

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

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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,

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.

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.

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- ▶ 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.

Introduction

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



Chemical Peels and Your Skin

- 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.

Uses of Peels

- ▶ 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



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.

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 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 Plast Surg Nurs. 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 most mild 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 Plast Surg Nurs. 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.

Matarasso SL, 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 rhytids and actinic damage. Although the results of medium-depth peels approach those of Baker's peels, they are not quite as profound. Use of TCA and the medium-depth peels has filled an important gap between deep and superficial peels."

Research Methodology

Objectives: -

- ▶ To know the perceptions of doctor's towards the peels treatment on the skin.

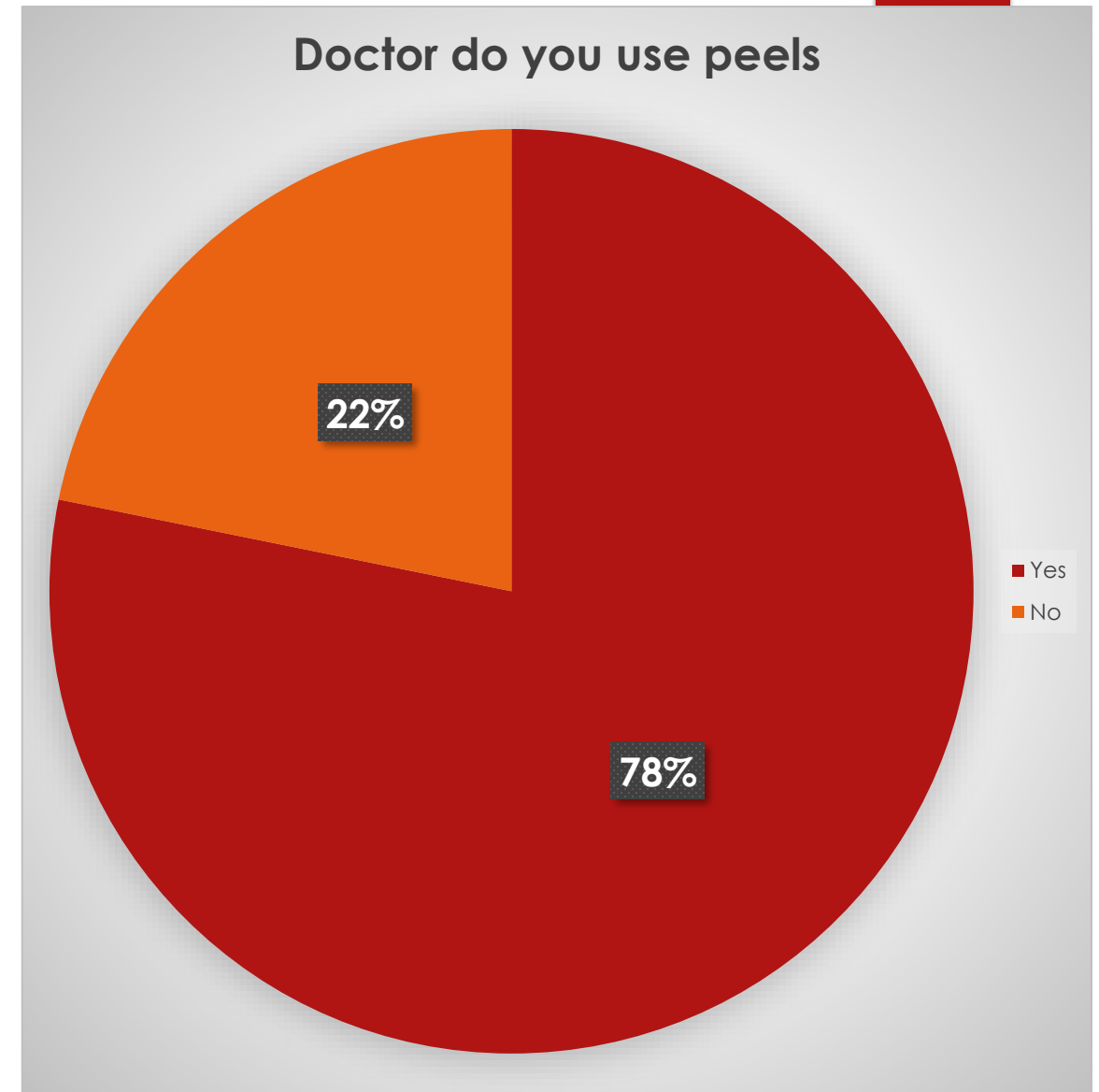
Mode of data collection:

- ▶ 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.
- ▶ Sample size:
 - Doctors: 110
 - Dermatologist: 91
 - Cosmetologist: 06
 - Dentists: 08
 - BAMS: 01
 - Wellness centres: 04

