

Summer Training

At

Bharat Serums & Vaccines Ltd.

Perception mapping of cosmeceutical brands

By

Sakshi Sharma

MBA Pharmaceutical Management
2018-20

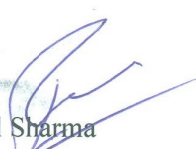


CERTIFICATE

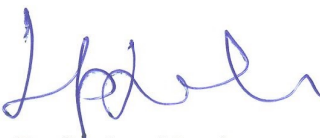
This is to certify that **Sakshi Sharma** has undergone Summer Training at **Bharat serums and vaccines Ltd.** from 1st April 2019 to 31st May 2019.

The candidate herself completed the project assigned to her in summer training. Her 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 her success in all her future endeavors.



Mr. Rahul Sharma
Assistant Professor
IIHMR University, Jaipur



Dr. Sandeep Narula
Dean- in- Charge (Associate Professor)
Pharmaceutical Management
IIHMR University, Jaipur



BHARAT SERUMS AND VACCINES LIMITED

(CIN : U24230MH1971PLC015134)

Registered Office : 17th Floor, Hoechst House, Nariman Point, Mumbai - 400021, India
Tel. : +91-22-6656 0900 / 6656 0980 Fax : +91-22-6656 0933
E-mail : corporate@bharatserums.com Website : www.bharatserums.com

3rd July, 2019

To whomsoever it may concern

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

During the duration of her internship, She 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 her.

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

For Bharat Serums and Vaccines Limited

Dr. Akhilesh Mishra
Senior Vice President – Human Resources

Corporate Office
3rd Floor, Liberty Tower,
Behind Reliable Plaza,
Airoli, Navi Mumbai,
Pin - 400 708.
Tel. : +91-22-4504 3456
Fax : +91-22-4504 3200

R & D Centre
3rd Floor, Liberty Tower,
Behind Reliable Plaza,
Airoli, Navi Mumbai,
Pin - 400 708.
Tel. : +91-22-4504 3000
Fax : +91-22-4504 3200

Thane Factory
Plot No. A-371/372, Road No. 27,
Wagle Industrial Estate,
Thane (West), Pin - 400 604.
Tel. : +91-22-2582 2181, 2582 1399
+91-22-6797 7696
Fax : +91-22-2582 3640
E-mail : factory@bharatserums.com

Ambarnath Factory
Plot No. K-27, Anand Nagar,
Additional M.I.D.C.,
Ambarnath (East), Pin - 421 501.
Tel. : 0251-262 7000
Fax : 0251-262 7008
E-mail : ambarnath@bharatserums.com

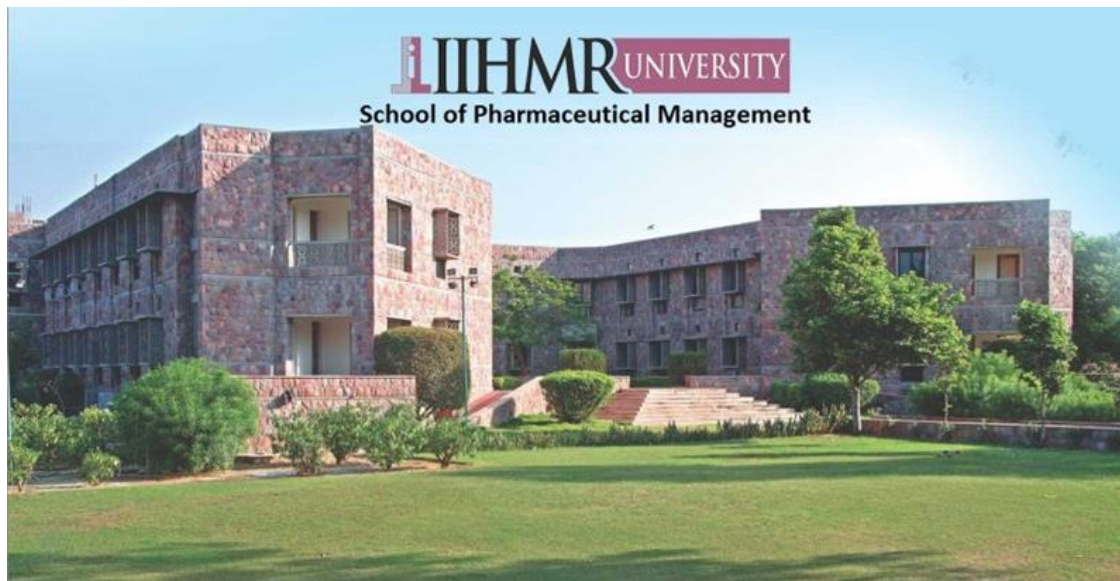
Warehouse
Building No. H-4, Premise No.1
Survey No. 15, Sonale Village,
Mumbai - Nasik Highway,
Taluka - Bhiwandi,
Dist. Thane, Pin - 421 302.
Tel. : +91-22-2663 026 / 27

This is to certify that this project entitled “**Perception mapping of cosmoceutical brand** ” has been submitted by **Ms. SAKSHI SHARMA** to the university.

