

Project report
On
“Perception mapping of Cosmeceutical brands”

Summer Training
at
Bharat Serums and Vaccines Pvt Ltd

(01st APRIL – 31st MAY 2019)

A Report

by
Salman Khan

MBA Pharmaceutical Management
2018-2020



CERTIFICATE

This is to certify that **Salman Khan** has undergone Summer Training at **Bharat Serum and Vaccines Pvt. Ltd.** from 1st April 2019 to 31st May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



Dr. Sandeep Narula
Dean-in-Charge (Associate Professor)
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3rd July, 2019

To whomsoever it may concern

This is to certify that **Mr. Salman Khan**, Second year **MBA in Pharmaceutical Management** student from **The IIMR University, Jaipur, Rajasthan**. Has successfully completed his internship program in this organization from **1st April 2019 to 31st May 2019**. The topic of his internship was **"Perception mapping of cosmeceutical brands"**.

During the duration of his internship, he has worked under our supervision and guidance and has shown a great amount of sincerity, interest and dedication in carrying out the responsibilities assigned to him.

We are satisfied with the output of his work and we wish him all the success in future.

For Bharat Serums and Vaccines Limited

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ACKNOWLEDGEMENT

It is great pleasure for me to acknowledge all those who have contributed towards the conception, origin and nurturing of this project.

This work was carried out at the School of Pharmaceutical Management, The IIHMR University, Jaipur, Rajasthan.

It is a delightful moment for me, to put into words all my gratitude to my esteemed guide and preceptor **Dr. Sandeep Narula**, Dean, School of Pharmaceutical Management, The IIHMR University, for his inestimable guidance, valuable suggestions and constant encouragement during the course of this study. It is with affection and reverence that I acknowledge my indebtedness to him and his outstanding dedication, often far beyond the call of duty. Apart from guiding me, his unwiring moral support and advice.

I am also thankful to **Dr. Abhishek Dadhich & Mr. Rahul Sharma** faculty at School of Pharmaceutical Management for their valuable support.

At this moment, last but not least, express my heartiest regards to **My Family** for their energetic, moral and economical support that boosted my spirits. It was the blessing of them that gave me courage to face the challenges and made my path easier. It is because of them I have reached the place where I am today.

SALMAN KHAN

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EXECUTIVE SUMMARY:

The project assigned is **Perception mapping of Cosmeceutical brands**.

The study aimed to determine about the perception of cosmeceutical brands. The perception of dermatologist regarding the cosmeceuticals brand was studied by utilising a structured questionnaire for data collection from respondent i.e. **40 dermatologists** from **Jaipur city**. Data was analysed & the findings obtained with doctor's opinion and a comprehensive review of the market situation.

The project was carried out in 3 stages:

1. Finding the targeted high-end dermatologist/cosmetologist.
2. Conducting primary data collection survey.
3. Data analysis and data interpretation.

COMPANY PROFILE:

Bharat Serums & Vaccines Limited (BSV)

“Bharat Serums & Vaccines Limited (BSV) is one of the fastest growing biopharmaceutical companies in India. It has been ranked amongst the top 10 Indian biopharmaceutical companies. The Company was founded in 1971 and is based in Mumbai, India having over 900 employees.”

“BSV researches, develops, manufactures, and markets injectable biological, pharmaceutical, and biotech products. Its product portfolio comprises 25 brands which include plasma derivatives, monoclonal, fertility hormones, antifungals, anesthetics, cardiovascular drugs and equine immunoglobulins / antitoxins. BSV provides its products to retail outlets and hospitals through distributors primarily in India and also internationally. In addition to its commercial operation, the Company has an extensive research and development platform working on the development of new drug delivery systems, biotechnology / recombinant therapeutics, and biological / equine products. BSV is research-oriented organization with state of the art R&D facilities in India, Germany and USA. BSV have company owned and joint venture-based manufacturing facilities in Ambernath, Ahmedabad, and Aachen, Germany. The company also has a horse farm for production of equine anti-sera and anti-toxins. Our brands are marketed all over India and exported to over 45 countries across the world. BSV's mission is to be an innovative, caring and trustworthy partner in bringing life to life. As a part of its mission, the Company is committed to mitigating the anguish and suffering of millions. BSV achieves this with its scientific processes, manufacturing expertise and ethical pursuits that introduce new biological and biotechnology products, as well as novel drug delivery systems.”

MISSION:

- **Enhancing Quality of life is our life purpose:** “Bharat Serums & Vaccines Limited is a company with a noble mission to give life to life. We are a company that focus our scientific knowledge to for the research, development, manufacturing and marketing of specialized biological, pharmaceutical and biotechnology products that combat disease and enhance quality of life.”
- **Bringing Path breaking Pharma, Bio & Biotechnology Products:** “We pursue our purpose by bringing to the world a wide range of plasma derivatives, monoclonal, hormones, equine anti toxins and serums, antifungals, anesthetics, cardiovascular and diagnostic products. Our range of products and their efficacy has made BSV a market leader in many segments and one of India's fastest growing bio-pharmaceutical companies. BSV is looking forward to sustaining this growth in the future by continually evolving and expanding its product portfolio.”
- **Research Driven: Manufacturing, People driven marketing:** “We are a research-oriented organization with state-of-the-art R&D facilities in India, Germany and USA. We have company owned and joint venture-based manufacturing facilities in Ambernath, Ahmedabad, and Aachen, Germany. The company also has a horse farm for production of equine anti sera and anti-toxins. Our brands are marketed all over India and exported to over 45 countries across the world.”
- **Seeking Life:** “BSV's mission is to be an innovative, caring and trustworthy partner in bringing life to life. As a part of its mission, the Company is committed to mitigating the anguish and suffering of millions. BSV achieves this with its scientific processes, manufacturing expertise and ethical pursuits that introduce new biological and biotechnology products, as well as novel drug delivery systems.”

VISION:

To Be an Innovative, Caring and Trustworthy Partner in bringing Life to Life

- Mitigating the anguish and suffering of millions.
- Underlying fairness and transparency in dealings with all stakeholders including employees and business partners.

The Group is driven by an informal culture fostering cohesion and innovation presence. Domestic Products are sold through 6 specialized divisions and have over 25 brands. Internationally, with a zest born out of the desire to improve health and quality of life globally, BSV started its international business operations in early 2000. The international business operation got a major boost with the commissioning of the new Ambernath plant in 2003.

