

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

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Company Profile



Aakaar Medical Technologies is established in year 2000 it is formerly known as coherent medical systems.



Company is one of the prominent distributors and suppliers of a wide range of Skin & Hair Care Treatment Products and Medical Equipment.



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.



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

Introduction

Aesthetics is a branch of philosophy that deals with the nature of art, beauty and taste and with the creation or appreciation of beauty.

Aesthetic medicine 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.

Chemical peeling is the application of a chemical agent to the skin, which causes controlled destruction of a part of or the entire epidermis leading to exfoliation and removal of superficial lesions.

Inno Peel

Inno exfo lightening cream is a skin lightening peel. 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:

- **Vitamin A**
- **Arbutin**
- **Kojic Acid**
- **Salicylic acid**
- **Lactic acid**
- **Phytic acid**
- **Emblica extract**



Literature Review

1) Marta I. Rendon, Diane S. Berson in The journal of Clinical and Aesthetics dermatology 2010 says that:

Chemical peeling is a popular, relatively inexpensive, and generally safe method for treatment of some skin disorders and to refresh and rejuvenate skin. 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.

2) Landau M in The journal of Clinical dermatology by 2008 says 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

Research Methodology

Objectives

- ▶ To find out the therapy preferred by the doctors for skin problems.
- ▶ 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

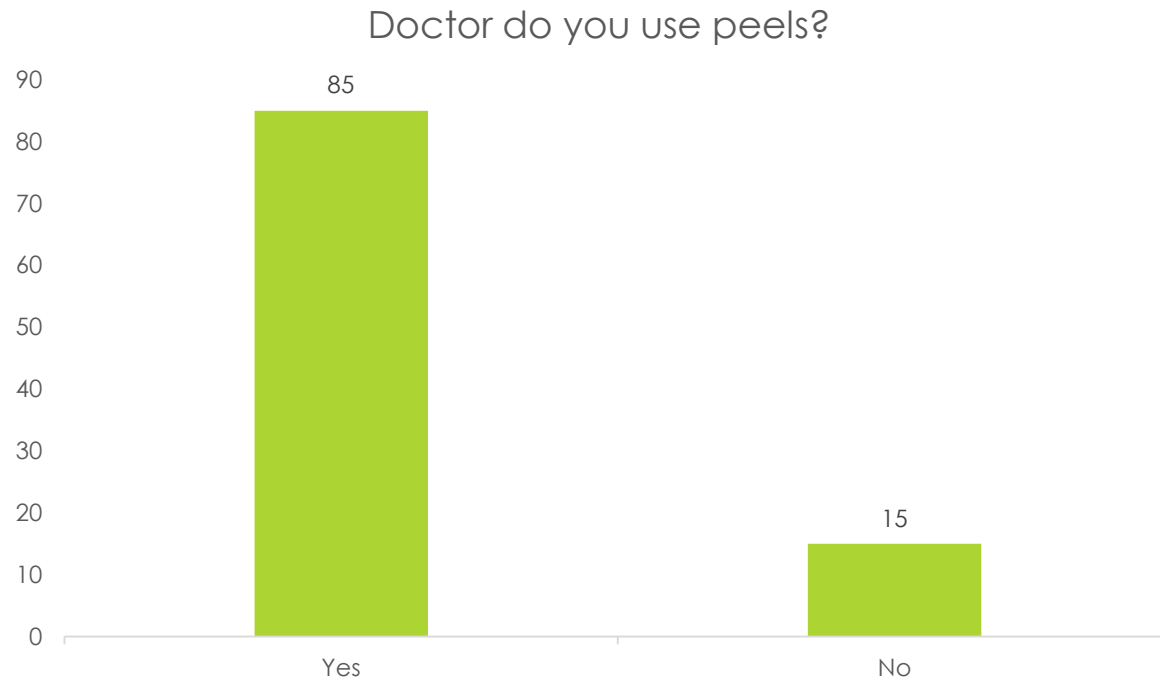
Wellness centres- 3

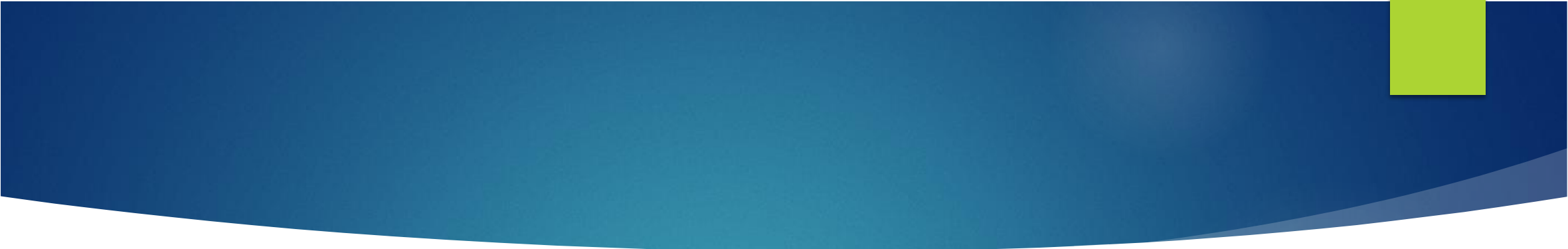
Data Analysis: Analysis and interpretation of the data has been carried out to deduce the conclusions with the aid of appropriate statistical tools.