Evaluation certificate

This is to certify that this Project has been evaluated.

	MR. RAHUL SHARMA
Signature	
Name	
College	
Date	



Declaration by the candidate

I hereby declare that project entitled **“PERCEPTION MAPPING OF COSMECEUTICAL BRANDS”** is a bonafide and genuine research work carried out by me under the guidance of MR. RAHUL SHARMA , assist. Professor of Pharmaceutical Management Department IIHMR UNIVERSITY, Jaipur, and **Mr. NITIN KELUSKAR**, general Manager – strategic Marketing , Bharat Serum and Vaccines Ltd.

Ms. SAKSHI SHARMA

Date:

Place: Jaipur

ACKNOWLEDGEMENT

I take this opportunity with pride and enormous gratification to express gratitude from the core of my heart to all individual who abided with us directly and indirectly throughout the learn lush phases during the materialization of this Project.

*At the very commencement, with great veneration and immense glee to express my deep sense of admiration to our adorable guide **MR. RAHUL SHARMA** , Assist. Professor Department of Pharmaceutical Management, whose immeasurable espose, encouragement and affirmative criticism and providing all the necessary facilities for the completion and has given full bloom to this research work.*

*With great pleasure I express my most cordial, humble and gratefull thanks to **Mr. NITIN KELUSKAR**, General Manager for giving opportunity to do my research work and also for inspiration and valuable suggestions.*

I sincerely extend my gratitude to all the faculty members of department of Pharmaceutical Management for their timely help and suggestions during this course of Summer Training.

I wish to express my cheerful thanks to all our classmates and seniors for their encouragement for the successful completion of this Summer Training.

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Executive Summary:

The project assigned was “” Perception mapping of cosmeceutical brand”.

The study aimed to create brand awareness and to know the perception of Dermatologist / Cosmetologist regarding the brand in Delhi. It was studied by utilising a structured questionnaire for data collection from respondents i.e 80 dermatologists. Data was analysed & the findings obtained with doctor’s opinion and a comprehensive review of the market situation is used for framing and suggesting the market strategy.

Company Profile

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 Ambarnath, 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

- **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 Ambarnath, Ahmedabad, and Aachen, Germany.
- **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 & COMMITMENT:

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 Ambarnath plant in 2003. → The Company's products are registered in more than 45 countries and its manufacturing facilities are accredited and certified by various regulatory authorities from Asia, Latin America, Middle East, Africa etc. → The company also has global subsidiaries namely BSV BIOSCIENCES, INC (United States).

INTRODUCTION

ABOUT THE PROJECT: -

The title of the project was “**Perception Mapping of Cosmeceuticals Brand**”

we were given 7 products to study namely Ac- norm active wash, Ac norm total control cream, moisturising cream, eye balm, night force cream, sunscreen, frezykeld cream.

Survey is done using questionnaire to know the market research of the products mentioned above.

Survey is done in Delhi and 80 Dermatologists / Cosmetologists response is recorded to study complete psychographics and demographics.

Get complete feedback on the products about usage pattern.

- A) Scope of products in their practice.
- B) No. of patients they can prescribes on each brand.
- C) Pricing strategy.
- D) Patient segmentation
- E) Communication strategy.

OVERVIEW OF THE PRODUCTS

<u>Products</u>	<u>Brand Name</u>
Anti-Acne	AC-NORM ACTIVE WASH
Anti-Acne	AC-NORM TOTAL CONTROL CREAM
Emollient	MOISTURIZING 24H CREAM
Anti-Ageing	Night Force A + E Cream
Emollient	Eye Balm
Sunscreen	SUNSCREEN VELVET FACE SPF 50+
Scars & Acne	FREZYKELD CREAM

These are the product which company intend to launch in India for skin problems. This product is manufactured by Frezyderm, a Greece based company. As the product is not launched in market, it was a difficult task to ask about the product to the targeted Cosmetologists/Dermatologists of Delhi.