Data compilation and analysis and Interpretation

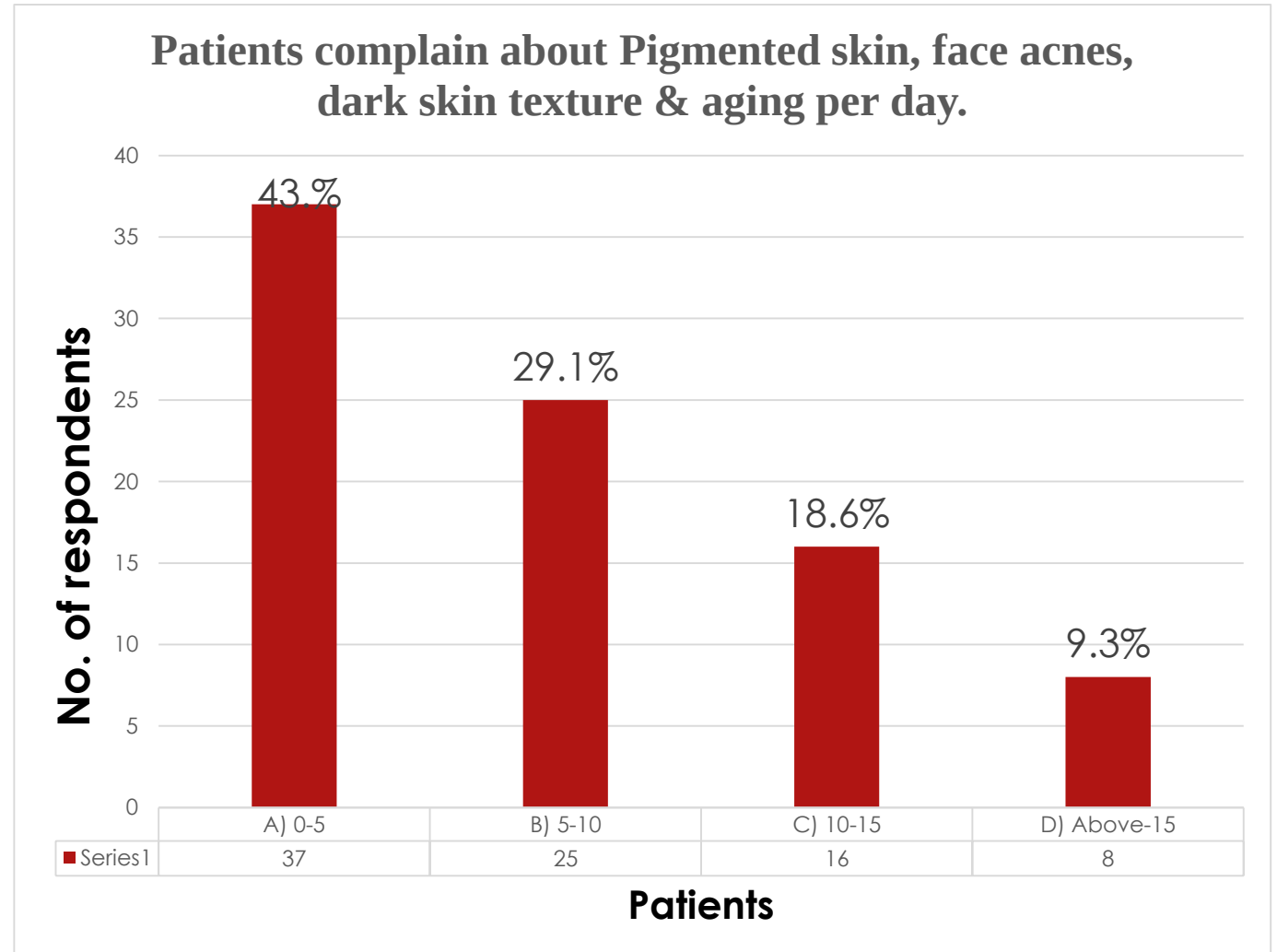
► Q.1) Doctor do you use peels?

