

Market Perceptions of Doctor's Towards Peels and Competitor Analysis of Inno Peel in Delhi and Agra

By

Om Kumar Dadhore

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

Academic year, 2017-2019



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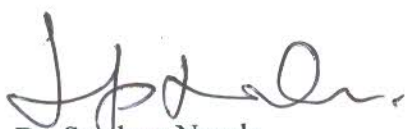
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TO WHOMSOEVER MAY CONCERN

This is to certify that **Mr. Om Kumar Dadhore** student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **Aakaar Medical Technologies Pvt. Ltd.** from **4th Feb 2019 to 4th May 2019**.

The Candidate has successfully carried out the study on **Market perception of doctor's toward peels and competitor analysis of Inno Peel in Delhi and Agra** assigned to him during internship training and his approach to the study has been sincere, scientific and analytical. The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.

A handwritten signature in black ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula
Dean, School of Pharmaceutical
The IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Saurabh Kumar'.

Dr. Saurabh Kumar
Associate Professor
The IIHMR University, Jaipur

Certificate

This certificate is awarded to

Om Kumar Dadhore

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 in Delhi and Agra**

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

CERIFICATE BY SCHOLAR

This is to certify that the dissertation titled "Market Perception of Doctor's towards peels and Competitor Analysis of Inno Peel in Delhi and Agra" and submitted by (Om Kumar Dadhore) 0105 under the supervision 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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Preface

Any information is incomplete while not first-hand expertise regarding it. Within the health sector particularly entering into to rub of the items is very essential as its issues square measure complicated and deep unmoving. To manage the issues within the health sector MBA student of pharmaceutical management need to grasp the functioning of the various organizations be it non-public or public, for this purpose thesis of three months is scheduled penned to second year.

For the aim of thesis, I'm glad that I got chance to figure below Aakaar Medical Technologies Pvt Ltd as I assumed, I might get to grasp the functioning of sales department that equipped the promoting team the way to tackle their customers.

In the Aakaar Medical Technologies complete discretion was given to Pine Tree State for opting of field of our option to study upon and that I opted for the doctor's expectation from Aakaar medical Technologies executives.

Acknowledgment

I would like to express my sincere gratitude towards **Aakaar Medical Technologies Pvt Ltd.** for selecting me as a trainee for my dissertation project and giving me an opportunity to work on this project and for providing a good working ambience for successful completion of this project.

I would also like to express my sincere gratitude towards my Mentor **Dr.Saurabh Banerjee** for helping me in my project. His guidance and teaching have been of a great help during my project.

Finally I would like to express special word of Gratitude towards **Mr.Pawan Yadav** of Aakaar Medical Technologies Pvt ltd. Without his guidance it wouldn't have been possible for me to look in to niche opportunities in my project.

Last but not the least; I would like to express my sincere thanks to my Institute **IIHMR** for providing me all kind of support in my dissertation project at Aakaar Medical Technologies Pvt Ltd.

Om Kumar Dadhore

Trainee at Aakaar Medical Technologies Pvt Ltd

Delhi

Purpose of Dissertation

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.

Company 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 for acne scar, skin tightening, and stretch mark and photo rejuvenation and photo-facial, fillers, vascular and pigmented lesions and tattoo removal and dermal permanent fillers it is use for all treatment.

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 make use of superior quality raw material in processing Hair Care Treatment Products. Our associate 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.

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 combine 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 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.

Company Products

For Face Treatment

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

For Hair Treatment

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

Home Care Products

- TubeliteClenz
- Tubelite Silk
- Tubelite C20
- TubeliteRaypro
- Tubelite night Cream
- Tubelite gold

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 110 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 Delhi and Faridabad and Agra 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 doctors 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 that deals with the nature of art, beauty and taste and with the creation or appreciation of beauty. In its more technical epistemological perspective, it is defined as the study of subjective and sensori-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, acnes, ageing, excess fat, unwanted hair, skin discolouration, skin pigmentation, skin tanning. Traditionally aesthetic medicines include dermatology, cosmetology, reconstructive, surgery, plastic surgery and wellness centres.

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.

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

The Nature and Scope of Aesthetics:

Aesthetics is broader in scope than the philosophy of art, which comprises one of its branches. It deals not only 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. A problem is encountered at the outset, 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 into 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.