Data compilation, analysis and interpretation

Q.1) Doctor do you use peels.

A)	Yes	85
B)	No	15

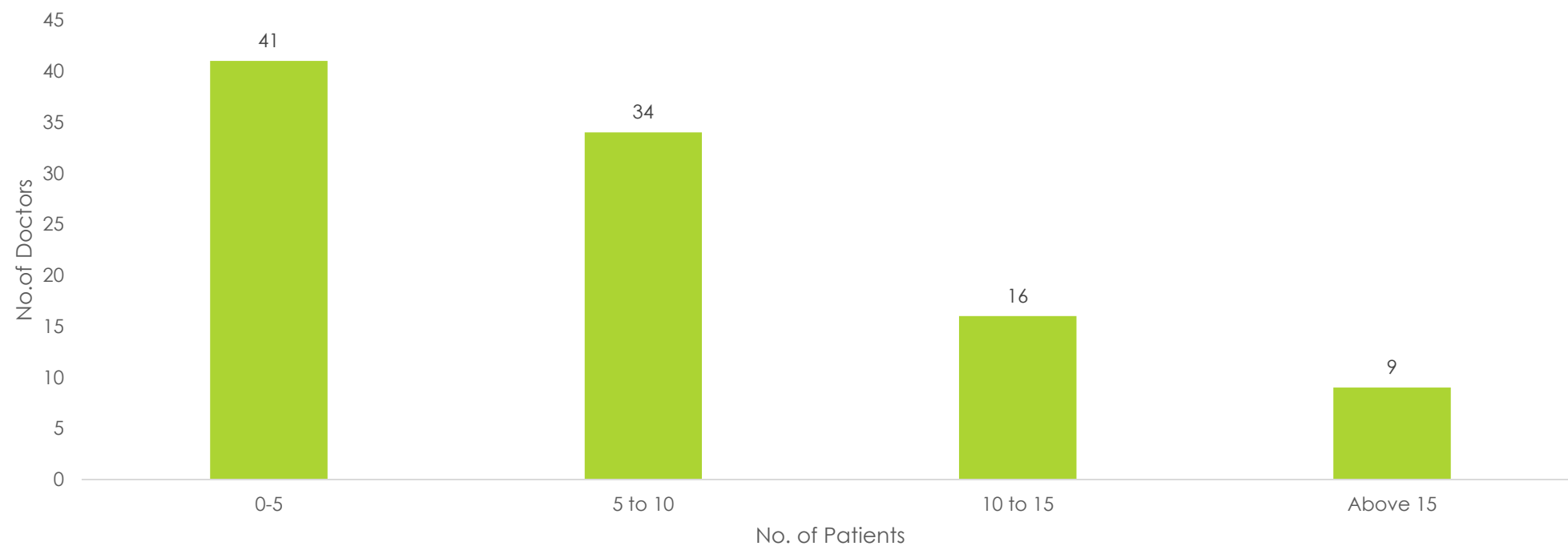




Q.2) How many patients complain about Pigmented skin, face acnes, dark skin texture & aging per day?

