

STUDY ON USAGE OF MOISTURIZING SYNDET BASE AMONG PEDIATRICIANS



Project guide:
Mr. Ajinkya Dalal



Project by:
Bhavna Verma



Project mentor:
Mr. Rahul Sharma

FLOW

1

OBJECTIVE

2

INTRODUCTION

3

MEDICAL RATIONALE

4

MARKET SCENAREO

5

MARKET ANALISYS

6

RESERCH METHEDOLOGY

FLOW

7

DATA COLLECTION

10

ANALYSIS OF COLLECTED
DATA

8

QUESTIONNAIRE

11

RECOMMENDATION

9

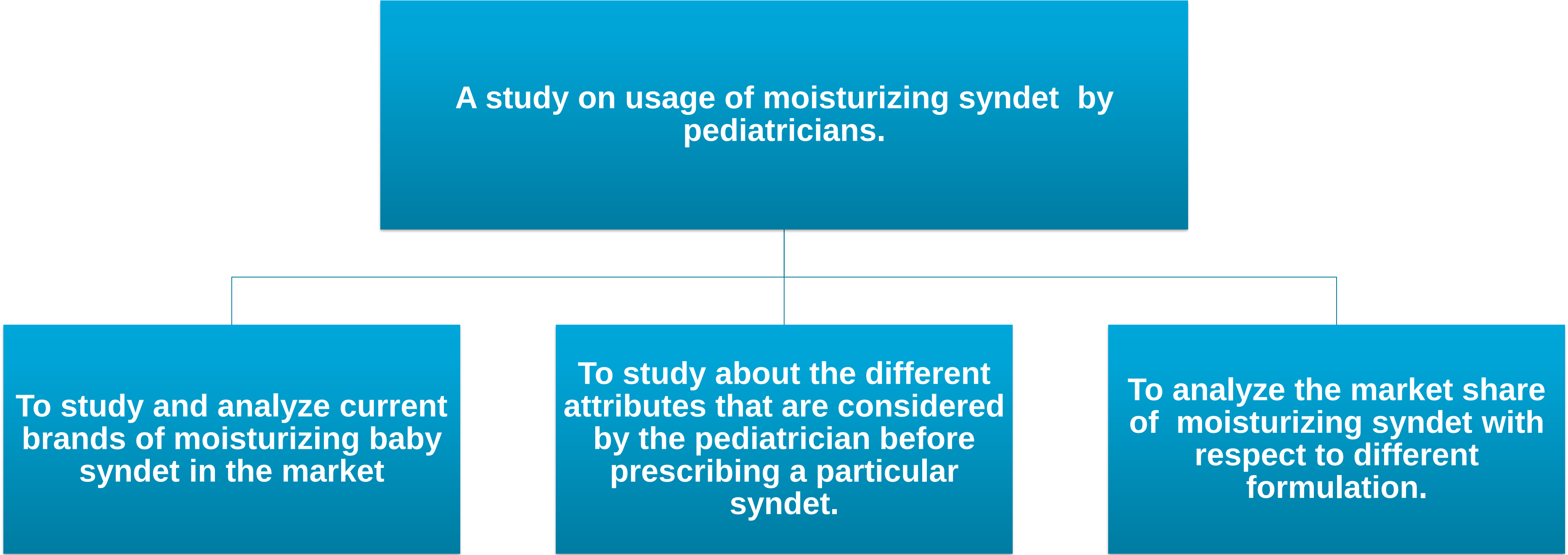
ANALYSIS OF QUESTIONNAIRE

12

REFERENCES

OBJECTIVE

A study on usage of moisturizing syndet by pediatricians.



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graph TD; A["A study on usage of moisturizing syndet by pediatricians."] --- B["To study and analyze current brands of moisturizing baby syndet in the market"]; A --- C["To study about the different attributes that are considered by the pediatrician before prescribing a particular syndet."]; A --- D["To analyze the market share of moisturizing syndet with respect to different formulation."];
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To study and analyze current brands of moisturizing baby syndet in the market

To study about the different attributes that are considered by the pediatrician before prescribing a particular syndet.

To analyze the market share of moisturizing syndet with respect to different formulation.



INTRODUCTION

Soaps, Syndets and everything in between!

TRUE SOAP



COMBO



SYNDET



HARSH

MILD

BASIC

ACIDIC

CLEANING POWER

TRUE SOAP



pH 9- 10

The basic nature disrupts the outermost layer of skin causing the sense of tightness and dryness.

COMBO



pH 9- 10

Combos (combar) are a combination of soap and syndets. It offers an in-between degree of potential for irritation.

SYNDET



pH 5.5- 7

Syndets are better for sensitive or damaged skin due to their mild cleaning capacity.

CATEGORIES



MOISTURIZING SYNDET

Moisturizing Syndet are specifically formulated for use in sensitive skin minimally alter skin pH and deplete skin lipids, are associated with a lower rate of TEWL and are more able to maintain the barrier function of the skin.

These are designed to make the stratum corneum more pliant by increasing its hydration resulting in smooth & healthier looking skin, performs these functions by acting as emollients, humectants and skin nutrients.

MEDICAL RATIONALE

Milder, maintain the structural integrity and moisture of the Stratum corneum.

Moisture retention, prevents swelling of epidermis, less irritating to skin.

Minimally interact with SC proteins and lipids, maintain SC hydration and lipid mantle, improve secondary skin inflammation associated with eczematous lesions.

The pH is around 5.5, similar to the natural pH of the skin.

Effective cleansers, minimal damage to skin layer, no harsh stripping effects, leads to less dryness, skin irritation, and better control of acne.

Do not bind with calcium and magnesium thereby reduce itching exacerbations in eczema prone patients.

Used in hard water, do not form precipitate with the hard water.