Chemical Peels and Your Skin

Chemical peels can improve the skin's appearance. In this treatment, a chemical solution is applied to the skin which makes it "blister" and eventually peel off. The new skin is usually smoother and less wrinkled than the old skin.

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

Areas of sun damage may improve after chemical peeling.

After a chemical peel, skin is temporarily more sensitive to the sun, 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 to determine the most appropriate type of treatment for you.

What is 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 dermatosurgical facility. **Preoperative counseling 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 endpoint 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:

Innoexfo-lightning Cream:

it is a skin lightning peel with powerful combination of 7 ingredients. It helps to get spotless and glowing skin, Anti aging and acne treatment and reverse sun tan.

It is India's No.1 chemical yellow peel.

More than 2 lakh treatments already have been done by yellow peel.

Trusted by more than 2300 doctors.

Ingredients:

Treat moderate inflammatory acne



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.

Ryan F, La Fourcade C in the journal PlastSurgNurs. 1995 Fall;15(3):167-71 states that:

Chemical face peeling is the application of solutions to the face to lift off various layers of the skin and remove wrinkles. Three types of chemical peels are currently available. Alpha hydroxy acid (AHA) peels are the mostmild and, in lower concentrations, can be applied by nurses. Trichloroacetic acid (TCA) peels are designed for peels of medium depth. **Ryan F, La Fourcade C in the journal PlastSurgNurs. 1995 Fall;15(3):167-71 states that:** Phenol peels are the oldest form of chemical peels and are used to remove deeper wrinkles. Skin care, including sun block, is important to the success of all three types of peel.

MatarassoSL, Glogau RG In the journal Dermatol Clinc. 1991 Jan;9(1):131-50 states that:

“Application of caustic chemicals to improve cosmesis and reverse actinic damage has been used for centuries. Although still not an exact science, it was not until the latter part of this century that peeling became more systematized. The indications, patient selection, armamentarium, histology, comprehension of the mechanisms of action, and safety parameters of peels have only recently become more extensively defined. Phenol, when used in the Baker's formula, provides the most dramatic results but also holds the most potential for systemic complications. Ideally suited for fair-skinned women, a phenol peel can provide substantial improvement in rhytidosis and actinic damage. Although the results of medium-depth peels approach those of Baker's peels, they are not quite as

Research Methodology

Objectives: -

To know the perceptions of doctor's towards the peels treatment on the skin?

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique: Purposive sampling

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

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

Sampling Unit: I interviewed 110 doctors located in Delhi and Faridabad and Agra.

Sample size: Doctors:110

Dermatologist: 91

Cosmetologist: 06

Dentists: 08

BAMS: 01

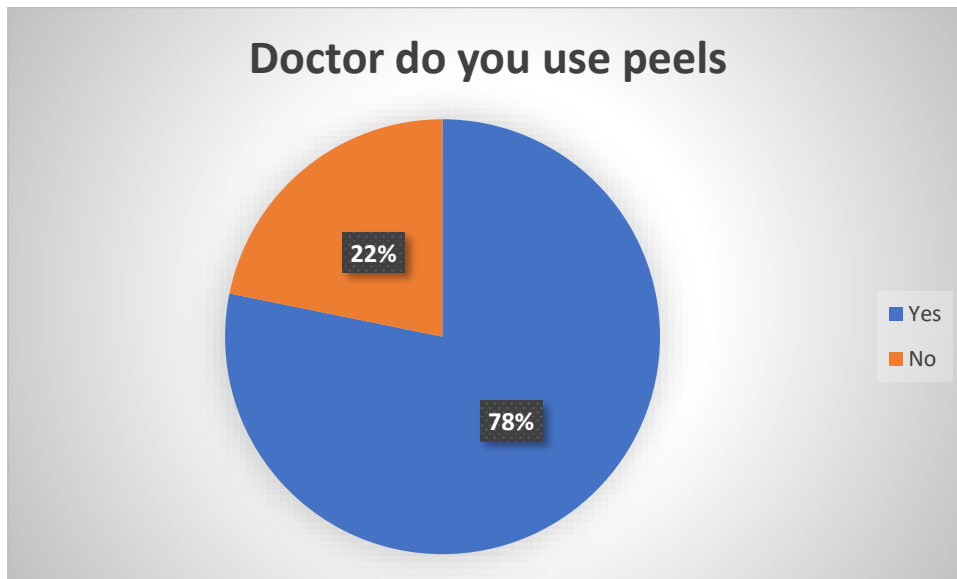
Wellness centres: 04

Data Analysis and Interpretation:

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

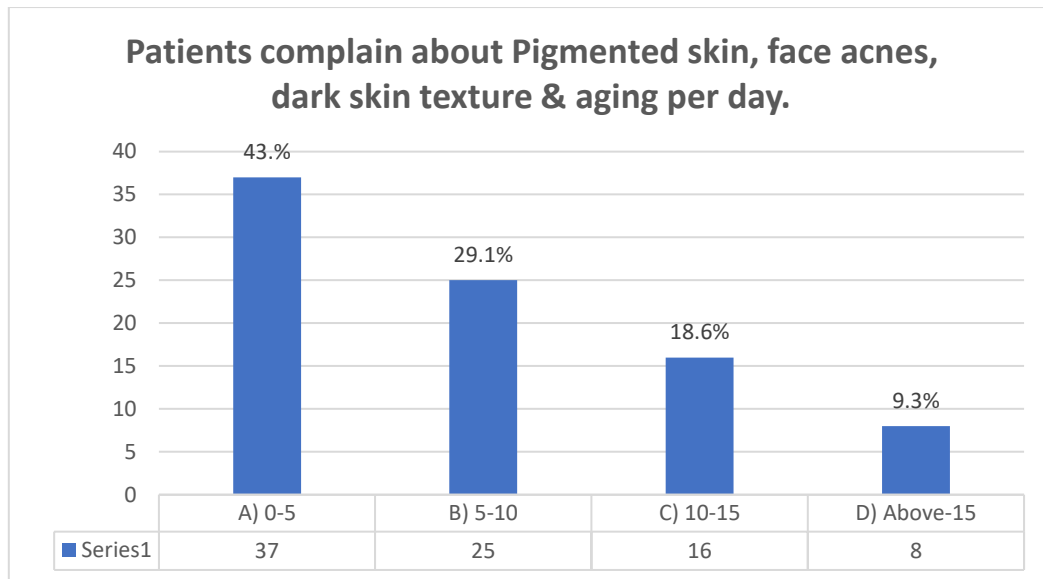
Q.1) Doctor do you use peels?



Interpretation: Most of the doctors use peels for skin treatment.

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

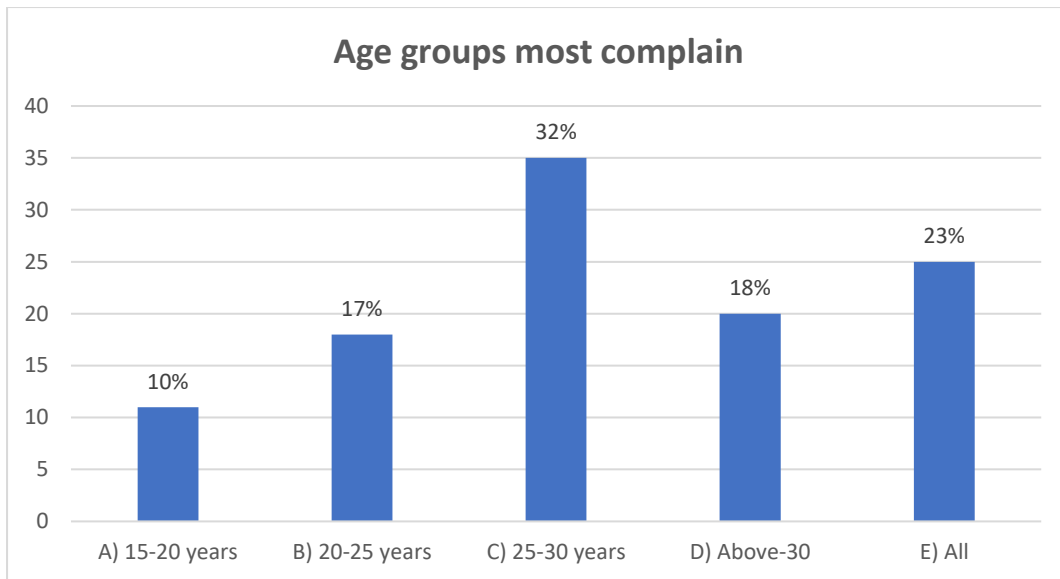
- A) 0-5
- B) 5-10
- C) 10-15
- D) Above -15