	No. of Patients	No. of doctors
A)	0-5	41
B)	5-10	34
C)	10-15	16
D)	Above 15	9

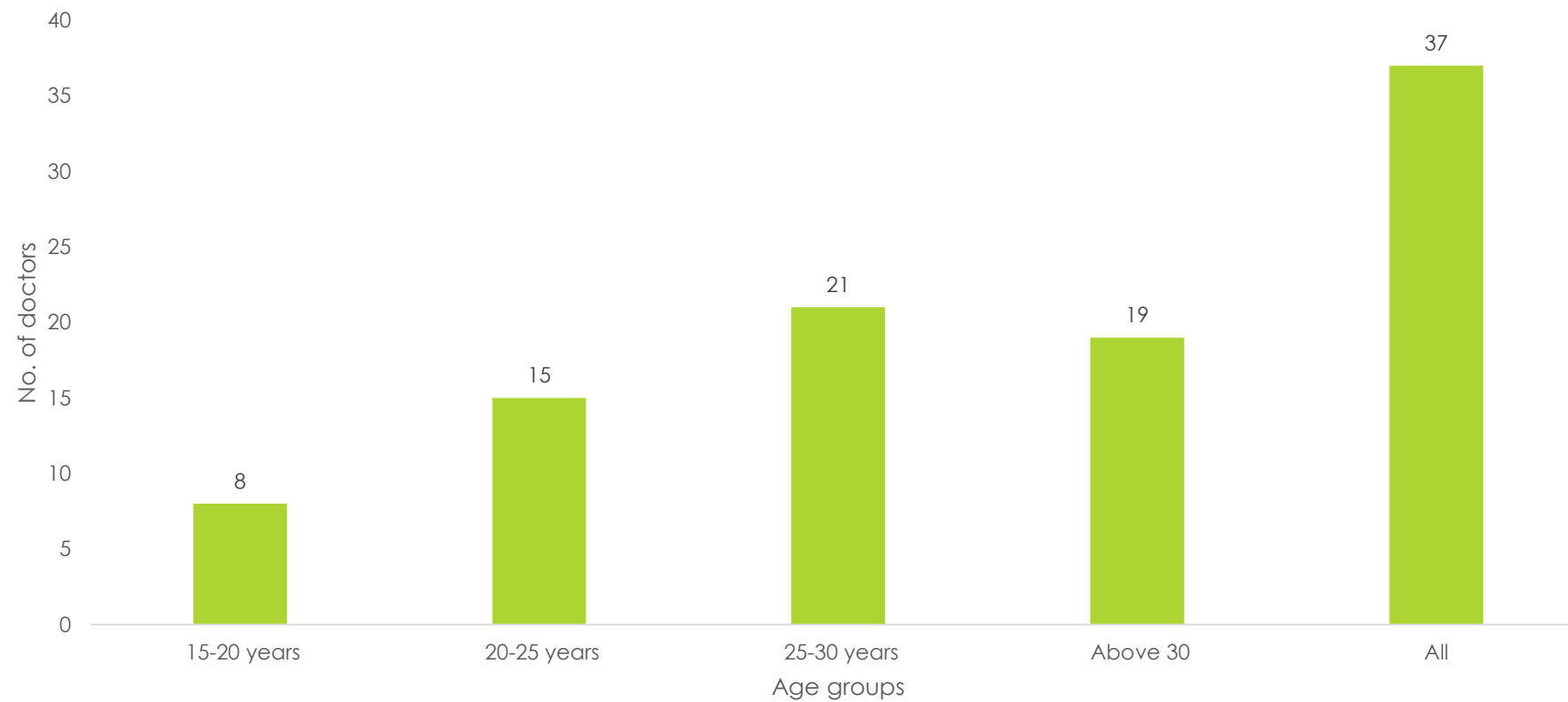
How many patients complain about Pigmented skin, face acnes, dark skin texture & aging per day

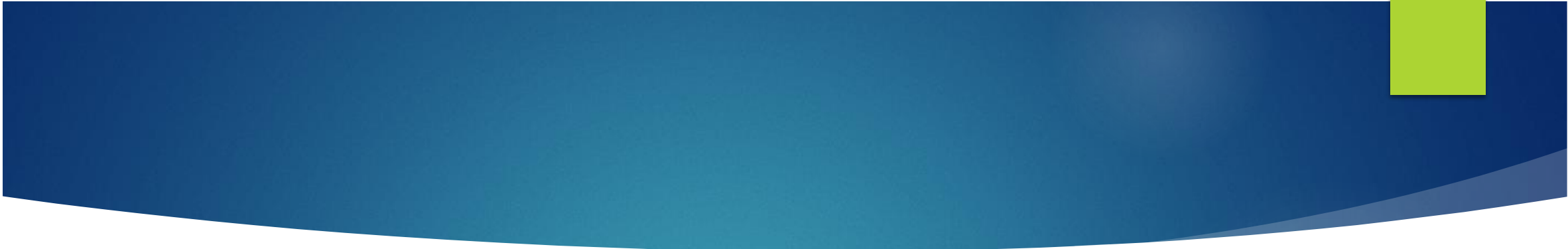


Q.3) What are the age groups most complain?

	Age Groups	No. of doctors
A)	15-20 years	8
B)	20-25 years	15
C)	25-30 years	21
D)	Above 30	19
E)	All	37