NEWBORN INFANT SKIN

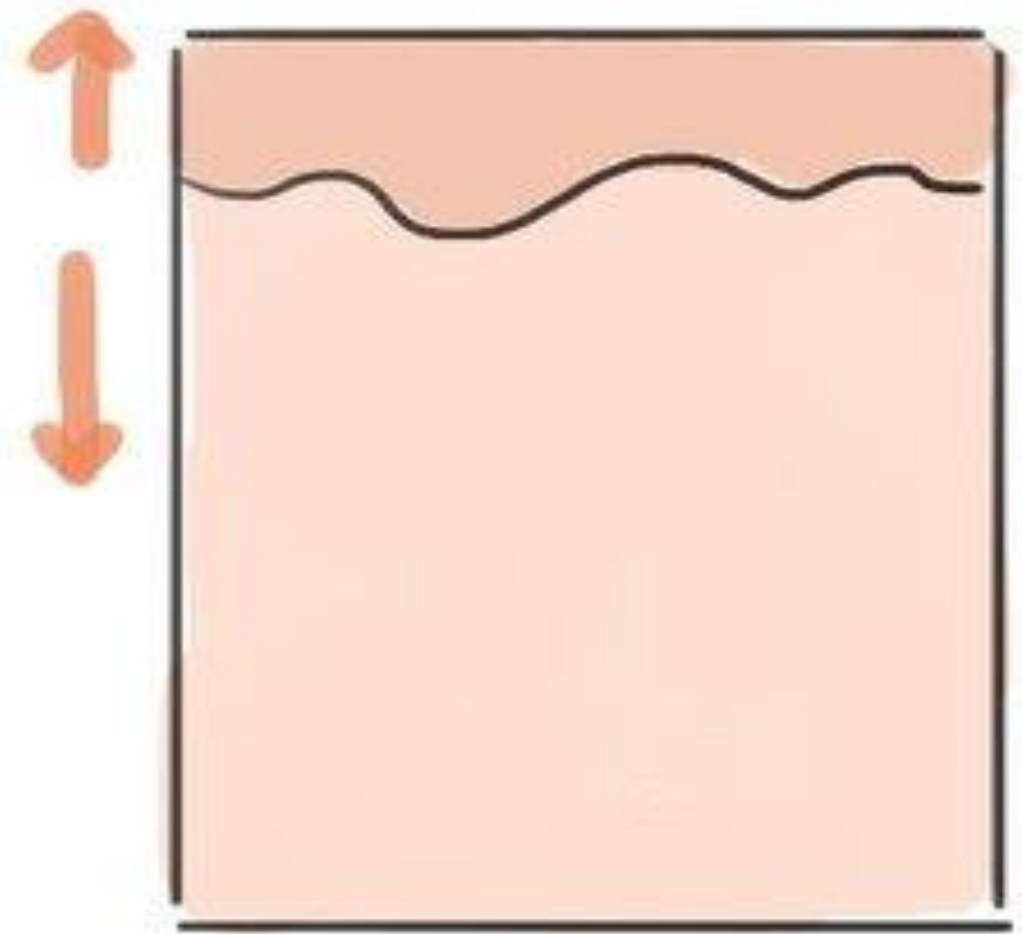
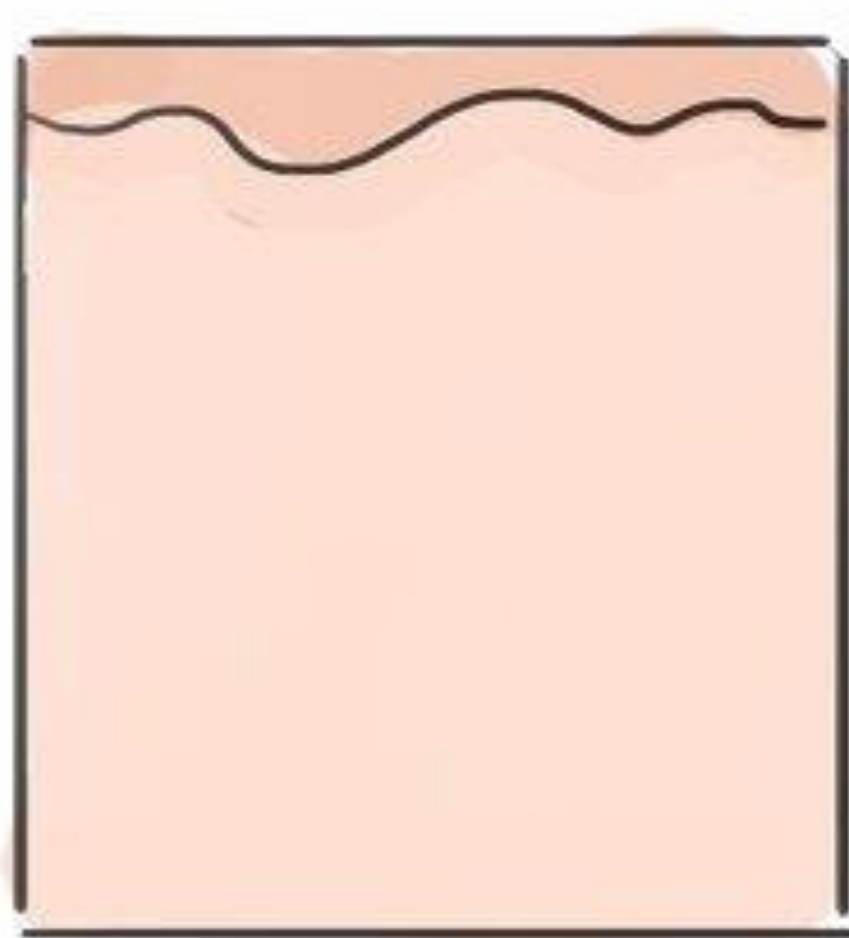
- Although full-term babies have a fully functioning skin barrier that prevents organ dehydration, their skin is not yet mature and continues to change and develop during the subsequent years of life.
- The stratum corneum continues to develop during the first year of life, leads to important changes in skin hydration, surface pH.
- Skin is more hydrated in infants than in newborns, it has greater TEWL and a lower concentration of NMF, surface lipids and sebum compared to the skin of newborns or adults.