OBJECTIVES OF THE STUDY:

The following objectives are formulated to be investigated in due study:

- To understand about the perception of Dermatologist/Cosmetologist towards the product of Bharat Serum and vaccines ltd.
 - To estimate the prescription behaviour of investigational products.
 - To strategize market launch of new products by Bharat serum ltd.
 - To predict the sales of the product after launch.
 - To know psychographics and demographics' parameter of the doctors.
-

RESEARCH METHODOLOGY

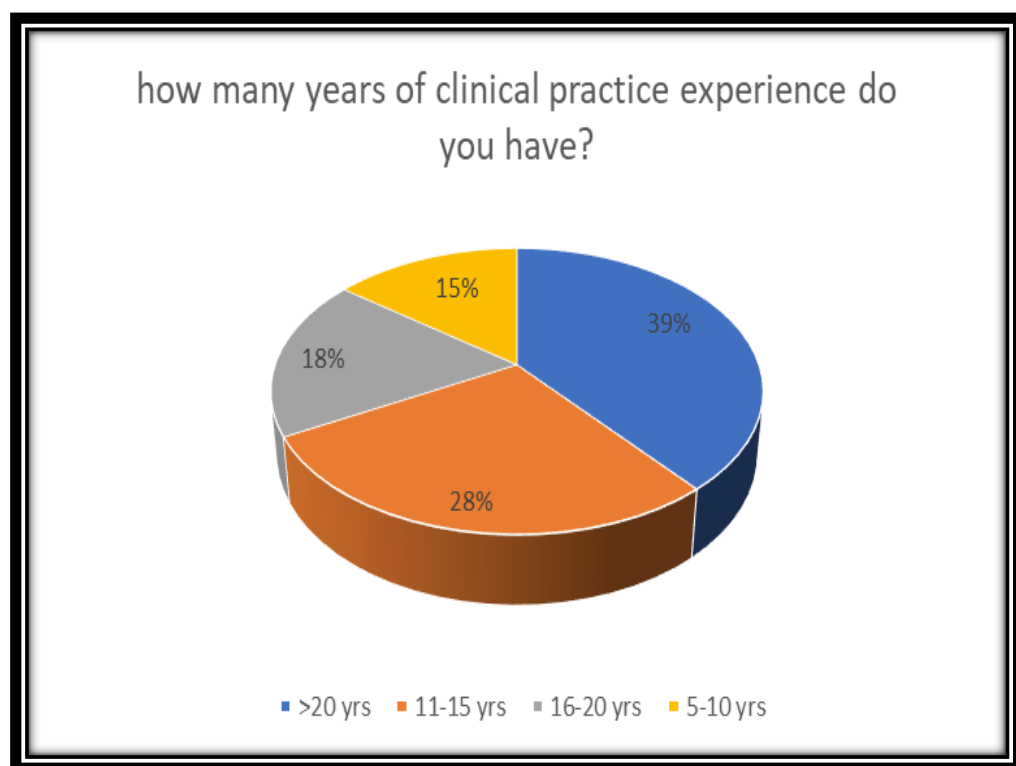
Sample Design	Descriptive Study
Sampling Method	Non -probability sampling
Sample Population	Dermatologist of Delhi
Sample Size	80 doctors
Sampling Area	Delhi
Tool Used	Semi structured Questionnaire tool
Data Collection	Time taken-25 days

➤ FINDINGS & INTERPRETATIONS

A feedback was taken through a questionnaire from 80 different dermatologists of Delhi city to know the perception about the product. Meeting with the dermatologists/ cosmetologist in various private hospitals and clinics Doctors were hesitant to support a new product due to high price and lack of clinical success.