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



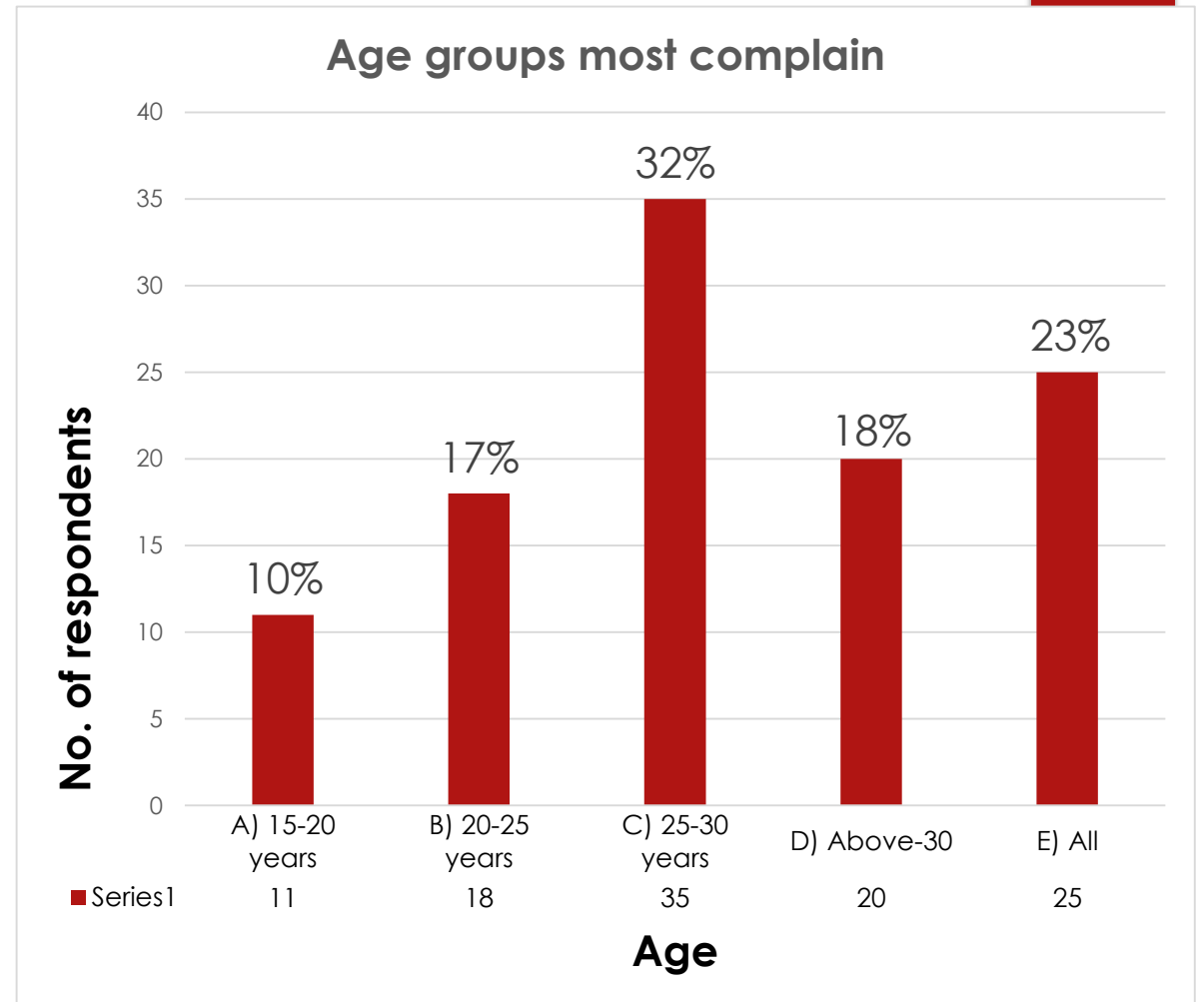
Q.2) How many patients complain about Pigmented skin, face acnes, dark skin texture & aging per day?

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?

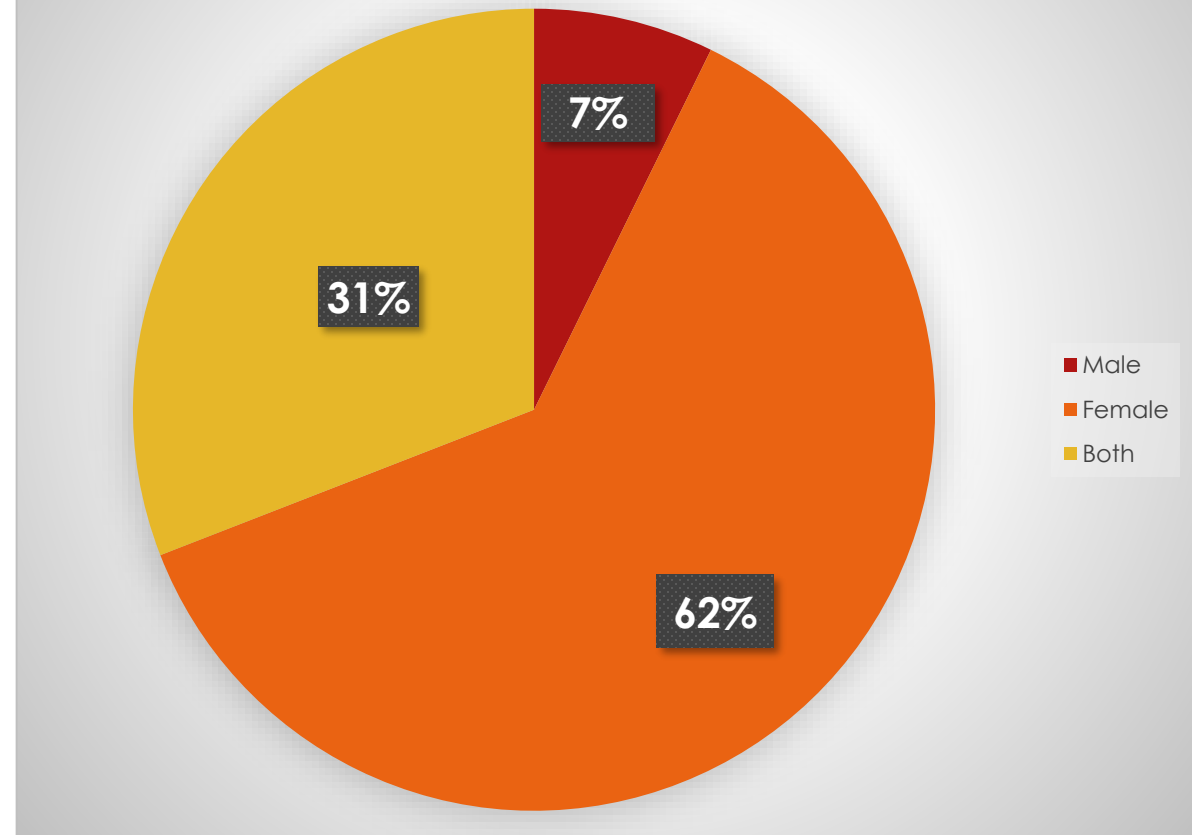
Interpretation: Almost all the age groups have the skin related problems. But in the age group of 25-30 years most of the patient complain has seen.