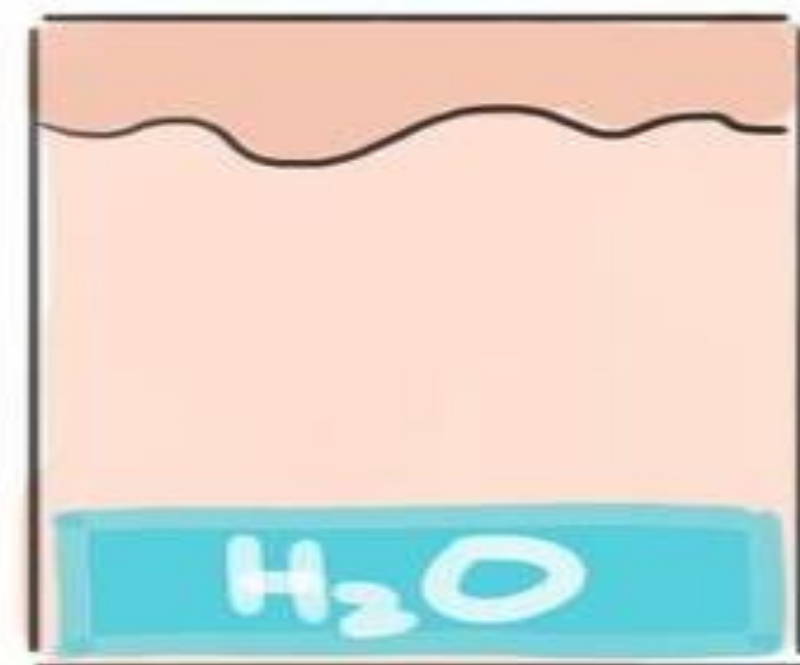
VS.



EPIDERMAL THICKNESS

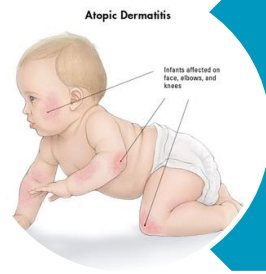


WATER CONTENT



THINKSKIN

COMMON SKIN DISORDERS AMONG INFANTS



DERMATITIS



ROSACEA



ECZEMA



XEROSIS

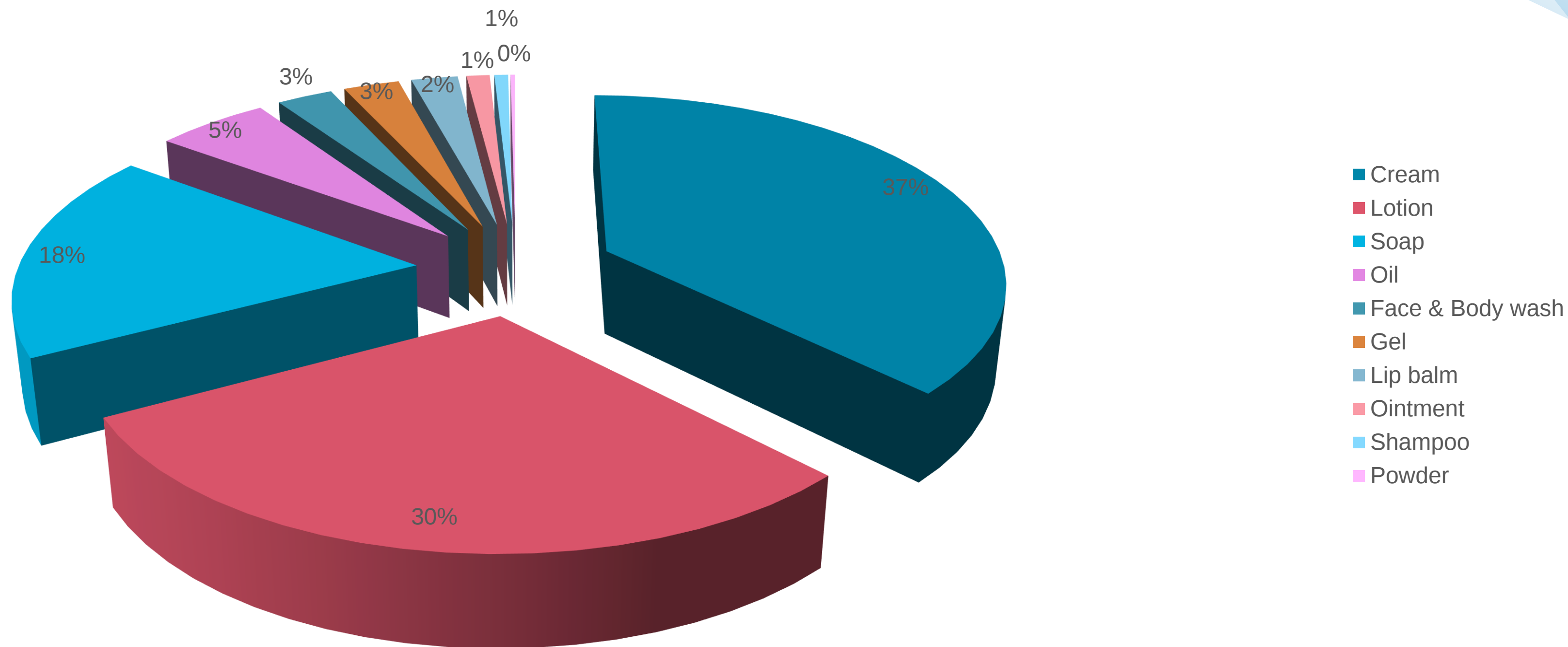


PSORIASIS



MARKET SCENARIO

FORMULATIONS



Interpretation: Soap constitutes 18% of the whole moisturizing market. Out of which 49% constitute the market for moisturizing baby syndet.

Source: IMS data

TOP SELLING BRANDS OF MOISTURIZING SYNDET/SOAP.