Interpretation: Almost all the doctors from clinics and hospitals came across patients who have skin problems. The number of patients varies doctor to doctor. In this survey 43% respondent's response that approx. 5 patient and 9.3% respondent's response that above-15 patient comes across the doctors with skin problems.

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

- A) 15-20 years
- B) 20-25 years
- C) 25-30 years
- D) Above-30
- E) All



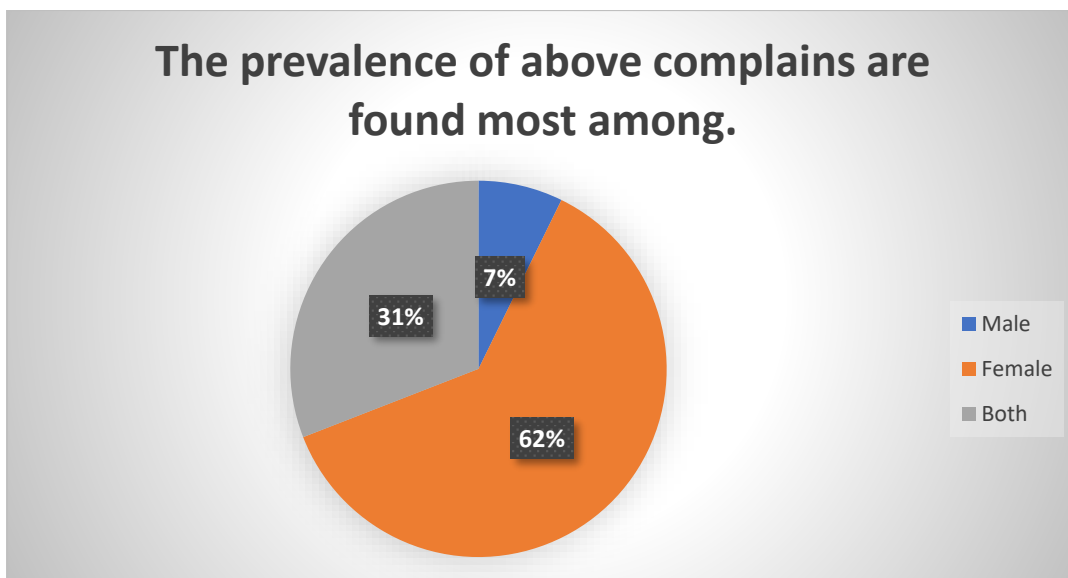
Interpretation: Almost all the age groups have the skin related problems. But in the age group of 25-30 years most of the patient complain has seen.

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

A) Male

B) Female

C) Both



Interpretation: The Prevalence of above complains seen most in females.

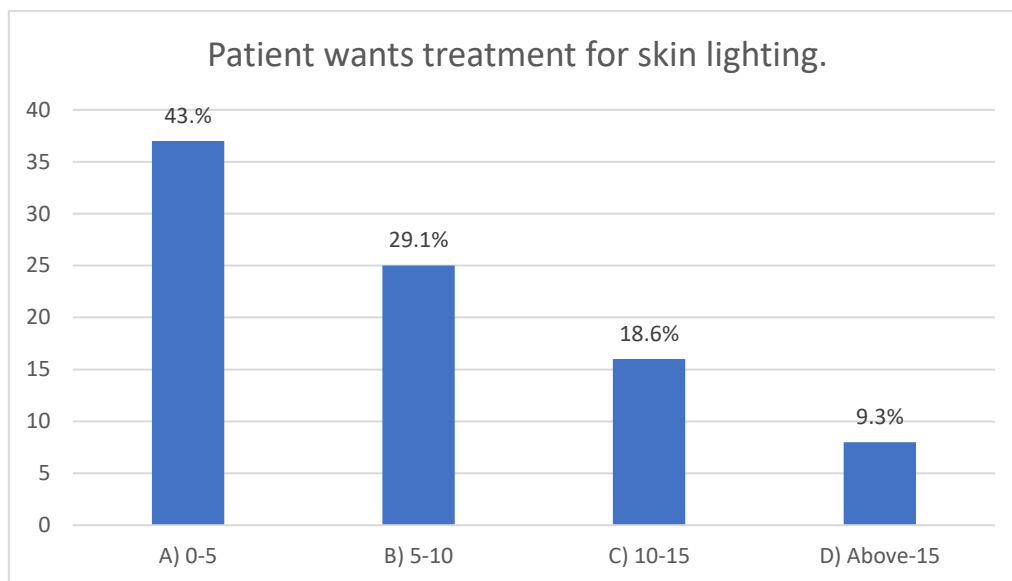
Q.5) Out of these how many patients wants treatment for skin lighting?