→ The Firm's products are listed in more than 45 nations and its manufacturing facilities are authorized and certified by various regulatory bodies from Asia, Latin America, Middle East, Africa etc.

→ The company also has global subsidiaries namely BSV BIOSCIENCES, INC (United States).

INTRODUCTION:

“The Cosmetics section covers decorative cosmetics that primarily function beauty products as hostile product applied to the skin for cleansing and care. In recent years Cosmetics have shown significant growth, because of associate enhanced need for personal expression and individuality. This trend has at least partially been driven by influencers on social media (mainly YouTube and Instagram) that highlights their importance in promoting and marketing those products. Major producers in Cosmetic and skin care market are L'Oréal, Unilever, Procter & Gamble and Beiersdorf.”

“As per Goldstein analysis, Indian cosmetic market is valued at nearly USD 11.16 billion in 2017 and is projected to grow at a CAGR of 5.91% throughout the forecast period 2017-2025. Moreover, it's calculable annual retail sale of cosmetics care product is growing within the vary of 15-20% annually, so placing the domestic demand in Republic of India as one of the quickest growing across the globe. Over the past 5 years total demand has grew by 60 %. It's been discovered that a lot of customers are progressively shifting towards ‘natural’ and ‘herbal’ cosmetic products as they're related to bio-active ingredients and safe for human skin.”

Cosmetic products can be segmented:

By Pricing

- Low- and Medium-Priced Cosmetics
- Premium Priced Cosmetics

By Gender

- Male Cosmetics
- Female Cosmetics

By Distribution Channel

- Online Distribution Channel
- Offline Distribution Channel
 - ❖ Supermarkets
 - ❖ Departmental stores
 - ❖ Drug stores
 - ❖ Brand outlets

Key Market Players in Indian Cosmetic Market

“India Cosmetics market comprises of the following companies as the key players: Himalaya, Biotique, Dabur, Lotus, Patanjali, Coach, LVMH, Puig, Shiseido, the Estée Lauder Companies Inc., Ralph Lauren Corporation, L'Oréal, Coty, Revlon, Avon Products, Inc., Hermès, Oriflame, The Procter & Gamble Company, Unilever PLC, GIVI Holding S.p.A., Christian Louboutin S.A., Bottega Veneta, Balmain, Azzaro, Carolina Herrera, Groupe Clarins SA, etc.”

The products under this study are-

1. AC-norm active wash
2. AC-norm total control cream
3. Moisturizing 24hr cream
4. Night force A+E cream
5. Eye balm
6. Sunscreen velvet face SPF50+
7. Frezzykeld cream

OBJECTIVES OF THE PROJECT:

1. To Meet Cosmetologists & Dermatologists
2. To Study complete demographics
3. To Study complete psychographics of the Doctors
4. To Get complete feedback on the products about usage pattern:
 - a. Scope of products in their clinical practice
 - b. Number of patients they can prescribe on each brand
 - c. Pricing strategy of the products
 - d. Patient segmentation
 - e. Communication strategy for the products

RESEARCH METHODOLOGY:

Sample Design- Descriptive Study (Cross-sectional)

Sampling Method- Non -probability (convenience) sampling

Sample Population- Cosmetologists and Dermatologists

Sample Size- 40

Sampling Area- Jaipur City

Tool Used- Structured questionnaire for primary data collection & MS-Excel for data analysis

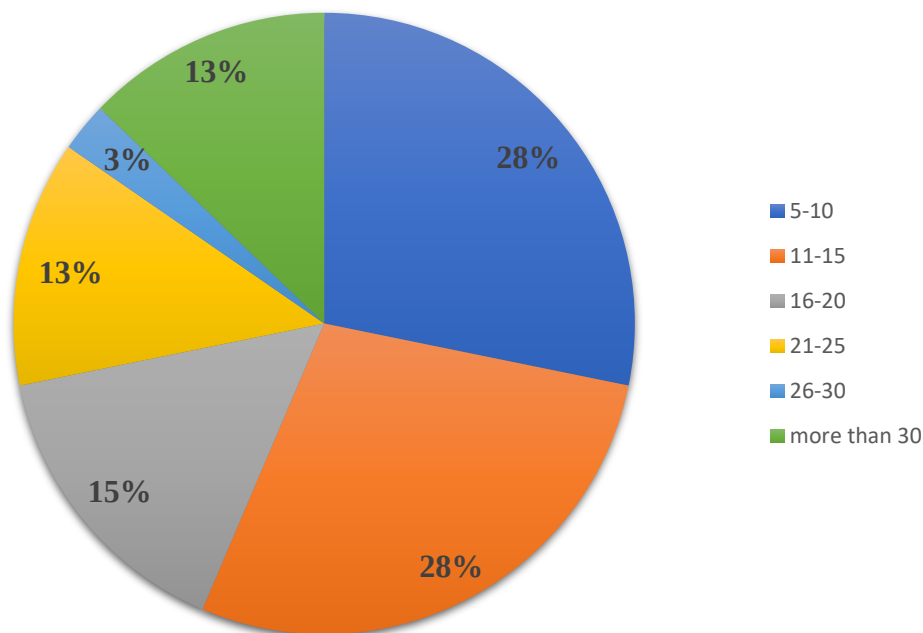
Data Collection period- 30 days

FINDINGS & INTERPRETATIONS:

Q1) How many years of clinical experience do you have?

It is observed that 28% of total Dermatologists and cosmetologists has found with a clinical practice experience of 5-10years and 11-15years i.e. young doctors and cosmetologists are higher in number within market.