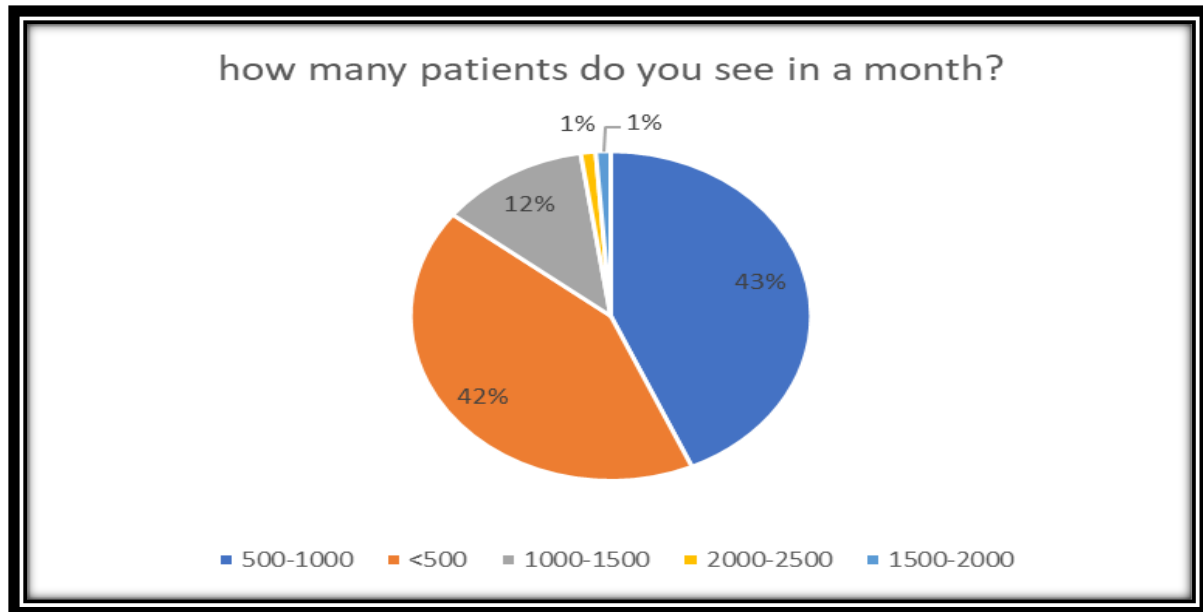
The data recorded through surveys gave results which were as follows:

A) How many years of clinical practice experience doctors have?



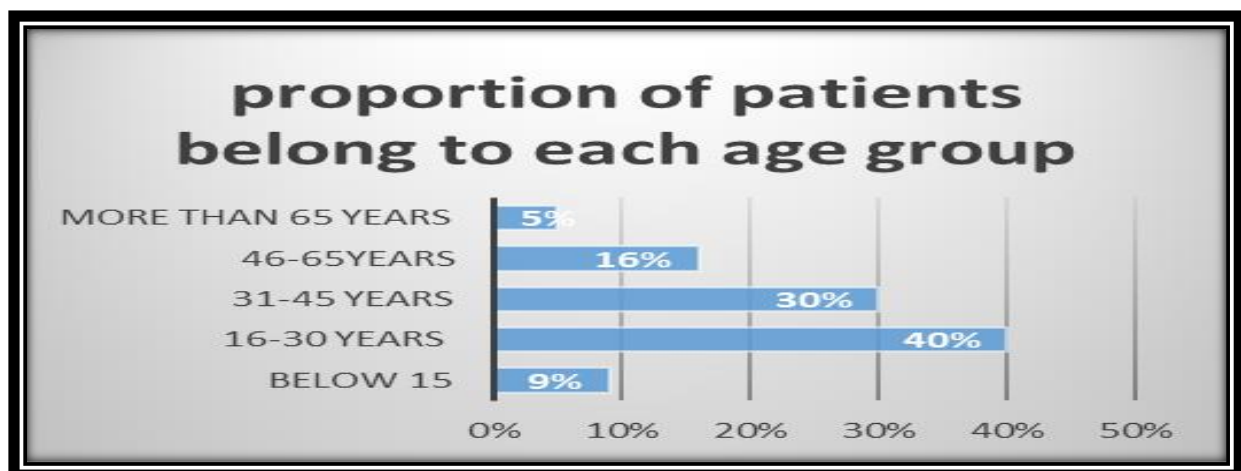
INTERPRETATION: The above pie chart shows 39% of dermatologist have more than 20% yr of experience and 28% of dermatologist have 11-15 yr of experience and 18% of dermatologist have 16-20 yr of experience and 15% of dermatologist have 5-10 yr of experience