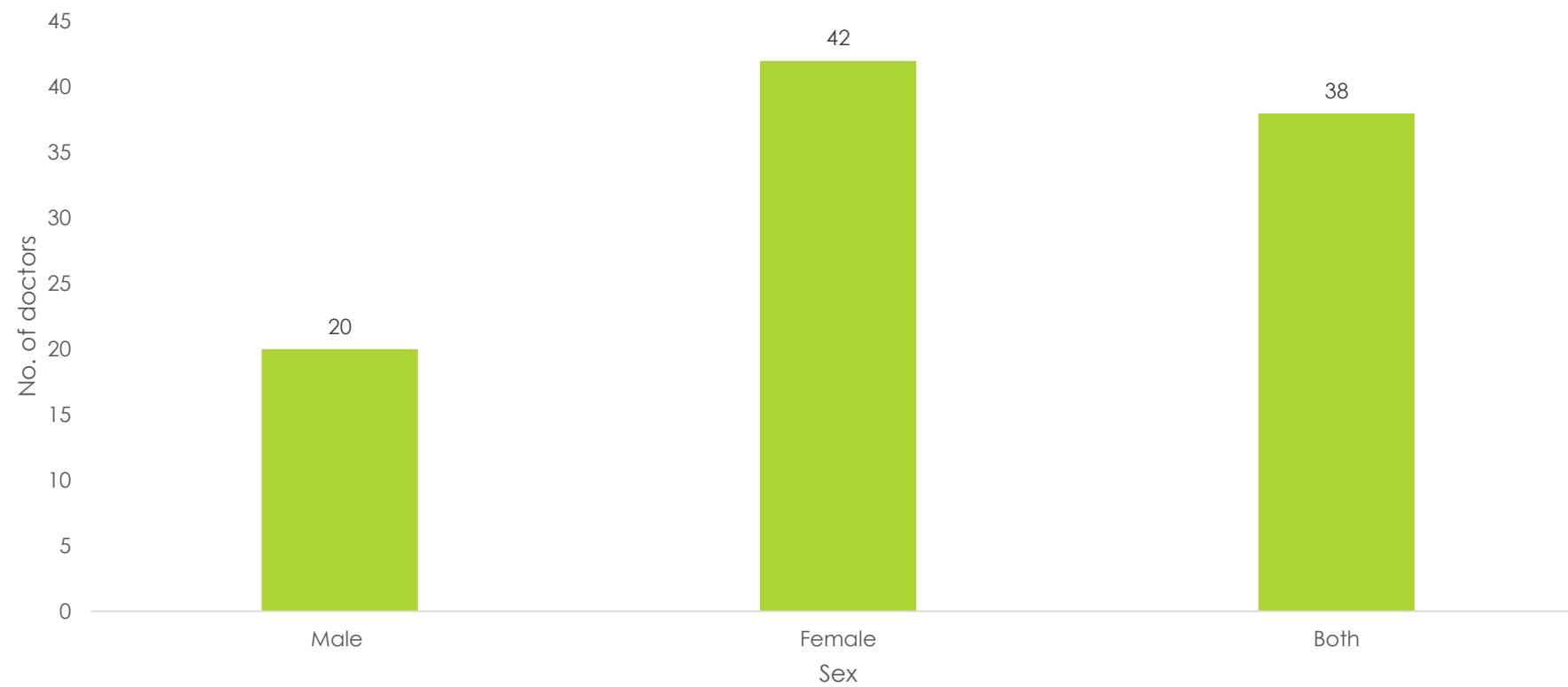
What are the age groups most complain?

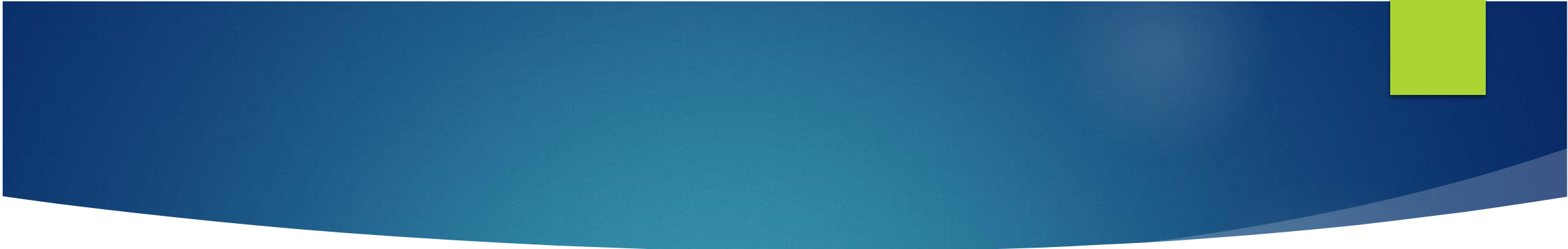


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- Q.4) The prevalence of above complains are found most among?

	Sex	No. of Doctors
A)	Male	20
B)	Female	42
C)	Both	38

The prevalence of above complains are found most among?