Clinical practice experience of Doctors

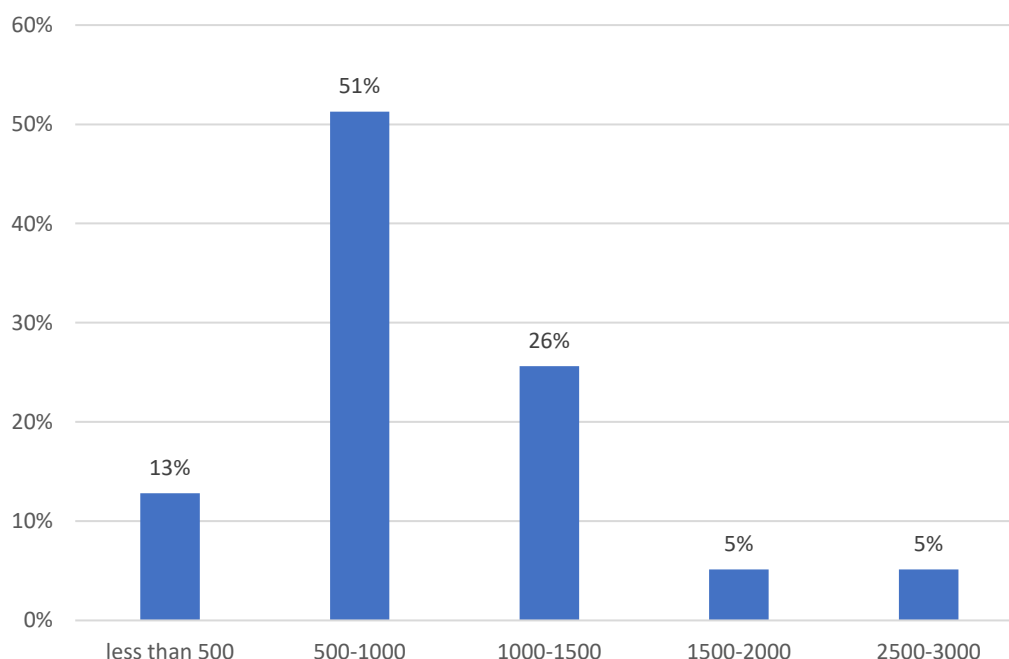


Q2) How many patients do you see in a month?

It is observed that 51% of doctors have an OPD of 500-1000 patients per month i.e. an average of 25 patients per day and 26% of the doctors have an OPD of 1000-1500 patients per month i.e. around 42 patients per day.

Hence there is a potential market or demand for skin and cosmetic products since large patient pool is present in Jaipur city.

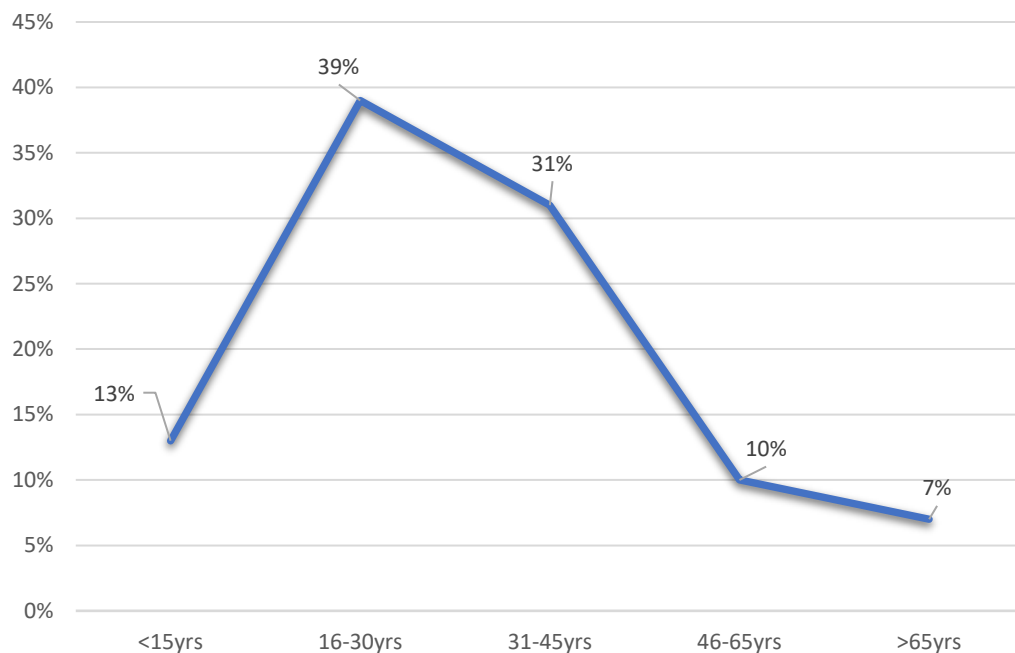
Patient frequency



Q3) What proportion of your patients belong to each of the age groups?

It is observed that 39% proportion of the patients falls under 16-30yrs class interval followed by 31-45yrs with 31% proportion i.e. vast majority of teenagers and adults are suffering from skin problems in Jaipur city.

Agewise patient segmentation

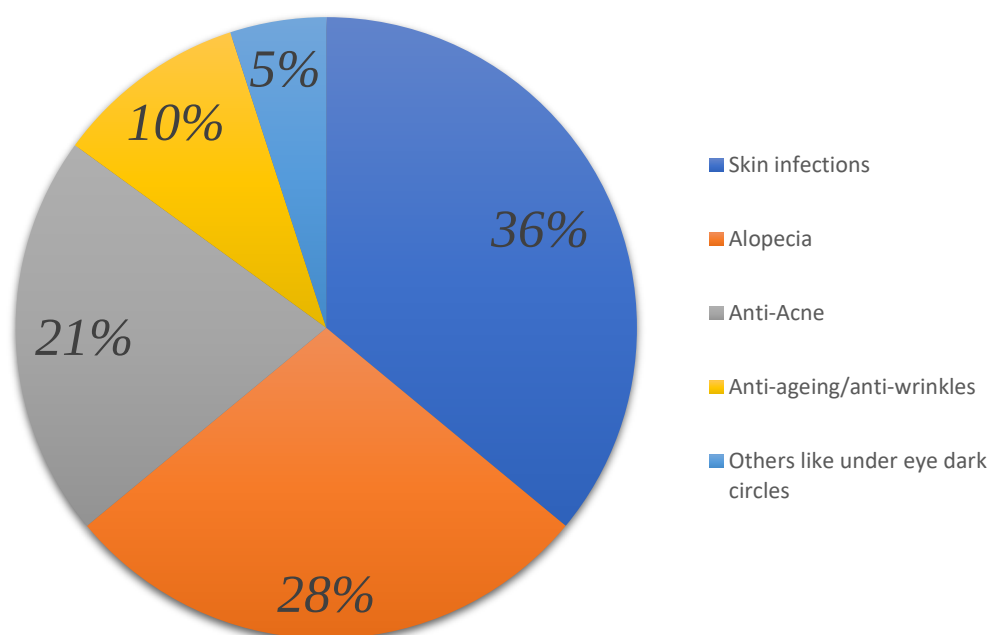


Q4) Average number of patients seen per month with specific dermatological conditions?