BRANDS	COMPANY	PRICE (Rs.) (75GM)	PRODUCT BENEFITS
TEDIBAR 	Curatio Healthcare	110	Emollients and Protectives,pH of 5-6 ,suitable for super sensitive skin,long lasting
DAFFY 	Dr. Reddy Labs	103	Very mild , complete protection,Maintains moistures in the outermost layer.Enriched with goodness of shea & aloe butter.
SEBAMED 	USV	251	100% soap-free, Mild body cleansing, Minimizing the risk of dryness or irritation.

MARKET OF MOISTURIZING SOAP IN PEDIATRICS

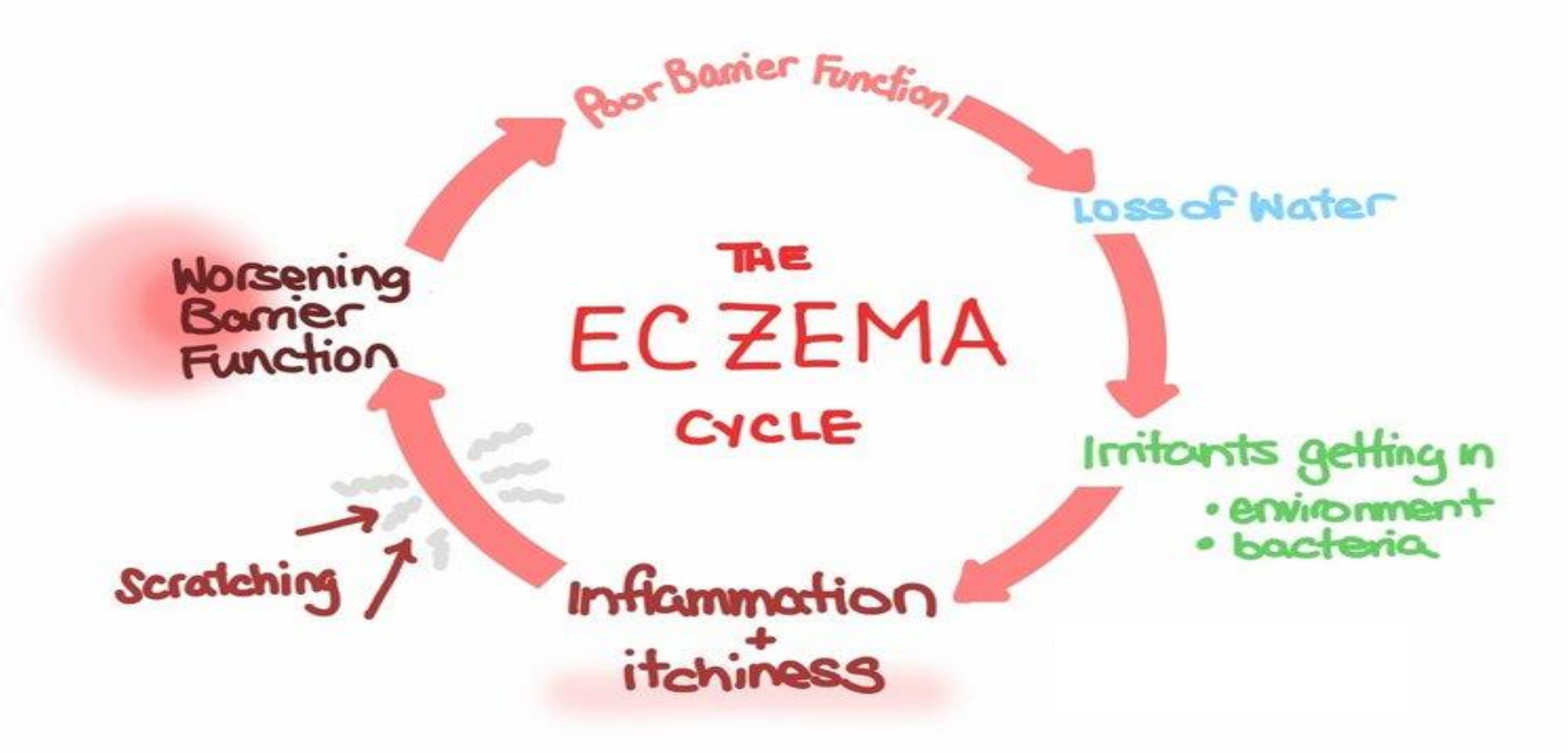
(Source: IMS data)

BRAND	COMPANY	MAT VAL (IN CR)		
		APRIL 17	APRIL 18	GR APRIL 18 (%)
TEDIBAR	CURATIO	30.7	41.7	36.1
DERMADEW	HEGDE & HEGDE	27.7	26.8	-3.4
MOISTUREX				
SYNDET	RANBAXY	6.6	7.1	7.9
CETAPHIL	GALDERMA	4.6	4.5	-1.9
BABY (HIMALAYA)	HIMALAYA	4.3	2.3	-45.6
DEWSOFT	TORRENT	2.1	2.2	5.5
ZYNDET	CURATIO	2.1	2.6	25.8
AACTARIL	HIMALAYA	2.1	2.7	27.3
OILATUM	ELDER	1.9	4.1	109.9
ALOGRACE	MANKIND	1.6	1.8	17.5