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

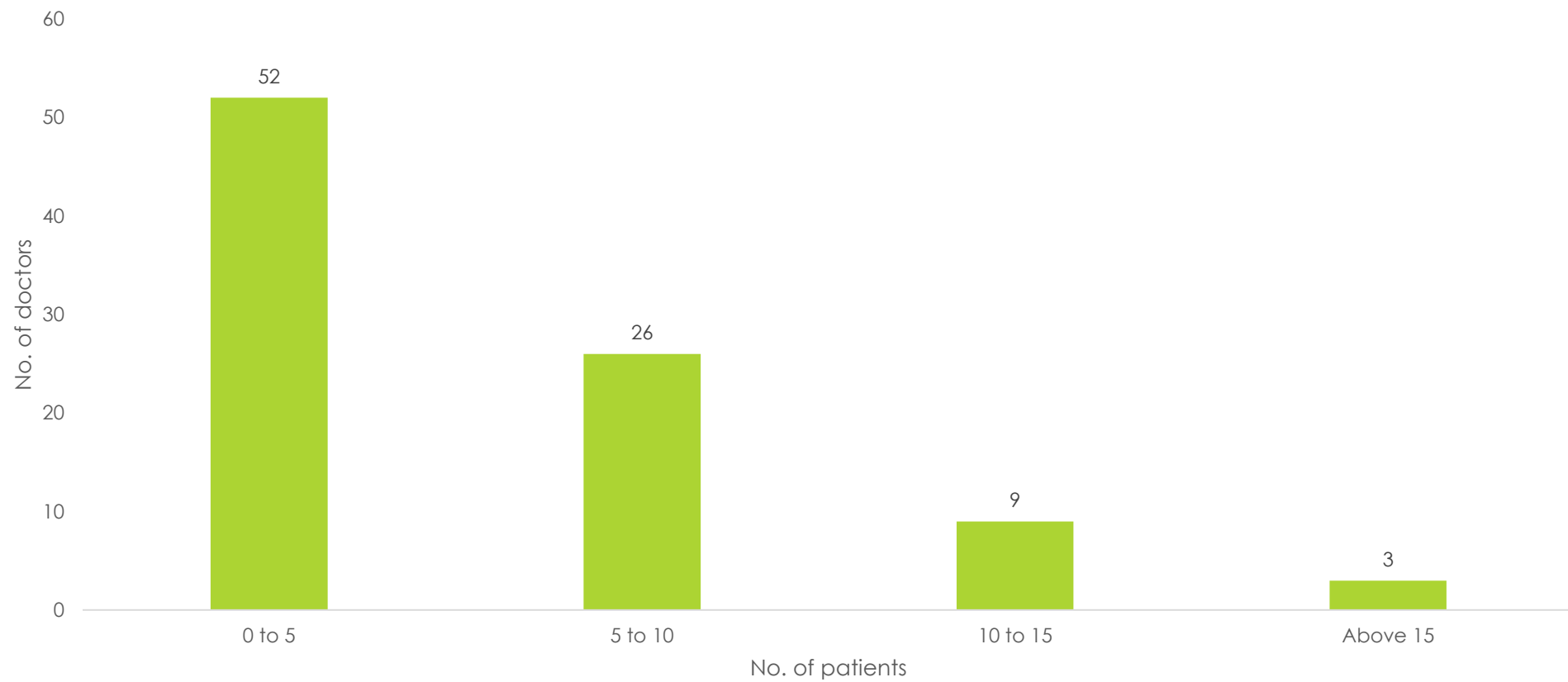
A) 0-5

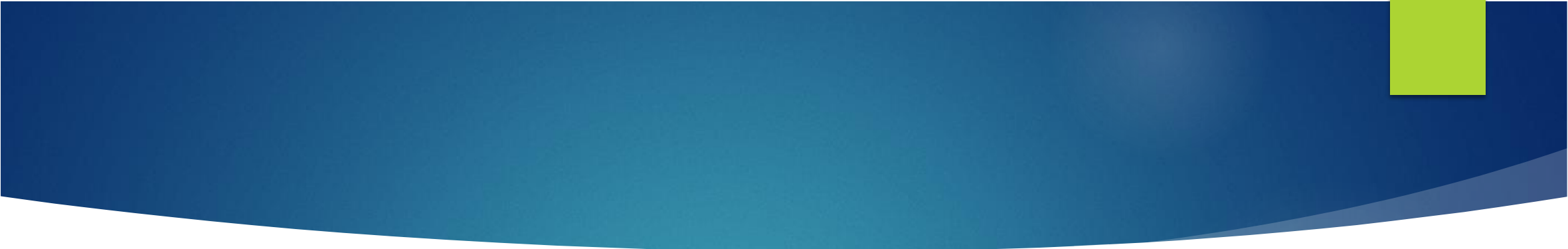
B) 5-10

C) 10-15

D) Above 15

Out of these how many patients wants treatment for skin lighting?