Skin infections are observed to be at peak in patient footfall with 36% of patient pool followed by Alopecia and Anti-Acne with 28% and 21% patient pool respectively.

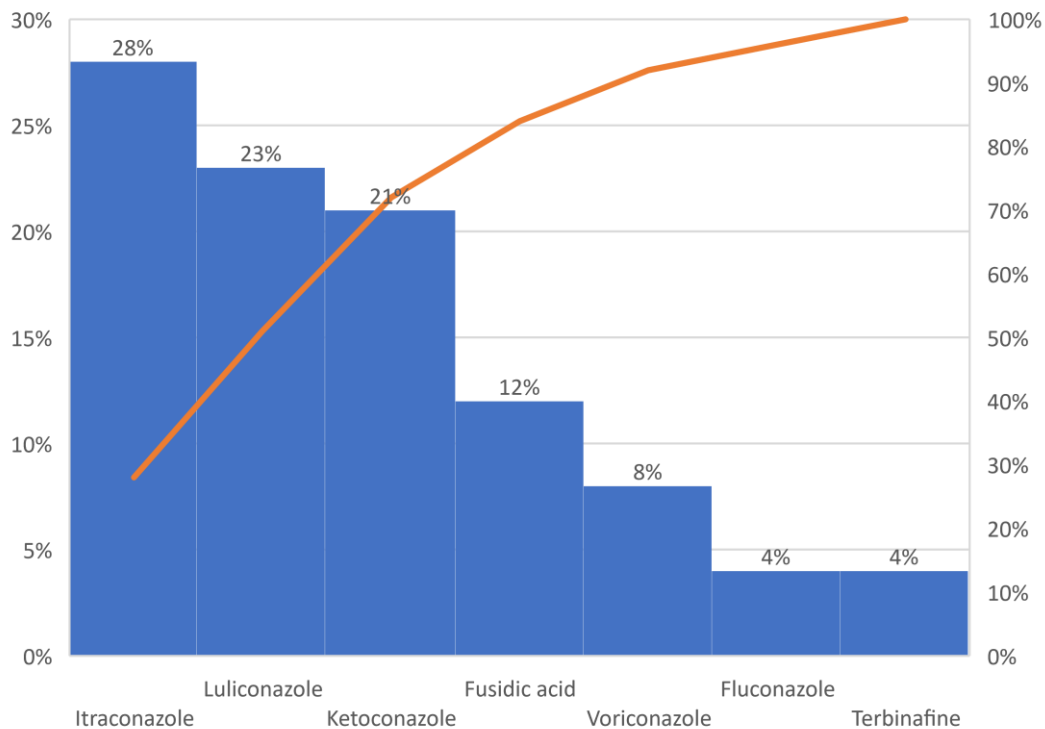
Here we can interpret that teenagers and adults of Jaipur are mainly facing problems of infection, alopecia and acne.

Indicationwise patient segmentation

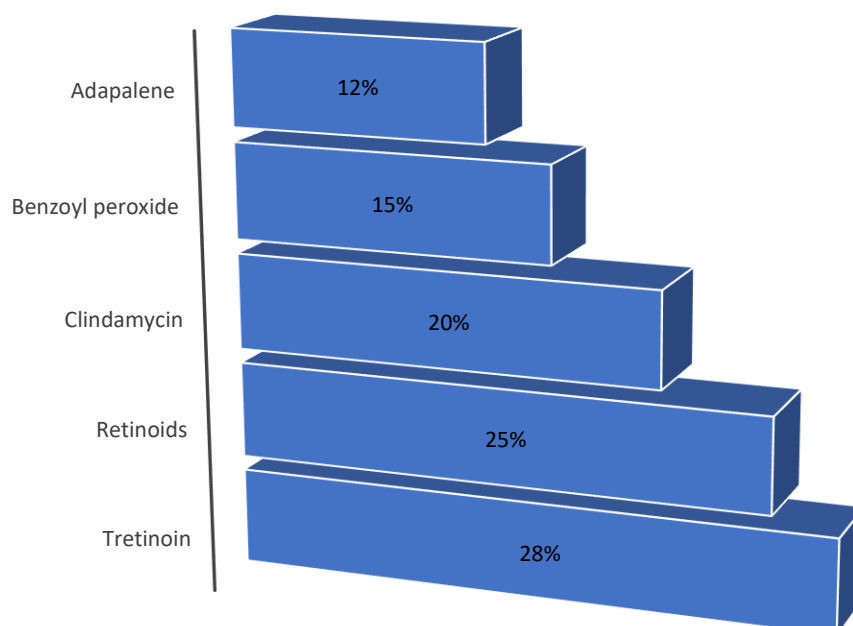


Q5) Name 3 Molecules that you prescribe in specific indications?

- a) **Skin infections-** Itraconazole, Luliconazole and Ketoconazole these 3 molecules altogether constitute about 72% of the prescribe market share in skin infections.