A) 0-5

B) 5-10

C) 10-15

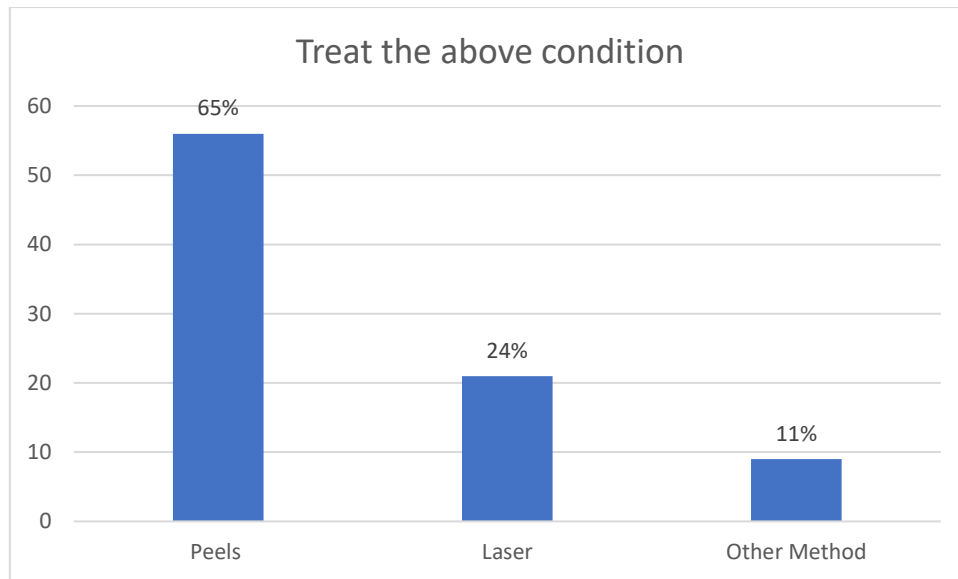
D) Above 15



Interpretation: Maximum No. of patient and almost all patients those who has come across to the doctors for skin problem they were ready for the skin lighting treatment.

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

Peels	65%
Lasers	24%
Other Methods	11%



Interpretation: Most of the treatment done by peels for the skin problems like Pigmented skin, face acnes, dark skin texture & aging.

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

- Most of the Respondents response was it gives exfoliating effect.
- It removes the skin layer.
- It gives antioxidant effect.
- It inhibits the tyrosinase enzymes.
- Improve the skin condition.
- It helpful for the skin

Interpretation: Almost all doctors' opinion was that peels are helpful for the above mention treatments.