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

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

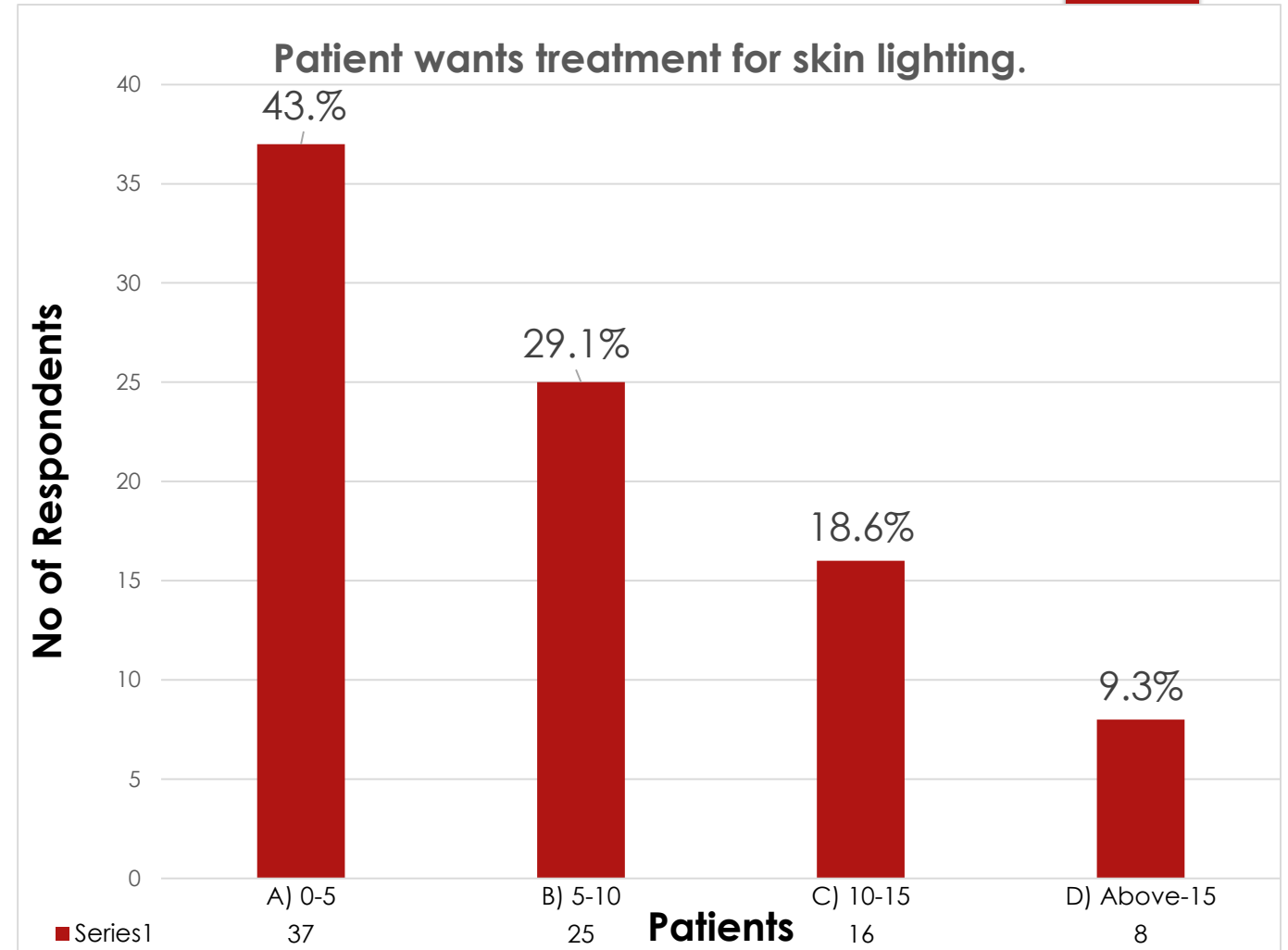
The prevalence of above complains are found most among.