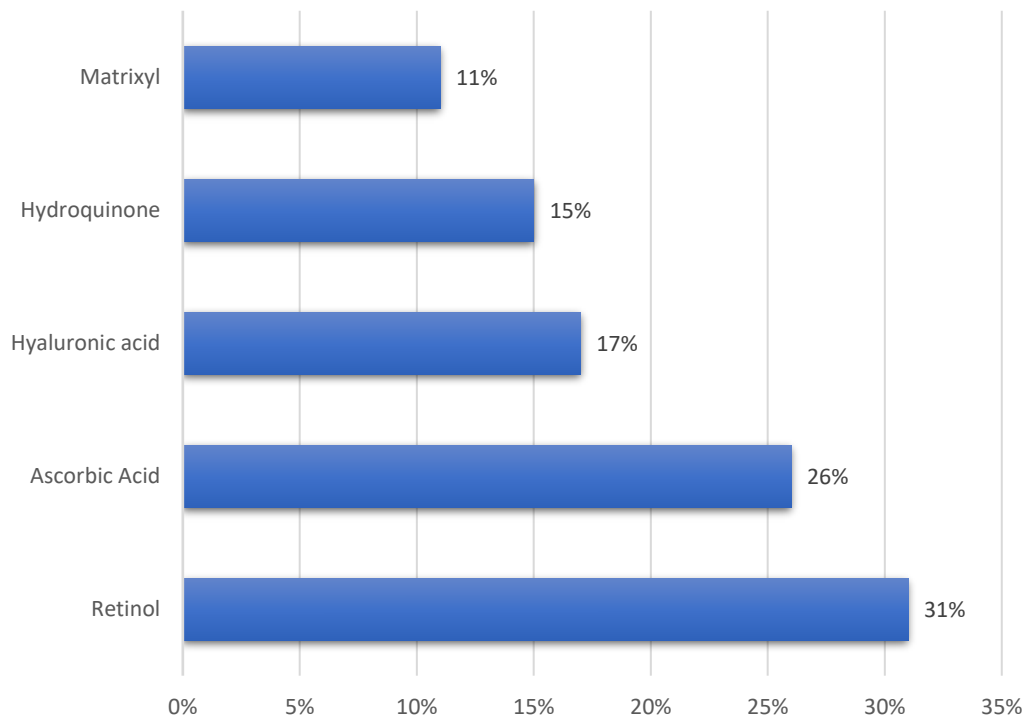


- b) **Alopecia-** *Minoxidil* is extensively used in the treatment of alopecia with *finasteride* and therapies like Platelets Rich Plasma (**PRP**) and Low Laser Light Therapy (**LLLT**). Another drug named “*Capixyl*” is also prescribed by few doctors in alopecia.
- c) **Anti-Acne-** Tretinoin, Retinoids & Clindamycin are in general habit of practitioners for acne treatment therapy respectively.



d) Cosmetics like anti-ageing / anti-wrinkle –

Retinol, Ascorbic acid, and Hyaluronic acid are major molecules that are generally being prescribed in treating fine lines, wrinkles and ageing problems.



e) Others like under eye dark circles-

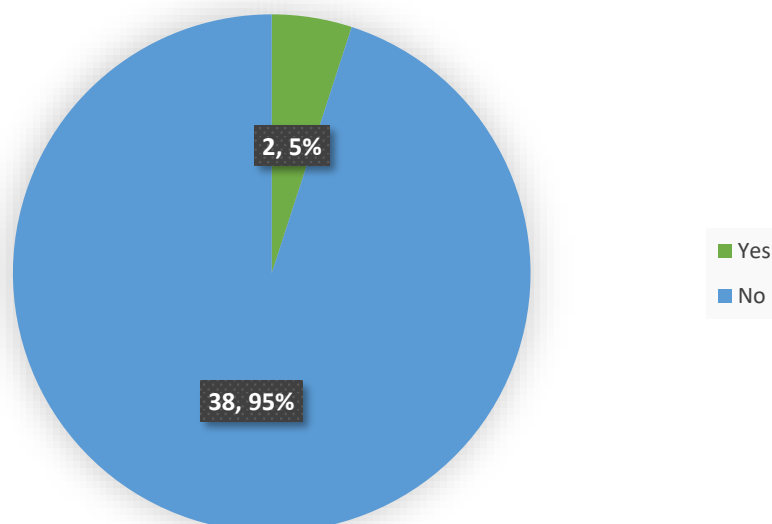
During survey it was observed that Kojic acid, Arbutin, Vitamin C, Retinol, and Vitamin E and their different combinations are generally used in the treatment of dark circles.

Q6) Product profiling-

a) AC-Norm active wash-

Would you prescribe at proposed price point of 1500 for 50ml packaging?

It is observed that 2 out of 40 respondents agreed to prescribe the product.



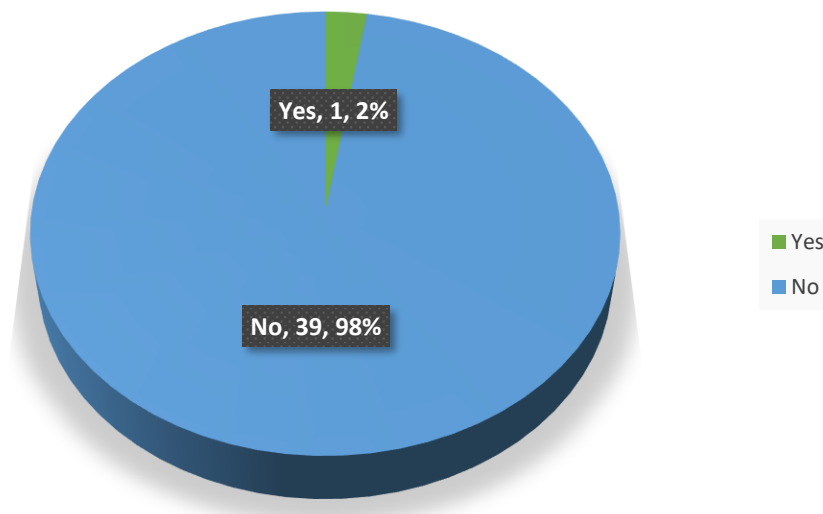
How many patients per month would you recommend at this price point?

15-20 patients per month is recommended by doctors.

b) AC-Norm total control cream-

Would you prescribe at proposed price point of 2300 for 50ml packaging?

It is observed that 1 out of 40 respondents agreed to prescribe the product.



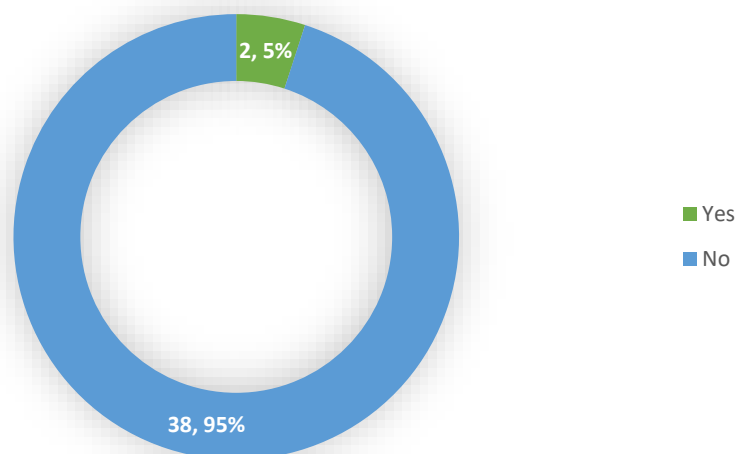
How many patients per month would you recommend at this price point?

10-15 patients per month is recommended by doctors.

c) Moisturizing 24hr cream-

Would you prescribe at proposed price point of 1800 for 50ml packaging?

It is observed that 2 out of 40 respondents agreed to prescribe the product.