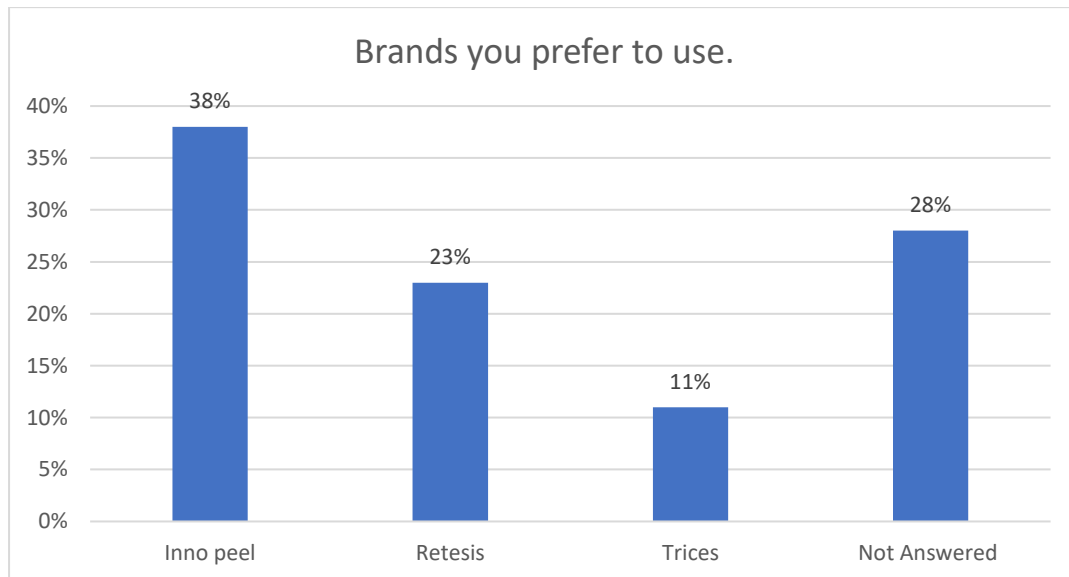
Q. 8) What are the post care suggestions you usually given to patients after peel?

Interpretation:

In my survey out of 110 Respondent's 90% doctors respond that they usually give sunscreen and moisturiser to the patients after the peeling sessions. And rest of 10% doctors respond that not going into direct exposure to sunlight and blue light.

Q.9) Which brands you prefer to use?

Inno peel	38%
Retesis	23%
Trices	11%
Not Answered	28%

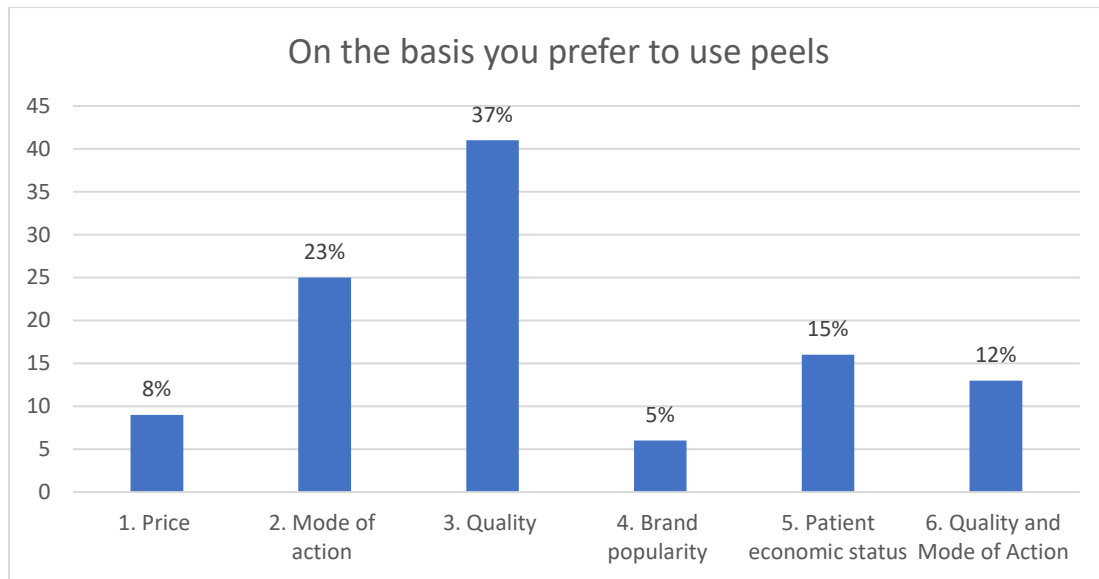


Interpretation: Maximum number of doctors responded that they are using inno peel and very a smaller number of responded using trices.

Few doctors answered some company name like- Aakaar, sesderma, Lupin,cosderma, Glenmark,

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

1. Price
2. Mode of action
3. Quality
4. Brand popularity
5. Patient economic status
6. Quality and Mode of Action



Interpretation:

Maximum number of respondents prefers to use peels brand on basis of quality and mode of action

.