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

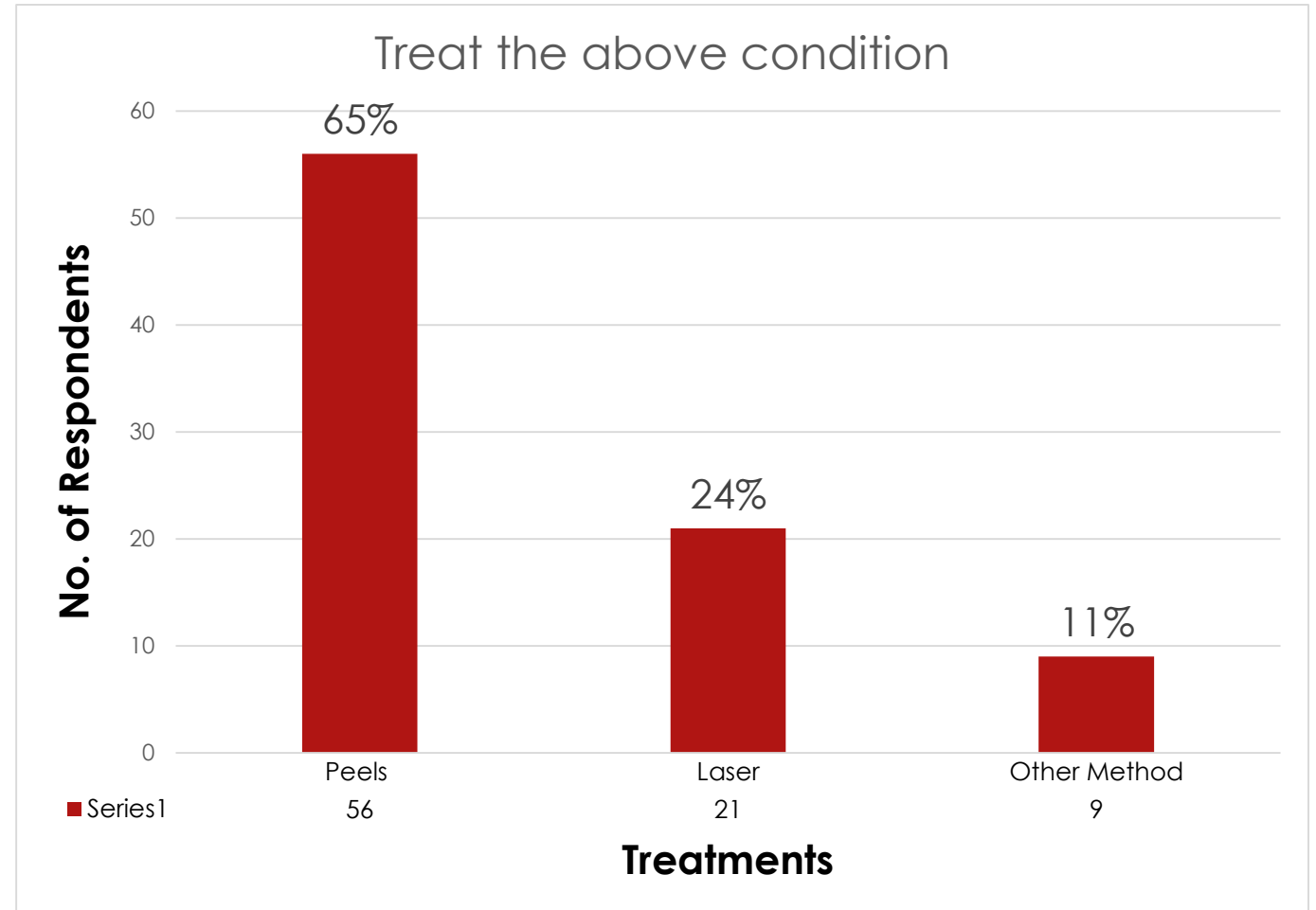
Interpretation:

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?

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



Q7. 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 peels?

Interpretation:

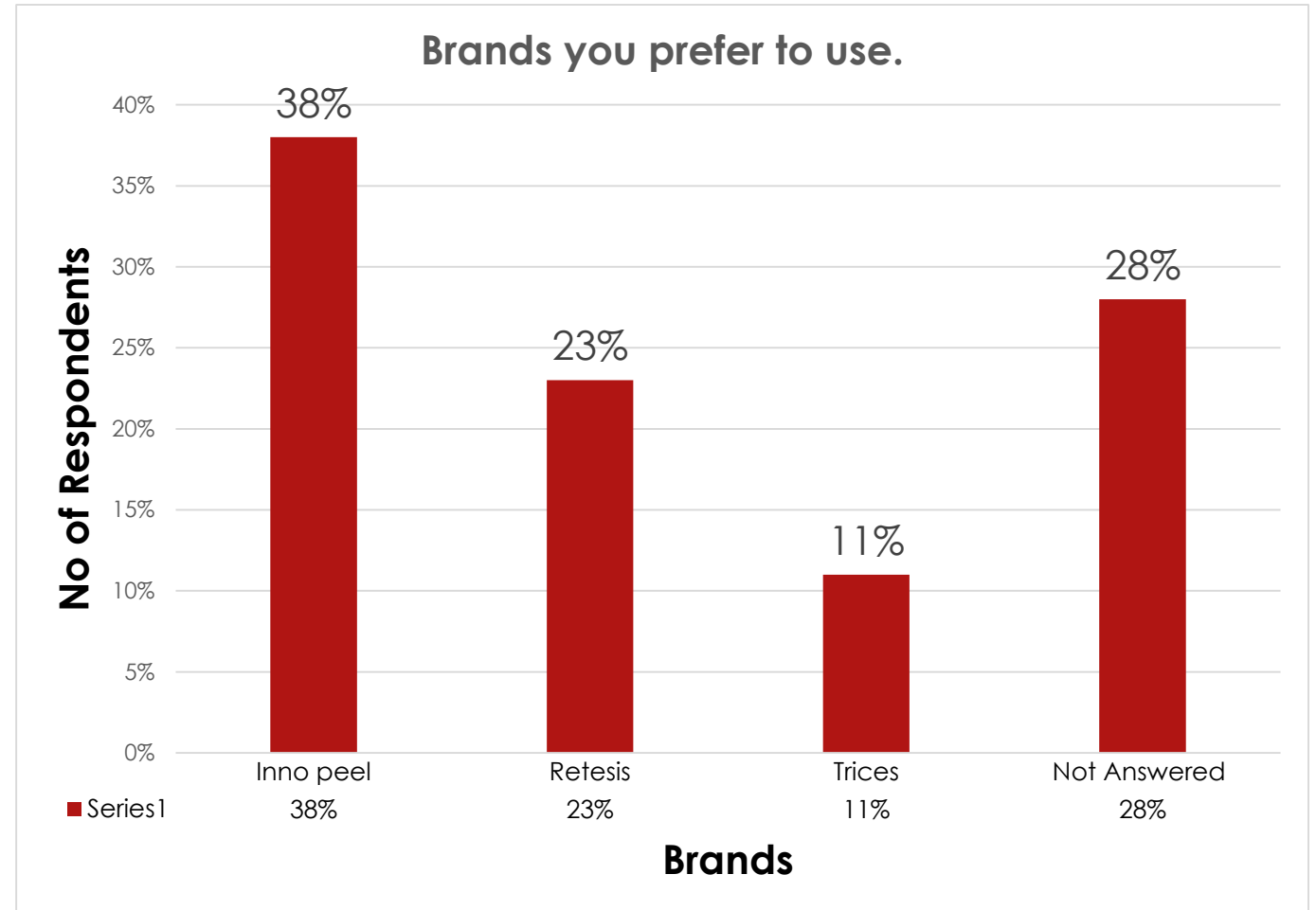
In my survey out of 110 Respondent's 90% doctors respond that they usually give sunscreen and moisturiser to the patients after the peeling sessions. And rest of 10% doctors respond that not going into direct exposure to sunlight and blue light.