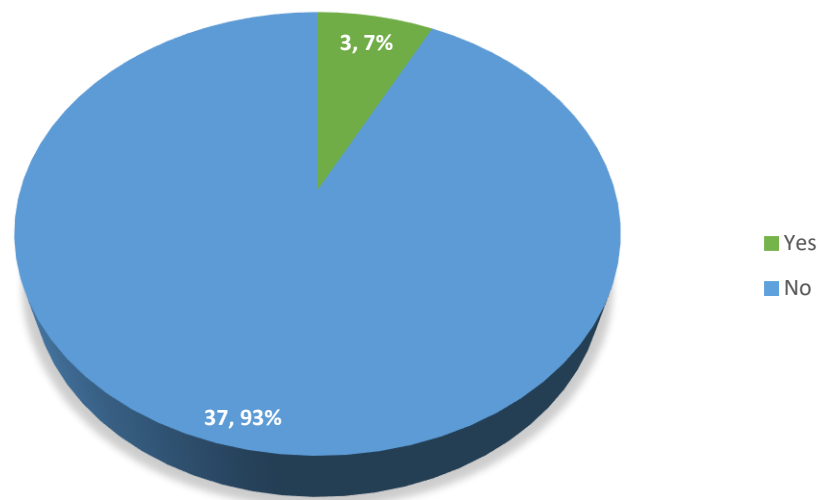
How many patients per month would you recommend at this price point?

10-20 patients per month is recommended by doctors.

d) Night force A + E cream-

Would you prescribe at proposed price point of 2400 for 50ml packaging?

It is observed that 3 out of 40 respondents agreed to prescribe the product.



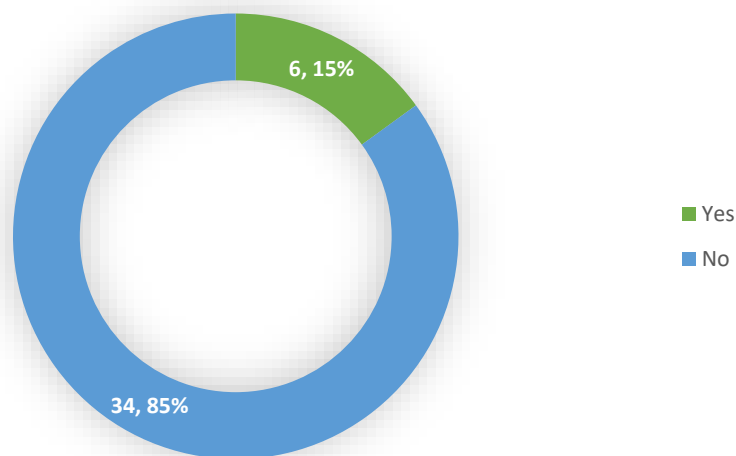
How many patients per month would you recommend at this price point?

10-15 patients per month is recommended by doctors.

e) Eye balm-

Would you prescribe at proposed price point of 1700 for 15ml packaging?

It is observed that 6 out of 40 respondents agreed to prescribe the product but only when the results of the products should be very good.



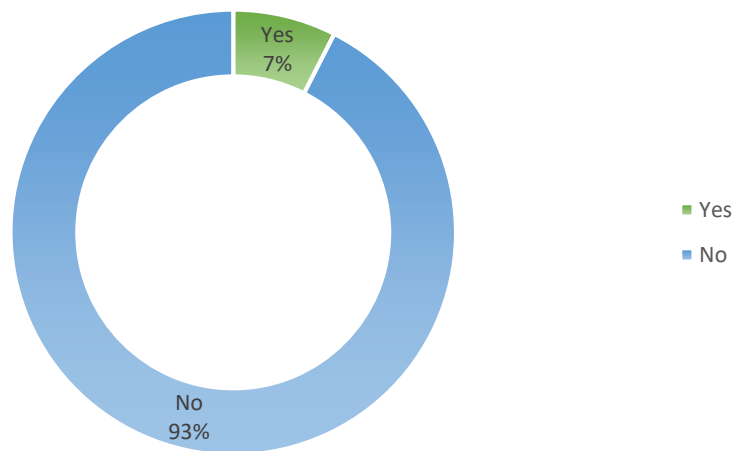
How many patients per month would you recommend at this price point?

5-10 patients per month is recommended by doctors.

f) Sunscreen velvet face SPF50+

Would you prescribe at proposed price point of 1990 for 50ml packaging?

It is observed that 3 out of 40 respondents agreed to prescribe the product.



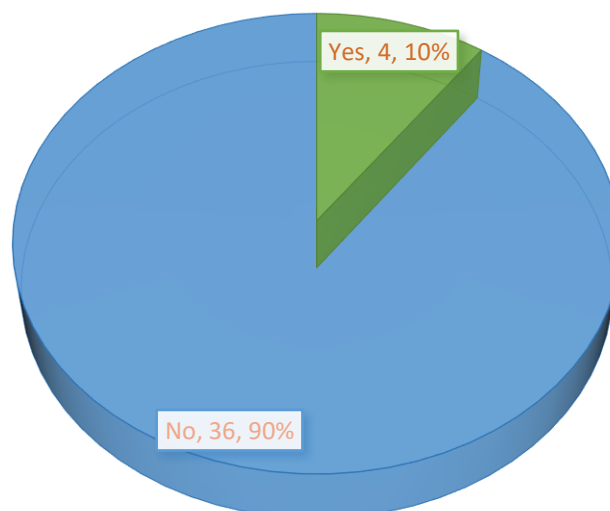
How many patients per month would you recommend at this price point?

5-10 patients per month is recommended by doctors.

g) Frezykeld cream-

Would you prescribe at proposed price point of 2000 for 40ml packaging?

It is observed that 4 out of 40 respondents agreed to prescribe the product.



How many patients per month would you recommend at this price point?

10-20 patients per month is recommended by doctors.

SWOT ANALYSIS:

STRENGTHS-

- a) Manufactured with International Standard equipment
- b) International quality standards
- c) Top development labs

WEAKNESS-

- a) High price and less quantity of product.
- b) Brand name is new in market.

SWOT ANALYSIS

OPPORTUNITIES-

- a) Increasing global demand for product indications
- b) High market value (International)

THREATS-

- a) Growing competition
- b) Increasing market share of established drugs

CONCLUSION:

The Indian cosmetic market is fast growing segment that have a major potential, but Indian consumers' needs are very different than rest of the others. They want a good quality product with higher standards and minimum side effects, but they are very price sensitive since the products in this study are overpriced according to the Jaipur market therefore minimal number of responses were positive regarding products' price and henceforth the amount of patient which were recommended was observed to be low.