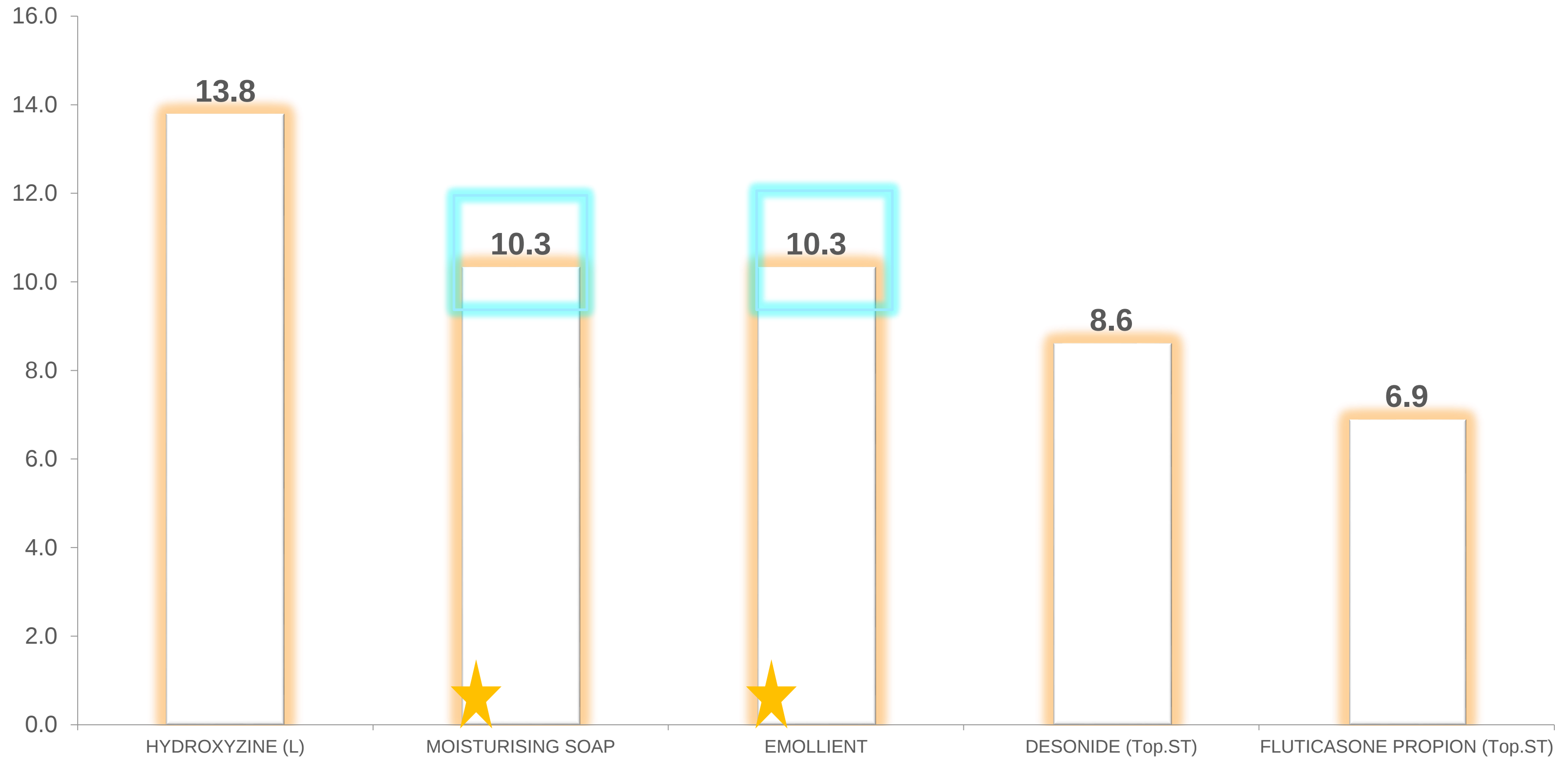
CHUBBY
CHEEKS,
DIMPLE
CHIN...
ROSY LIPS,
TEETH
WITHIN...