Q.9) Which brands you prefer to use?

Interpretation:

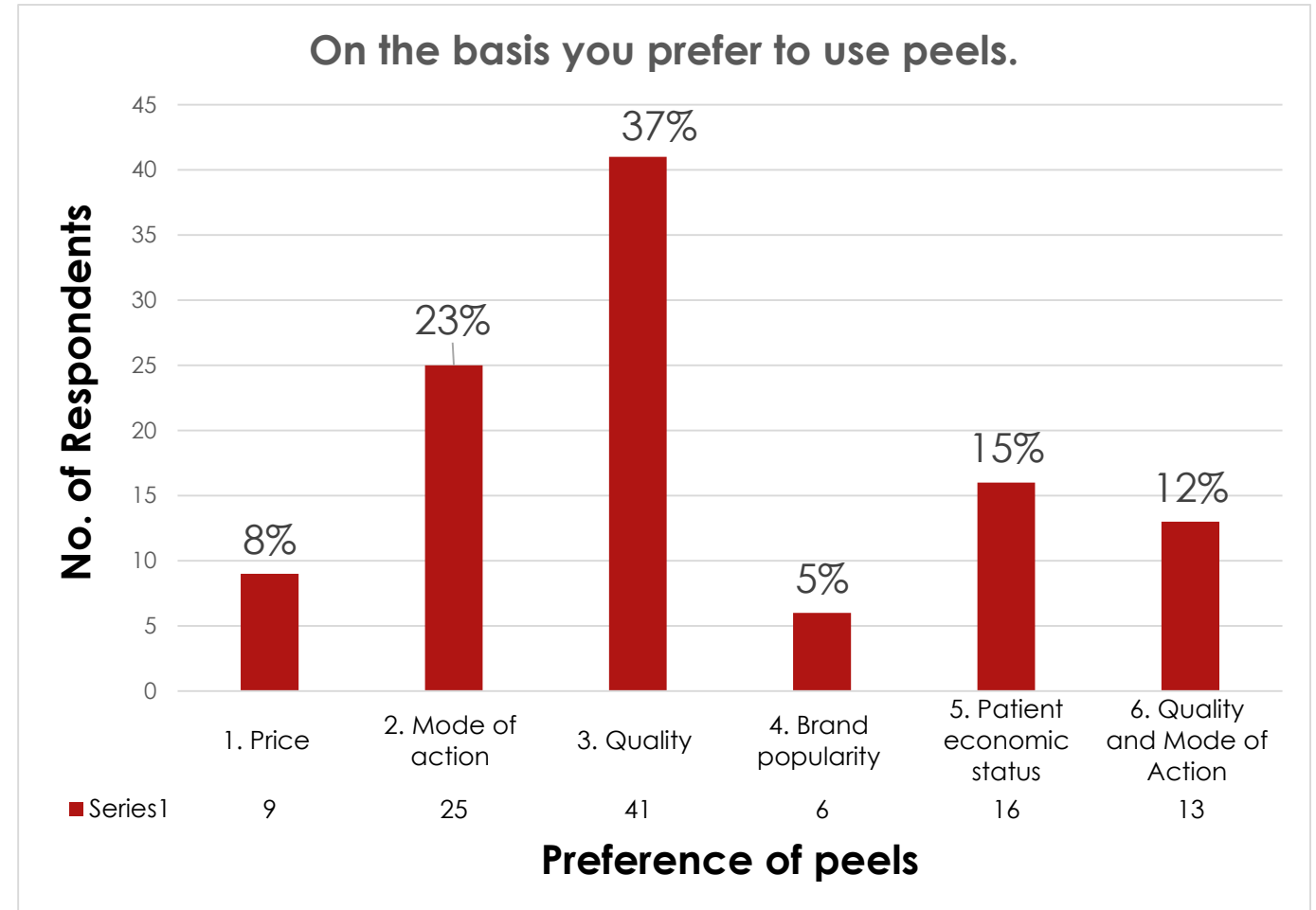
Maximum number of doctors responded that they are using inno peel and very a smaller number of responded using trices.