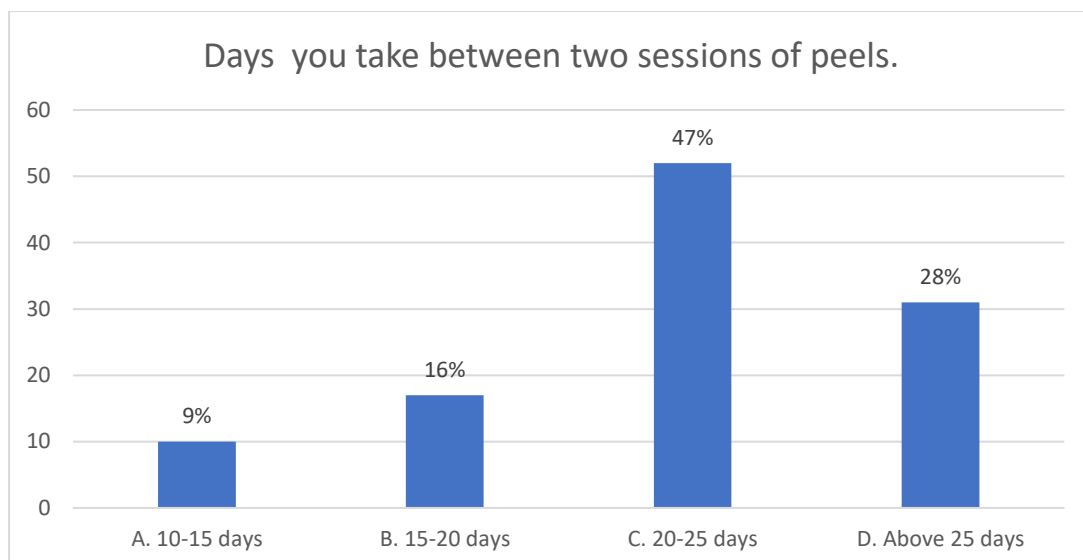
Q.11) How many days do you take between two sessions of peels?