ATOPIC DERMATITIS/ ECZEMA



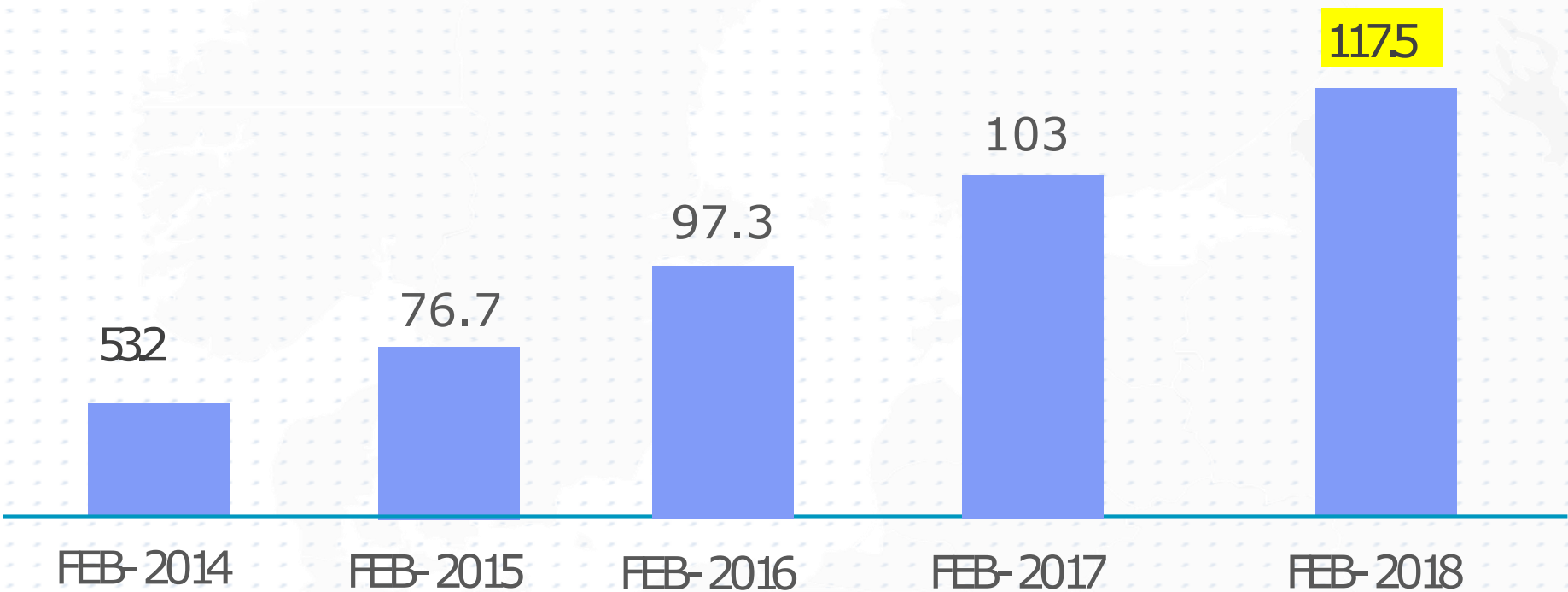
TOP MOLECULES UNDER ATOPIC DERMATITIS RX%



COMPETITOR MARKET VALUE



EMOLLIENT SOAP MARKET TREND



COMPLETE EMOLLIENT MARKET

700 cr

Emollient Market
India

PEDIATRIC SOAP MARKET

117 cr

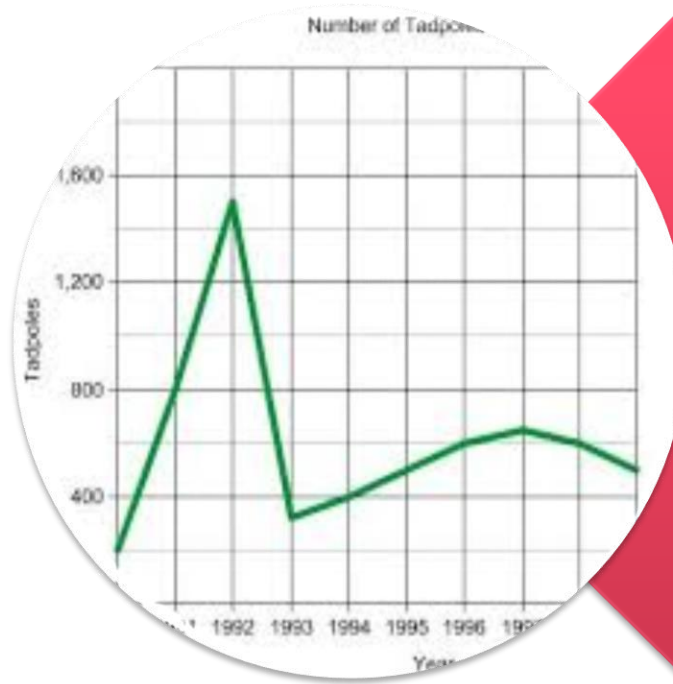
Pediatric Soap
Market *India*

“ EMOLLIENT MARKET IS PROGRESSIVE ”

Research Methodology

SR. NO	PARAMETER	DESCRIPTION
1.	Research Type	Qualitative and Quantitative
2.	Data Collection	Primary and Secondary
3.	Measurement Technique	Structured Questionnaire
4.	Geographic location	Mumbai
5.	Sample Size	77
6.	Sample Unit	Pediatrician
7.	Sampling Technique	Cluster Sampling
8.	Analysis Technique	Ms-Excel

DATA COLLECTION



PRIMARY DATA-Survey method was used to collect the primary data. Looking to the nature of study, a structured questionnaire was used.

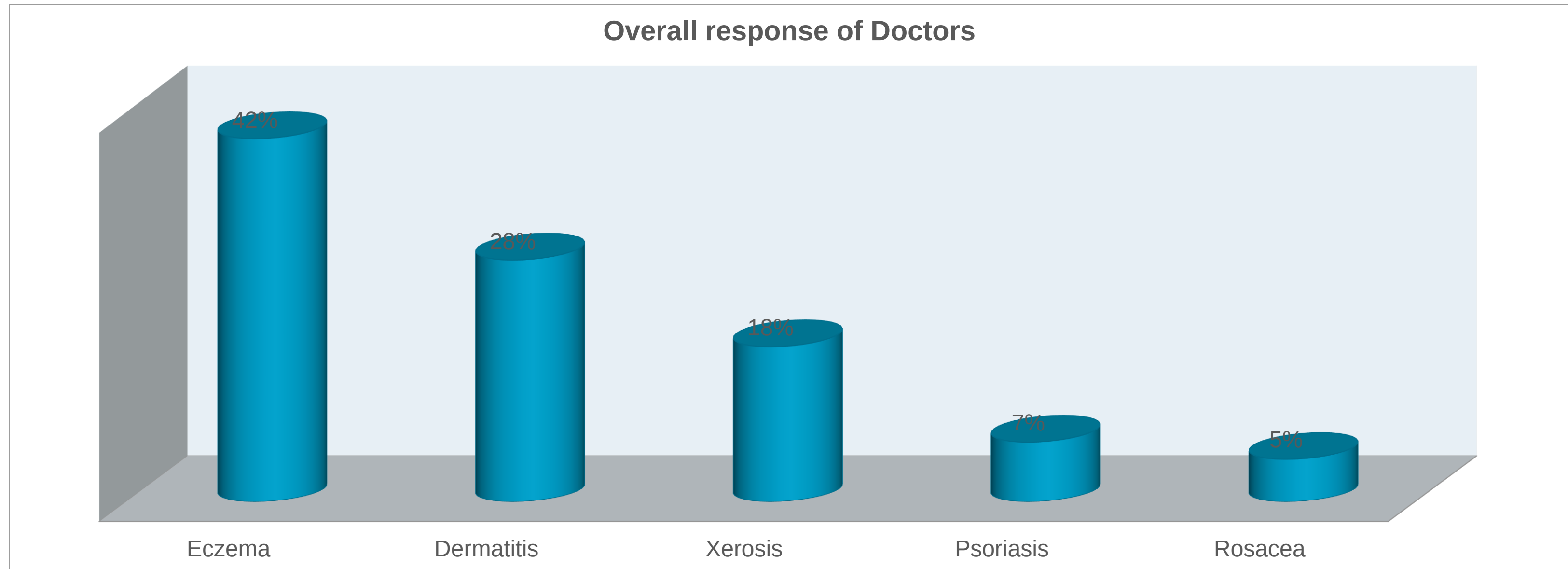


SECONDARY DATA- It has been collected from reports, journals, articles and IMS data.