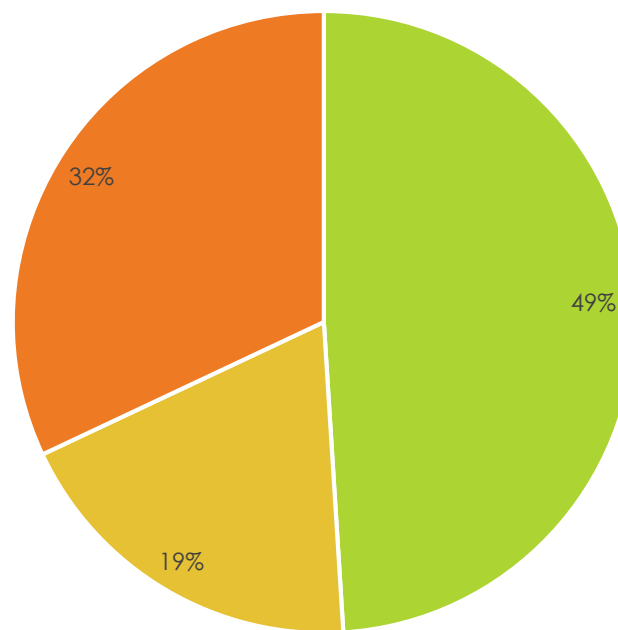




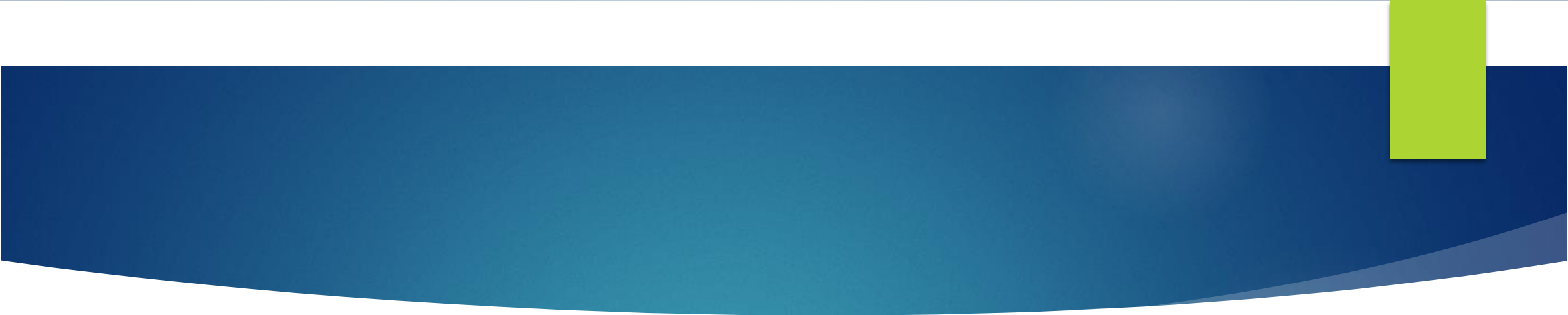
Q.6) How do you treat the above condition?

Treatments	Doctors Choice
Peels	49%
Lasers	19%
Other Methods	32%

How do you treat the above condition?

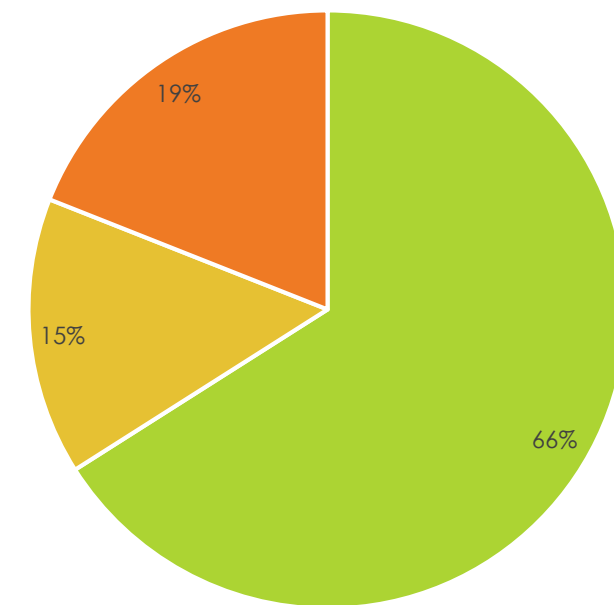


■ Peels ■ Lasers ■ Other Methods

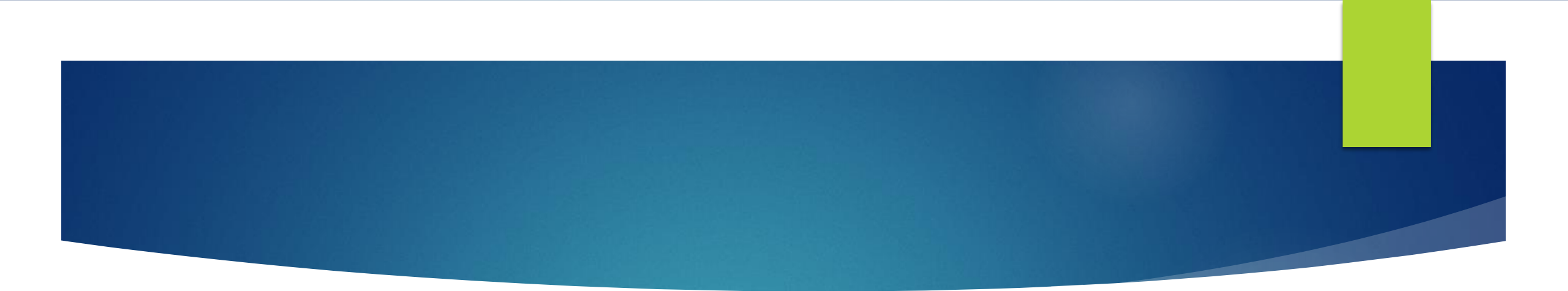
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- Q.7) How does the use of peels help in treating the above conditions?

Doctors response	Percentage of Doctors
Helps Very Much	66%
Not Helpful	15%
Helps little bit	19%

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



■ Helps Very Much ■ Not Helpful ■ Helps little bit

- 
- ▶ 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?