.B) How many number of patients doctors see in a month



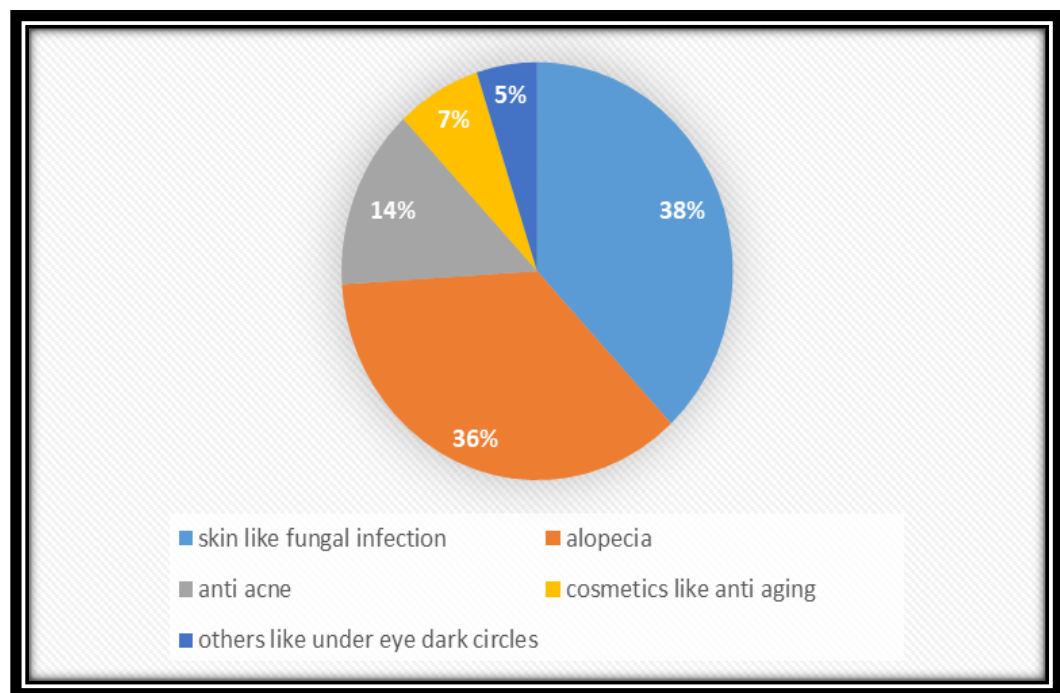
INTERPRETATION: The above pie chart shows the result of survey in which majority of prospects prescribed near about 500 patients and 500 to 1000 patients while minority of doctors prescribe 1500-2500 patients.

C. what proportion of patients belongs to each age group?



INTERPRETATION: The above Bar graph shows the result of survey that 40% proportion of the patients falls under 16-30 years class followed by 31-45 years with 30% proportion that's most of the population of these age are suffering from skin problems while minority patients are from geriatric and pediatric group.

D. How many patients, doctors see with the dermatological condition

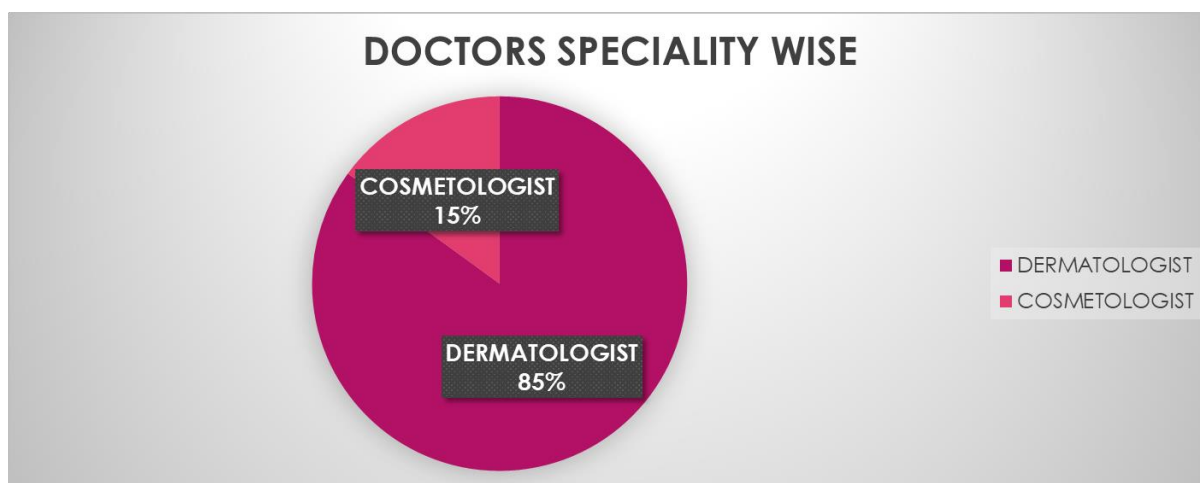


INTERPRETATION:

The above pie chart shows the result of survey in which skin fungal infection is more which is 38% followed by alopecia that is 36% (maximum no. of patients of alopecia), antiacne patients are 14% while cosmetics like antiaging patients are 7% and dark circle patients are 3%.