ANALYSIS OF QUESTIONNAIRE



Most common skin disorder in pediatrics



- ✓ 42% of the pediatrician said that eczema is the most common skin disease among the pediatric patients,
- ✓ Dermatitis, Xerosis, Psoriasis and Rosacea are the other skin disorders common among pediatrics.

Common symptoms seen or noticed in patients

Major symptoms

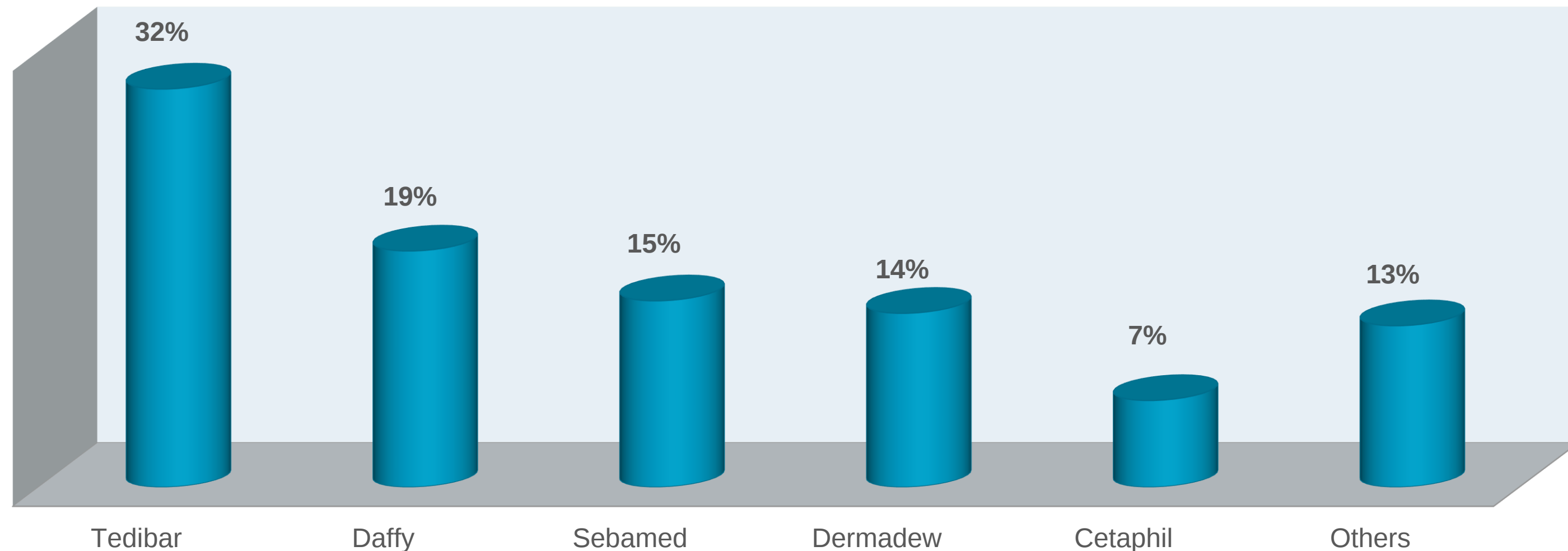
- Itching
- Dry skin
- Ichthyosis
- Pruritus
- Roughness
- Allergic and red rashes
- Urticaria
- Fungal infection
- Superadded bacterial infection
- Scaly skin

Minor symptoms

- Hypopigmented and enzymatous skin lesions
- Excoriation with redness
- Scabies
- Exanthem
- Roughness
- Red plaques
- Fine lines and cracks

MOST PRESCRIBED BRANDS

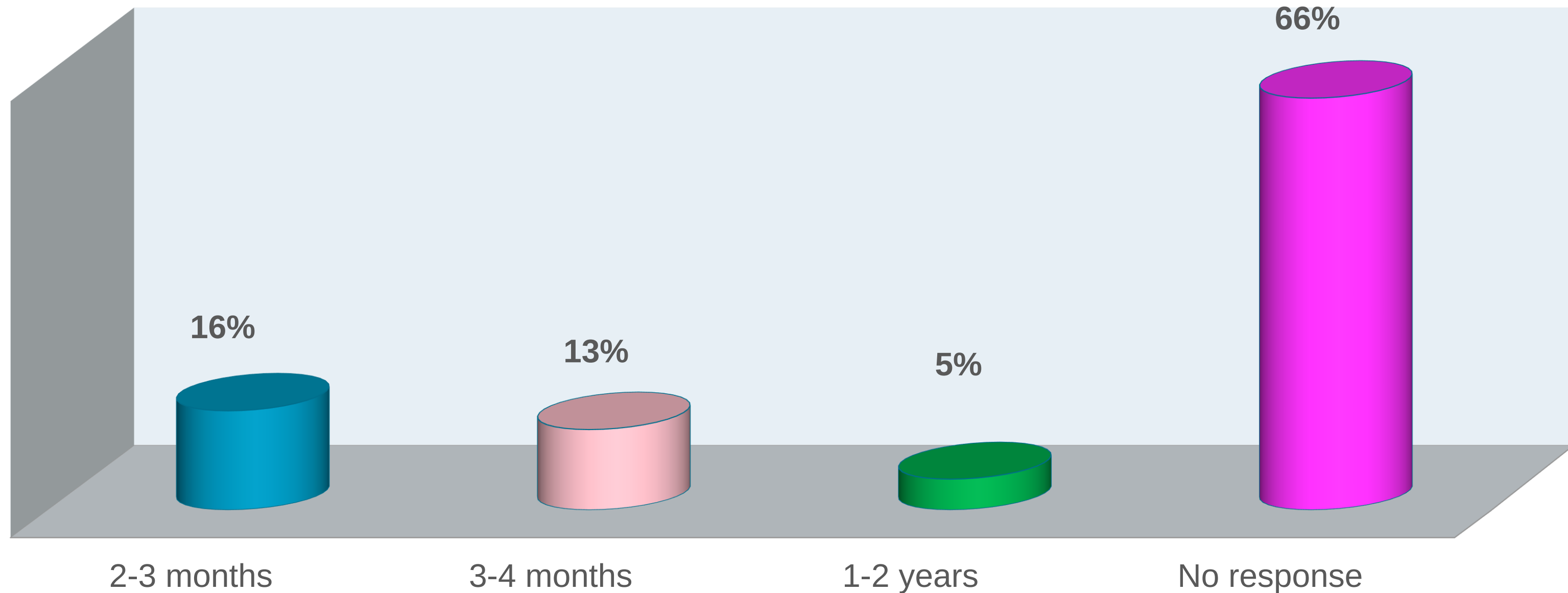
Brands most prescribed by the pediatrician