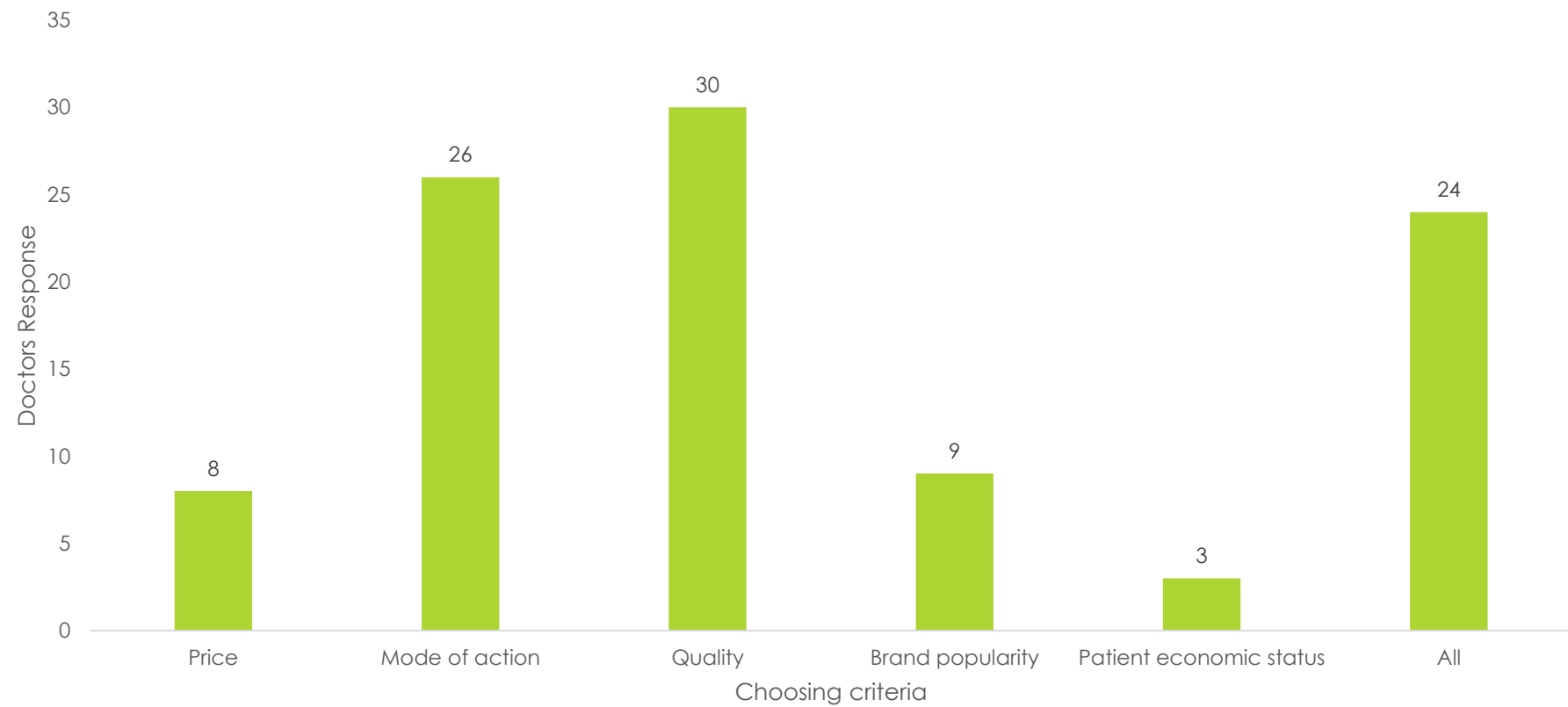
Interpretation:

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?

	Choosing criteria	Doctors response
A)	Price	8
B)	Mode of action	26
C)	Quality	30
D)	Brand popularity	9
E)	Patient economic status	3
F)	All	24

Which brands you prefer to use?