SUGGESTIONS:

Based on the survey/study carried out it tend to recommend that there should be

- **Unique product characteristics-** According to the study, it is recommended that the products should comprise of unique features or technology to compensate its price to volume ratio that seems to be very high by respondents.
- **Dynamic Pricing strategy-** As the major market competitors have low price to volume ratio, therefore the products in this study should focus on time-based pricing strategy i.e. flexible prices for products based on current market demands.
- **Brand popularity-** Focusing on Go-To-Market strategy (GTM) which can help in action to achieve specific large-scale objectives and help in reaching the target customers and get competitive advantage which can create Brand Equity.
- **Brand endorsement-** Celebrities or other Key performance leaders can drastically affect the market dynamics of the new/existing product which can help to compete with current market leaders in the segment.
- **Focus on TIER-1 cities-** Since Jaipur is a tier-2 city and according to study it is observed that a less number of products is being recommended by respondents hence there are more chances of these products to get a boom in tier-1 cities since they have higher purchasing power.
- **Cost effectiveness-** The products should be cost effective according to the respondents i.e. they should provide a good value to the buyer for its price.

RECOMMENDATIONS:

- From the study we conclude that there is a potential market of these products if they launch in India because there is a high patient pool present in market since price of products are very high as compared to the market leading brands henceforth prices of the products under the study should be lowered to certain minimal price.
- Itraconazole, Luliconazole and Ketoconazole are the main molecules that is in general prescription habit of doctors in skin infection indications therefore company should focus on these molecules to capture a major market share.
- Frezykeld cream and Under eye cream responses shows that respondents are impressed by the products.
- Regular pitching of products and continuous post marketing surveillance should be done so that products can be improved more according to the market needs.
- Make the products available online.
- Contact distributors/stockist.

ANNEXURE:

QUESTIONNAIRE:

Dear Doctor,

As part of my curriculum, I am conducting a Research project in Cosmeceutical Products.

There are cosmeceutical range of products with Commercial operations in Greece, UK, Europe and Asia Pacific Regions; presence in over 34 countries. Staffed with specialist scientists, with years of experience; Won many awards in 2016, 2017 and 2018 and has successfully exhibited in multiple geographies (Frankfurt, Spain, UK and Greece). They have high focus on Efficacy and Safety of product applications in cosmeceutical range.

SECTION I DOCTOR & PATIENT PROFILE

Doctor profile: Dear Sir/Madam, what is your						
1.1	Clinical practice experience (In Years)	☐ < 5 yrs	☐ 5-10 yrs	☐ 11-15 yrs	☐ 16-20 yrs	☐ > 20 yrs
1.2	# Number of patients see in a month					
1.3	What proportion of your patients belong to each of the age groups?	< 15 Years: _____ %	16- 30 Years: _____ %	31- 45 Years: _____ %	46- 65 Years: _____ %	> 65 Years: _____ %

SECTION II CLINICAL CONDITIONS

Dear Sir/Madam, how many patients do you see with the following conditions in your practice?						
Sr. No	Dermatological conditions	Avg. patients seen/ Month	Name 3 molecules you prescribe			suggested/preferred new product/ composition/dosage form or drug delivery system to address the need
			1	2	3	
1	Skin like Fungal infections					
2	Alopecia					
3	Anti-Acne					
4	Cosmetics like Anti-ageing/ Anti-wrinkles					
5	Others like, under eye dark circles					

SECTION III PRODUCT PROFILING

Sr. No	Products	Brand Name	Packaging	ACTIVE INGREDIENTS/ ACTION/ USP		Response
				Ingredient	Action	
1	Anti-Acne	AC-NORM ACTIVE WASH	50 ml			a. Immediate response