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



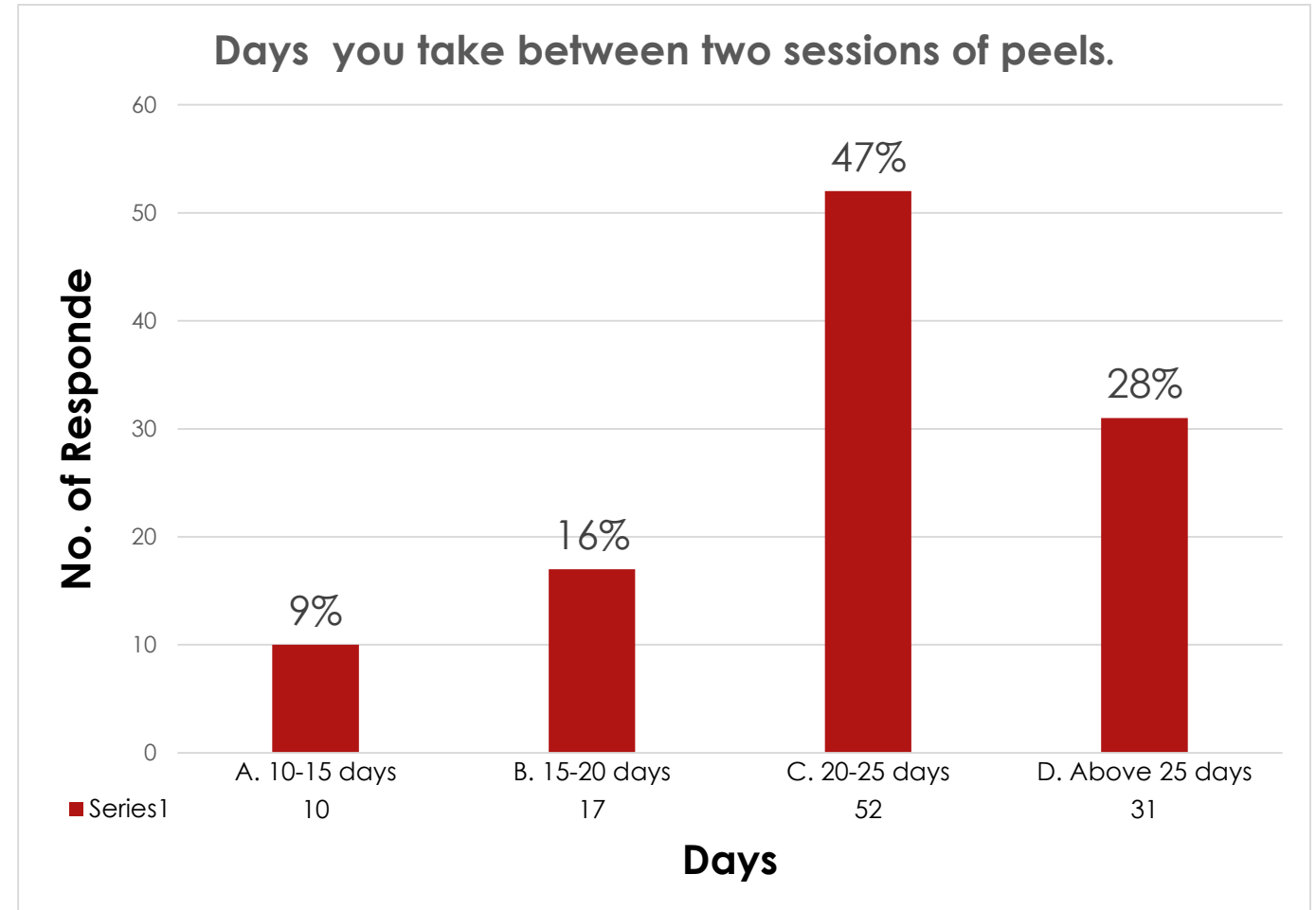
Q.10) On what basis you prefer to use peels?

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?