A. 10-15 days

B. 15-20 days

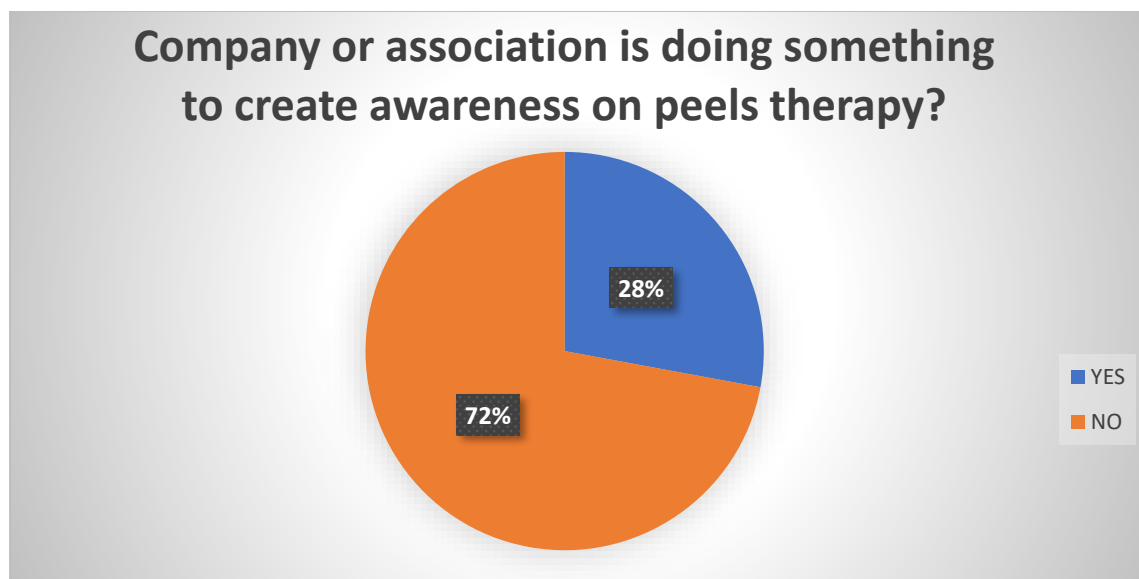
C. 20-25 days

D. Above 25 days



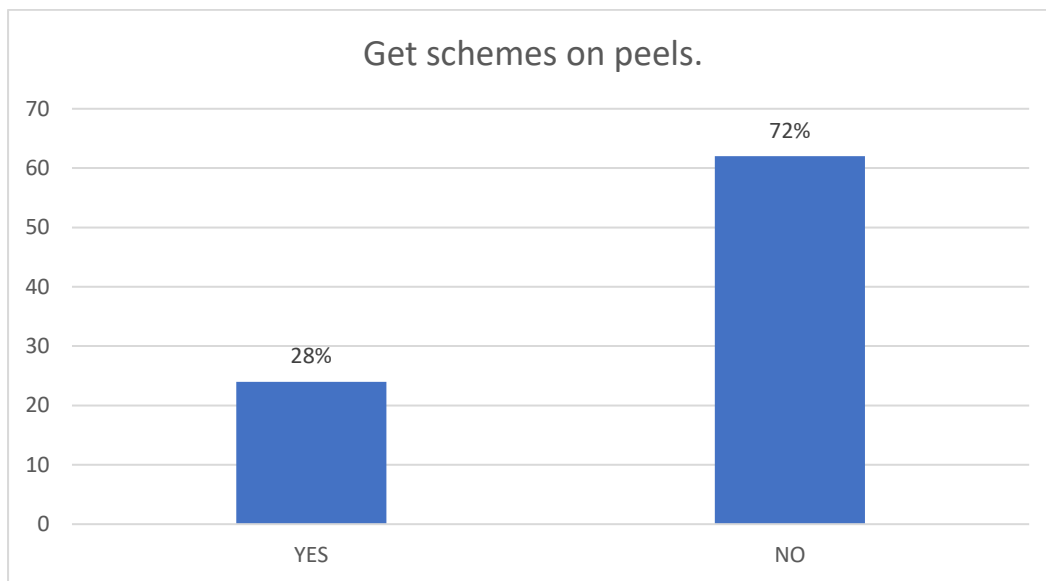
Interpretation: Most of the doctors gives peels treatment between 20-25 days

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



Interpretation:72 Percent respondents said No, and 28 percent said many companies are doing like-sisderma, lupin, Aakaar, Cosderma etc.

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



Interpretation: Most of the doctors not getting schemes on peels. Only few of them getting some schemes on peels Like-40% discount and 5+1. And some homecare product free with peels.

Q.14) What you expect from Peels?

Interpretation: Out of 110doctors 38 doctors said inno peels price is to be reduced, 21 doctors said its exfoliation time is to be reduced, 24 doctors said its good and rest of the doctors not responded for this question.

Competitor analysis

Sr.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	Yellow Retinol Peel	6000	Skin lightening

In this competitor analysis I analysed that yellow peel competitor there were five competitive products present in the market. This comparison shows that **InnoPeel** have multiple benefits present in average cost.

Recommendations

- According to doctors' peels is very important for the face treatment. Because it provides so many benefits for the skin.
- 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 are 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 want companies should also provide samples of peels to test its effectiveness.
- Doctors also wants companies should provide video of peels protocol and posters and hanger, display and standee of peels related in their clinic and hospitals.
- So, patients will get aware of peels. And easily wants to do peels treatment on the skin.

Conclusion

To conclude peels is very effective in face treatments. In the present time there is lot of face problems occurring due to pollution and lifestyle changes so people are not taking care of their face. Due to pollution lot of face problems like acnes, skin pigmentation occurs. So, these peels give the best treatment for skin condition according to doctors.

According to doctors most of the patient wants to cure themselves as earliest as possible. 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 present in the market for peels which provides quality and effective peels to the doctors.

- ▶ 65% doctors want to use peels and maximum number females want to do peels on their face.
- ▶ 38% doctors prefer to use inno peel on the basis of Quality and mode of action.
- ▶ According to doctors most of the patient wants to cure themselves as earliest as possible.
- ▶ peels is very effective in face treatments as per the doctors.
- ▶ Only 28% doctors responded that companies are doing awareness program on peels therapy.
- ▶ Most of the doctors did not get any type of scheme.

Reference

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