		Suitable for: ✓ Comedogenic acne and blackheads ✓ Back acne ✓ Co-admin with medications ✓ Maintenance after medical sessions for acne		<table><tr><td>Salix Alba extract</td><td>Keratolysis, Sebum-regulation</td></tr><tr><td>Azadirachta indica:</td><td>Anti-microbial action</td></tr><tr><td>Ethyl Linoleate</td><td>Soothing action Emollient action Hydration</td></tr><tr><td>Tocotrienols</td><td>Anti-oxidant</td></tr></table>	Salix Alba extract	Keratolysis, Sebum-regulation	Azadirachta indica:	Anti-microbial action	Ethyl Linoleate	Soothing action Emollient action Hydration	Tocotrienols	Anti-oxidant	 b. Would you prescribe at a proposed price point of Rs.1,500 [YES] [NO] c. How many patients/month would you recommend at this price point						
Salix Alba extract	Keratolysis, Sebum-regulation																		
Azadirachta indica:	Anti-microbial action																		
Ethyl Linoleate	Soothing action Emollient action Hydration																		
Tocotrienols	Anti-oxidant																		
2	Anti-Acne	AC-NORM TOTAL CONTROL CREAM Suitable for: ✓ Mild, moderate and severe acne ✓ Combined with medication ✓ Maintenance after medical sessions for acne	50 ml	<table><tr><td>Ingredient</td><td>Action</td></tr><tr><td>Vit C- Niacinamide Bakuchiol:</td><td>Anti-acne action</td></tr><tr><td>b-Hydroxy salicylic acid</td><td>Keratolysis Deep cleansing of pores</td></tr><tr><td>Nigella sativa Cucurbita pepo</td><td>Sebum adsorption</td></tr><tr><td>Magnolia extract Epilobium angustifolium</td><td>Anti-bacterial, anti-inflammatory, anti-irritant and anti-oxidant action</td></tr><tr><td>b-Glucan</td><td>Enhancement of dermal barrier Skin renewal</td></tr><tr><td>Linoleic acid Vit F</td><td>Emollient action</td></tr></table>	Ingredient	Action	Vit C- Niacinamide Bakuchiol:	Anti-acne action	b-Hydroxy salicylic acid	Keratolysis Deep cleansing of pores	Nigella sativa Cucurbita pepo	Sebum adsorption	Magnolia extract Epilobium angustifolium	Anti-bacterial, anti-inflammatory, anti-irritant and anti-oxidant action	b-Glucan	Enhancement of dermal barrier Skin renewal	Linoleic acid Vit F	Emollient action	d. Immediate response e. Would you prescribe at a proposed price point of Rs.2,300 [YES] [NO] f. How many patients/month would you recommend at this price point
Ingredient	Action																		
Vit C- Niacinamide Bakuchiol:	Anti-acne action																		
b-Hydroxy salicylic acid	Keratolysis Deep cleansing of pores																		
Nigella sativa Cucurbita pepo	Sebum adsorption																		
Magnolia extract Epilobium angustifolium	Anti-bacterial, anti-inflammatory, anti-irritant and anti-oxidant action																		
b-Glucan	Enhancement of dermal barrier Skin renewal																		
Linoleic acid Vit F	Emollient action																		
Sr. No	Products	Brand Name	Packi ng	ACTIVE INGREDIENTS/ ACTION/ USP	Response														
3	Emollient	MOISTURIZING 24H CREAM Suitable for: ✓ Daily moisturizing care for young adult skin (20+) ✓ Skin that is prone to sensitivity and dryness (i.e. due to the change of seasons)	50 ml	<table><tr><td>Ingredient</td><td>Action</td></tr><tr><td>Imperatacyli ndrica Cassia Angustifolia Panthenol</td><td>Hydration</td></tr><tr><td>Tripeptides</td><td>Reduction of photo ageing signs</td></tr><tr><td>Ceramides Cholesterol</td><td>Reinforcement of the skin barrier</td></tr><tr><td>Antioxidants</td><td>Protection against air pollution and aggressive free radicals</td></tr></table>	Ingredient	Action	Imperatacyli ndrica Cassia Angustifolia Panthenol	Hydration	Tripeptides	Reduction of photo ageing signs	Ceramides Cholesterol	Reinforcement of the skin barrier	Antioxidants	Protection against air pollution and aggressive free radicals	g. Immediate response h. Would you prescribe at a proposed price point of Rs.1,800 [YES] [NO] i. How many patients/month would you recommend at this price point				
Ingredient	Action																		
Imperatacyli ndrica Cassia Angustifolia Panthenol	Hydration																		
Tripeptides	Reduction of photo ageing signs																		
Ceramides Cholesterol	Reinforcement of the skin barrier																		
Antioxidants	Protection against air pollution and aggressive free radicals																		
4	Anti-Ageing	Night Force A + E Cream Suitable for: ✓ Thin lines ✓ First wrinkles	50 ml	<table><tr><td>Ingredient</td><td>Action</td></tr><tr><td>Isoflavones Vitamin A in liposomes</td><td>Reduction of fine wrinkles</td></tr><tr><td>Procyanides Vitamin E</td><td>Antioxidant protection</td></tr></table>	Ingredient	Action	Isoflavones Vitamin A in liposomes	Reduction of fine wrinkles	Procyanides Vitamin E	Antioxidant protection	j. Immediate response k. Would you prescribe at a								
Ingredient	Action																		
Isoflavones Vitamin A in liposomes	Reduction of fine wrinkles																		
Procyanides Vitamin E	Antioxidant protection																		

		✓ All skin types, ages 25-45		<table><tr><td>Phytosterols</td><td>Reinforcement of skin cohesion</td></tr><tr><td>Yeast extract</td><td>Toning Firming Radiance Moisturizing</td></tr></table>	Phytosterols	Reinforcement of skin cohesion	Yeast extract	Toning Firming Radiance Moisturizing	proposed price point of Rs.2,400 [YES] [NO] l. How many patients/month would you recommend at this price point		
Phytosterols	Reinforcement of skin cohesion										
Yeast extract	Toning Firming Radiance Moisturizing										
5	Emollient	Eye Balm Suitable for: ✓ Dark circles ✓ Puffiness ✓ First wrinkles	15 ml	<table><tr><th>Ingredient</th><th>Action</th></tr><tr><td>Bioflavonoids</td><td>Activation of microcirculation</td></tr><tr><td>Herbal extracts</td><td>Elasticity Radiance</td></tr></table>	Ingredient	Action	Bioflavonoids	Activation of microcirculation	Herbal extracts	Elasticity Radiance	m.Immediate response n. Would you prescribe at a proposed price point of Rs.1,700 [YES] [NO] o. How many patients/month would you recommend at this price point
Ingredient	Action										
Bioflavonoids	Activation of microcirculation										
Herbal extracts	Elasticity Radiance										
Sr. No	Products	Brand Name	Packaging	ACTIVE INGREDIENTS/ ACTION/ USP	Response						
6	Sunscreen	SUN SCREEN VELVET FACE SPF 50+ Suitable for: ✓ Skin sensitive to ✓ Light ✓ Prevention of ✓ Photo ageing ✓ Skin with warts, ✓ Scars Protection ✓ against ✓ discolouration's ✓ All ages ✓✓ All skin types	50 ml	✓ Velvety feeling ✓ Matte finish for 6 hours, absorbs excess oil and sebum ✓ Softens the appearance of wrinkles ✓ Leaves no white tint ✓ Water resistant ✓ Allows skin to breathe ✓ Non- oilt texture	p. Immediate response q. Would you prescribe at a proposed price point of Rs.1,990 [YES] [NO] r. How many patients/month would you recommend at this price point						
7	Scars & Acne	FREZYKELD CREAM Suitable for: ✓ Scars from injury, surgery, acne ✓ Skin intolerance due to sunburn or burn, irritation and injury ✓ Regeneration and restoration of skin after invasive techniques	40 ml	<table><tr><th>Ingredient</th><th>Action</th></tr><tr><td>Copper Peptides</td><td>Reduction of scarring due to skin cell regeneration Enable removal of damaged scar tissue Increases rate of epithelialization</td></tr><tr><td>Rose Hip Oil</td><td>Elasticity Hydration Healing Enhancement of the organization of collagen fibres</td></tr></table>	Ingredient	Action	Copper Peptides	Reduction of scarring due to skin cell regeneration Enable removal of damaged scar tissue Increases rate of epithelialization	Rose Hip Oil	Elasticity Hydration Healing Enhancement of the organization of collagen fibres	a. Immediate response b. Would you prescribe at a proposed price point of Rs.2,000 [YES] [NO] c. How many patients/month would you recommend at this price point
Ingredient	Action										
Copper Peptides	Reduction of scarring due to skin cell regeneration Enable removal of damaged scar tissue Increases rate of epithelialization										
Rose Hip Oil	Elasticity Hydration Healing Enhancement of the organization of collagen fibres										

Name of Doctor & Date:	
Hospital/ Clinic Name:	
Place/ City:	
Contact Details:	

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