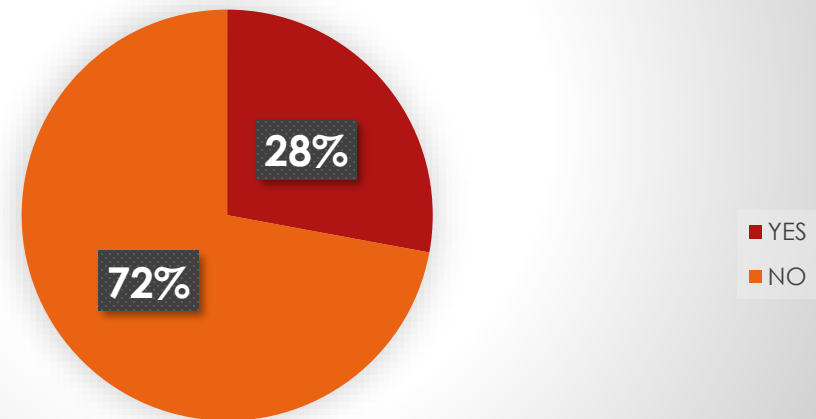
Interpretation:
Most of the doctors gives peels treatment between 20-25 days



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

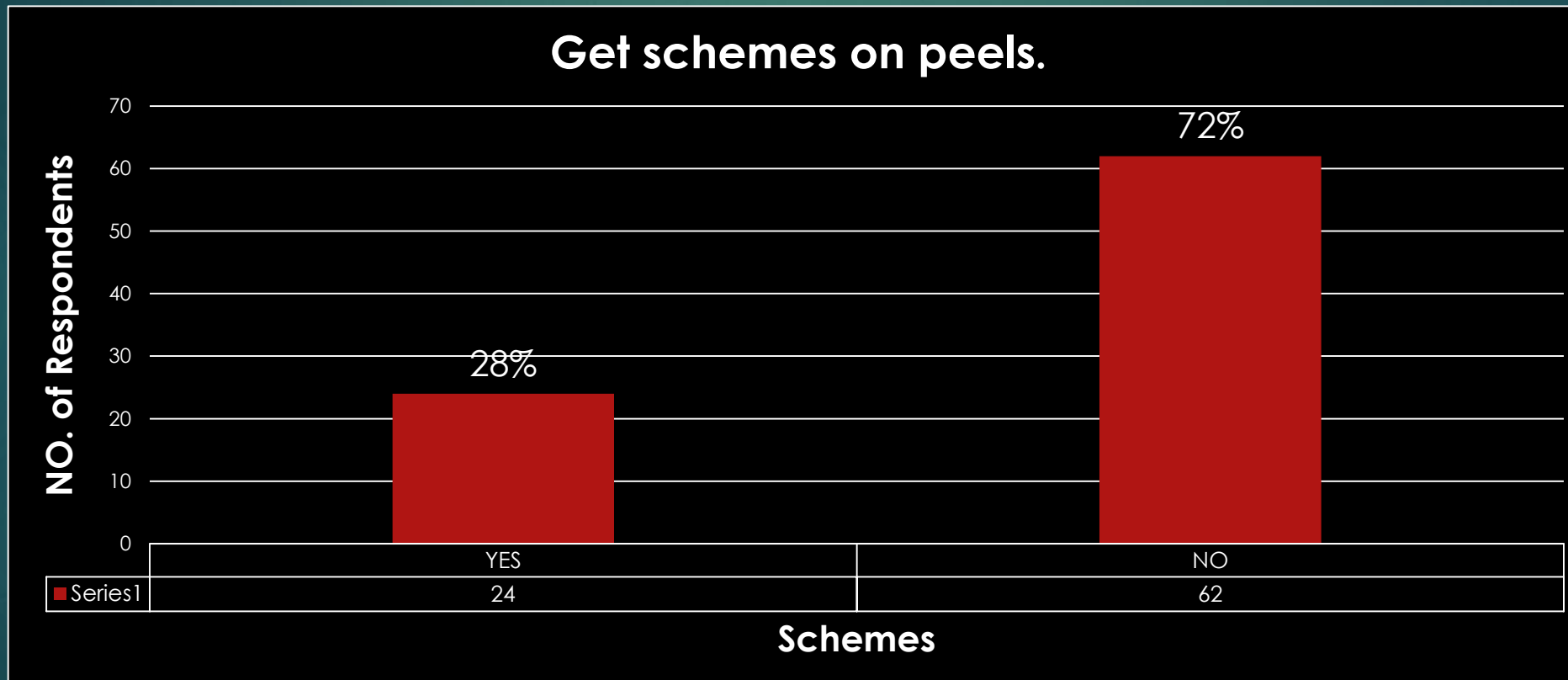
Interpretation: 72 Percent respondents said No, and 28 percent said many companies are doing like-sisderma, lupin, Aakaar, Cosderma etc.

Company or association is doing something to create awareness on peels therapy.



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 110 doctors 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

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 are afraid due to exfoliation done by peels.
- ▶ More awareness programmes have 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

- ▶ 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 are very effective in face treatments as per the doctors.
- ▶ Only 28% doctors responded that companies are doing awareness programs on peel therapy.
- ▶ Most of the doctors did not get any type of scheme.

Reference

- ▶ Starker and Beatrice wang evidence and consideration in the application of chemical peels in skin disorder and aesthetics resurrecting the journal of clinical and aesthetic dermatology j clin aesthetic dermol 2010 Jul; 3(7): 32–43) states Marta I. Rendon, Diane S Berson joel. L Cohen, Wendy E. Robert, Isaac that:”
- ▶ Landau M in the journal (Clin Dermatol. 2008 Mar-Apr;26(2):200-8. doi: 10.1016/j.clindermatol.2007.09.012) states that
- ▶ Matarasso SL, Glogau RG In the journal Dermatol Clinc. 1991 Jan;9 (1):131-50 states that
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Thank you