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

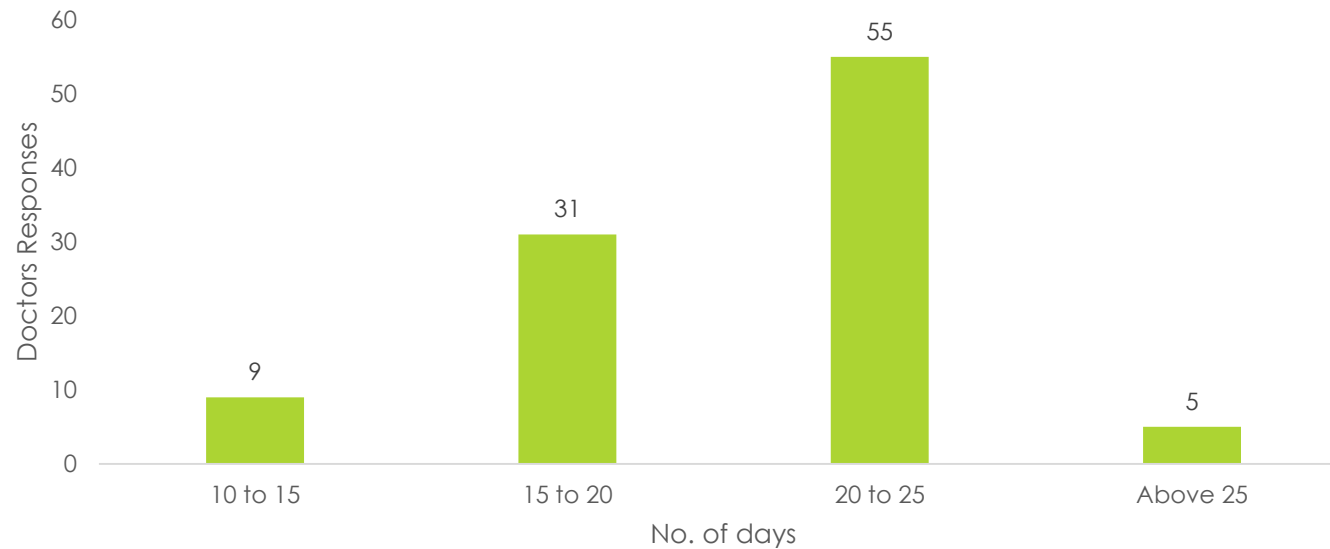
A. 10-15 days

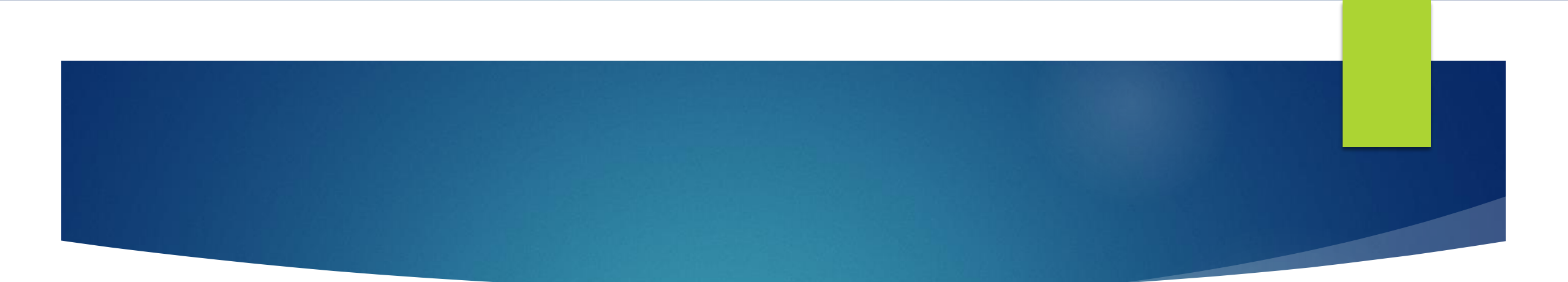
C. 20-25 days

B. 15-20 days

D. Above 25 days

How many days do you take between two sessions
of peels?





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

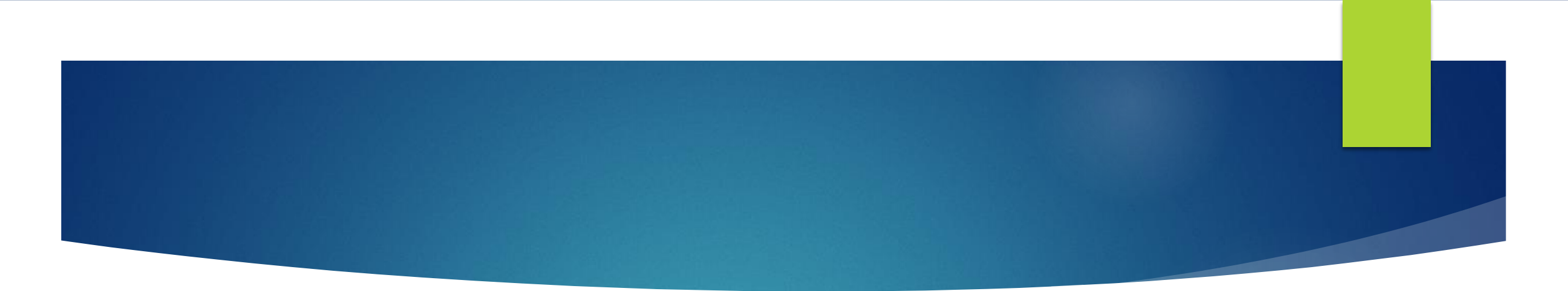
Interpretation:

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.

Competitor analysis

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

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.

Conclusion

- ▶ According to doctors peels is effective.
- ▶ 49% doctors like to use peels
- ▶ Patients is satisfied with peels for different indications so doctors wants to use peels and it also cost effective compare to laser treatments.

References

- ▶ Marta I. Rendon, Diane S. Berson, Joel L. Cohen, Wendy E. Roberts, Isaac Starker and Beatrice Wang Evidence and Considerations in the application of chemical peels in skin disorders and Aesthetic resurfacing The Journal of Clinical and Aesthetic Dermatology J Clin Aesthet Dermatol. 2010 Jul ;3(7):32-42
- ▶ Landau M Chemical peels The Clinics in Dermatology Volume 26, Issue 2, March-April 2008, Pages 200-208.
- ▶ www.Aakaarmedicaltechnologies.in