Others include: MOISTUREX, NUSOFT, LSDEW, KIDGLO, AQUASOFT, MOIST RICH, LITTLE, HIMALAYA, OLEMESSA

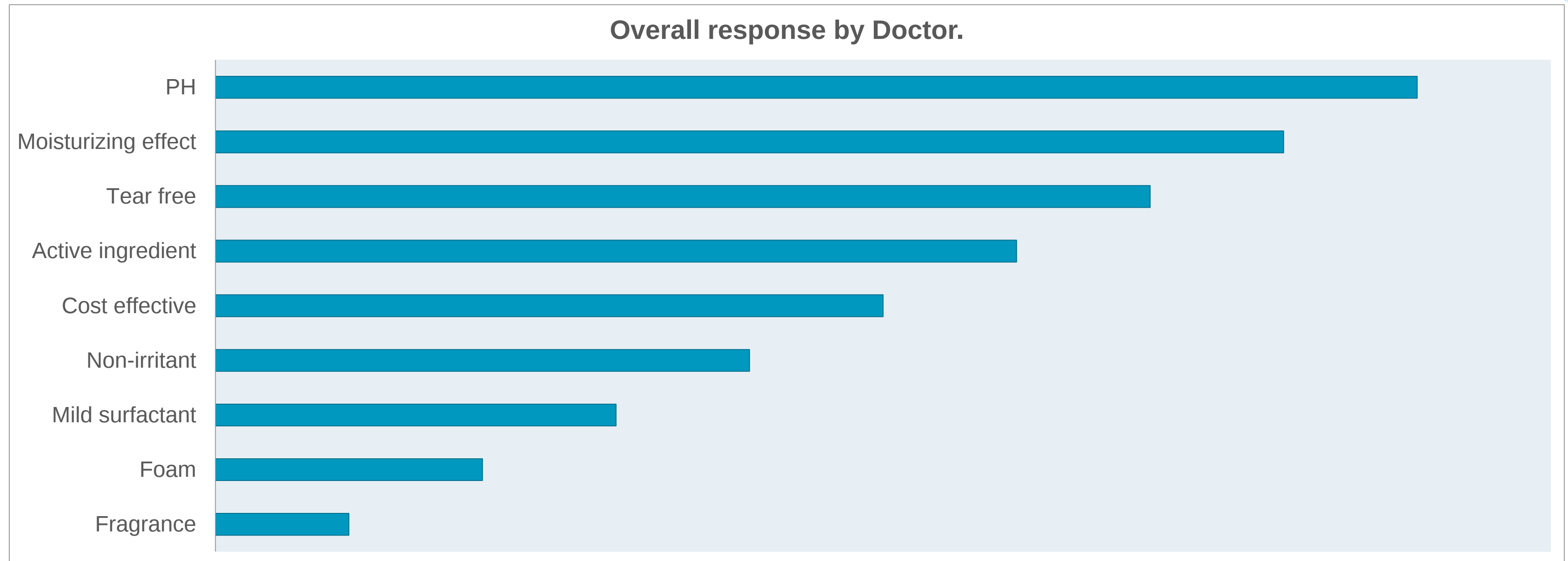
Total duration of therapy

Overall response by Doctor.



16% of the doctors said that it should be used for 2-3 months regularly, 13% doctors said that it should be continued for 3-4 months, while 5% of the doctors said that it should be used for 1-2 years of life.

Key attributes important while choosing the syndet (Rank).



Using the factor analysis method, it is analyzed that PH is the most preferred feature which a doctor considered in a moisturizing syndet followed by Moisturizing effect, Tear free, Active ingredient, Cost effective, Non irritant, Mild-surfactant, Foam and Fragrance.

Gap in the current baby syndet.(According to pediatricians.)

- Should also be available in liquid form,
- Should not loose the consistency,
- Sebum control,
- Mild in nature,
- Less foam,
- Hypoallergenic.

RECOMMENDATION

1. Product

CURRENT FORMULATIONS (MOISTUREX)	NEED BY THE PEDIATRICIAN	OTHER ATTRIBUTES THAT CAN BE INCORPORATED
PH neutral, Moisturizing effect.	Tear free, Non-irritant and Mild surfactant.	Should also be available in liquid form, Consistent, Sebum control, Mild in nature, Should be SLS Free, Hypoallergenic.

It is recommended that the innovated product should contain all the major attributes that are discussed above. This will add more value to the product in the market.

2. Price

- ✓The price of the moisturizing syndet should be in between Rs.125-150. However, reason behind choosing this range includes,
 - ❑Innovative formulation,
 - ❑Moisturex syndet have a strong brand equity in the market,
 - ❑Concentrating on the price of top most brand.
- ✓Top most brands in the market and their prices are listed below:

Brand	Company	Price(75gm)
Tedibar	Curatio healthcare	110
Daffy	Dr. reddy labs	103
Sebamed	USV	251
Lsdew	Hedge & Hedge	125

3. Formulation

- ✓ In order to have competitive advantage it should be available in both solid and liquid form. Liquid form includes bathing gel that have an advantage of easy handling, and will also reduce the wastage of material.

4. Packaging

- ✓ As it is a baby care product, the packaging should include different shapes of toys, animals that will make it more attractive.

5. Communication

- ✓ Clinical trials data showing pH change on regular use of syndet should be distributed among the doctors.

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THANK YOU!

ANY QUESTIONS?