacious warehousing department, which aid us in storing the offered range effectively and securely. Company has a corporate office in Mumbai and possess branch offices in a number of cities such as Delhi, Bangalore, Hyderabad and several representative offices in Chandigarh, Patna, Chennai, Kolkata, Indore and Pune. In order to facilitate our clients with best-in-class products, we have forged tie-ups with trusted business associates, namely Candela, ConBio Cynosure, Reviderm, Contura, Anteis, Revivogen and Dr. Derm. These associates makes use of superior quality raw material in processing Hair Care Treatment Products. Our associates has all the requisite tools, machines and equipment's so as to offer a qualitative range of products. These vendors test the quality of the offered products and equipment on various parameters to check their authenticity. Further, Company ensure timely delivery of the undertaken consignment within the desired time frame owing to our wide distribution network.

Companies mission is to constantly thrive for providing Aesthetic products & equipment's with versatile technology that help people to look smart, feel young and stay confident.

Aakaar Medical Technologies offer a range of products & machines to address the needs of the aesthetic market including. Diode Lasers, Q-Switched Nd:YAG laser, Intense Pulsed Light Technology, Multi-CORE RF technology, Botulinum Toxin, Threads, Fillers, Fractional CO2 and Fractional Erbium Glass Laser, Chemical Peels, Mesotherapy product range, Electroporation machine, Dermaroller, Dermapen, etc.

Our world class machines combines innovative technology with superior results for the treatment of Acne scars, fat removal, tattoo removal, cellulite reduction, body contouring, laser hair reduction, laser skin toning, skin rejuvenation, skin resurfacing, wrinkle reduction and much more.

“Everything in Aesthetics” is a not just a statement but a commitment to deliver what we strongly believe.

At Aakaar, we are proud to have backed by strengths.

- Dedicated to Aesthetics and Dermatology
- Offer globally acclaimed Brands with proven Efficacy
- Delivering innovative Aesthetic solutions for Skin, Hair & Body
- Conducting exclusive hands on workshop – MICA (Masterclass In Contouring Aesthetics)

With PAN INDIA presence, Aakaar collaborates with eminent corporate houses. Our dynamic sales and support team of over 100 people meet more than 3000 Doctors across India from Aesthetic, Cosmetology & Dermatology domain. The numbers standalone speaks about our strength and dedication.

At Aakaar we always keep ahead of trends by anticipating future aesthetic and cosmetic needs and offers safe & effective solution to address the same. The idea is to keep abreast of time with the latest technologies in Products and Machines in Aesthetics.

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 lighten in shade and more youthful.

Indications of Inno exfo peel:

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

Aakaar Medical Technologies Products

For Face Treatment

- Yellow Peel
- Black Peel
- Pumpkin Peel
- Me Line
- Siaux
- Threads
- Fillers

For Hair Treatment

- Hair Revival
- Balback
- Balback M
- BCC Hair Serum
- Meso peel
- PRP Tubes

Home Care Products

- Tubelite Clenz
- Tubelite Silk
- Tubelite C20
- Tubelite Raypro
- Tubelite night Cream
- Tubelite gold