Dermatological conditions	Molecules mostly prescribed	Molecules prescribed	Molecules prescribed
Skin like anti-fungal	Itracanazole Ketacanazole Eberconazole	Terbinafine Sulconazole Luliconazole Oxiconazole	Voriconazole Tea tree oil
Alopecia	Isotretinoin Minoxidil Finasteride	Adapalene Vitamin D3 Methyl- prednisolone	Calcium Biotin Vitamin c
Anti-acne	Cephalodoxril Azithromycine Minocycline	Monocycline Retenoids Isotretinoin	Doxicycline Benzoyl-peroxide Clindamycin
Cosmetics like anti-ageing/ anti wrinkles.	Glutathione Vitamin c	Retinol	Argan oil Vitamin A
Under eye dark circles	Hydroquinone Retinol Vitamin c	Cetaphil	Kojic Azelaic

- These are the molecules mostly prescribed by the doctors and Itraconazole and Luliconazole are mostly prescribed in skin like fungal infection.
- In Alopecia Minoxidil with Finasteride is mostly prescribed. Whereas in anti-acne, cosmetics like anti-aging anti wrinkles, dark circles mostly prescribed molecules are mentioned in tables.



- The above pie chart shows that doctors targeted during survey are 85% dermatologist and 15% cosmetologist.

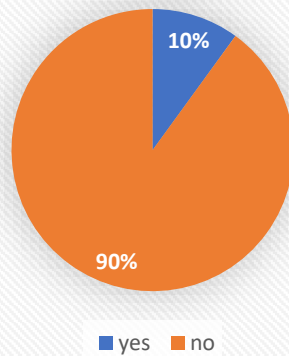
E. Product profiling

A- AC NORM ACTIVE WASH

Would you prescribe at proposed price for 50ml packaging?

- It is observed that 8 doctors prescribed the product.

AC-Norm active Wash

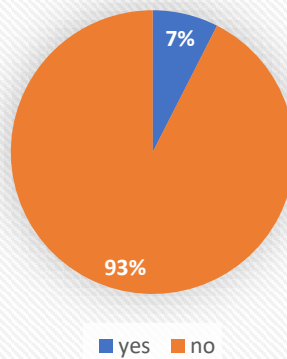


B. AC- Norm total control cream

Would you prescribe at price point 2300Rs.for 50ml?

- It is observed that 6 doctors prescribed the product

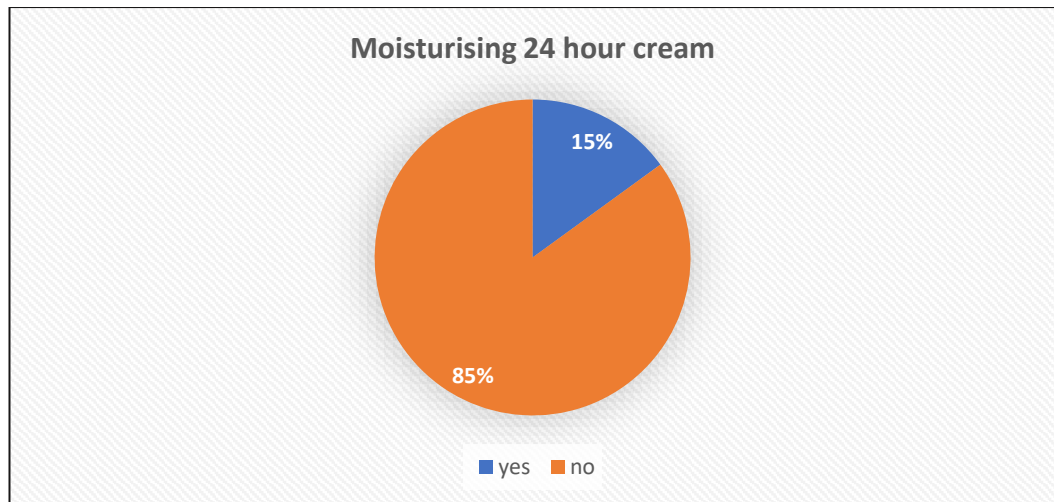
AC Non total control cream



C. Moisturizing 24-hour cream

Would you prescribe at price point 1800Rs.for 50ml?

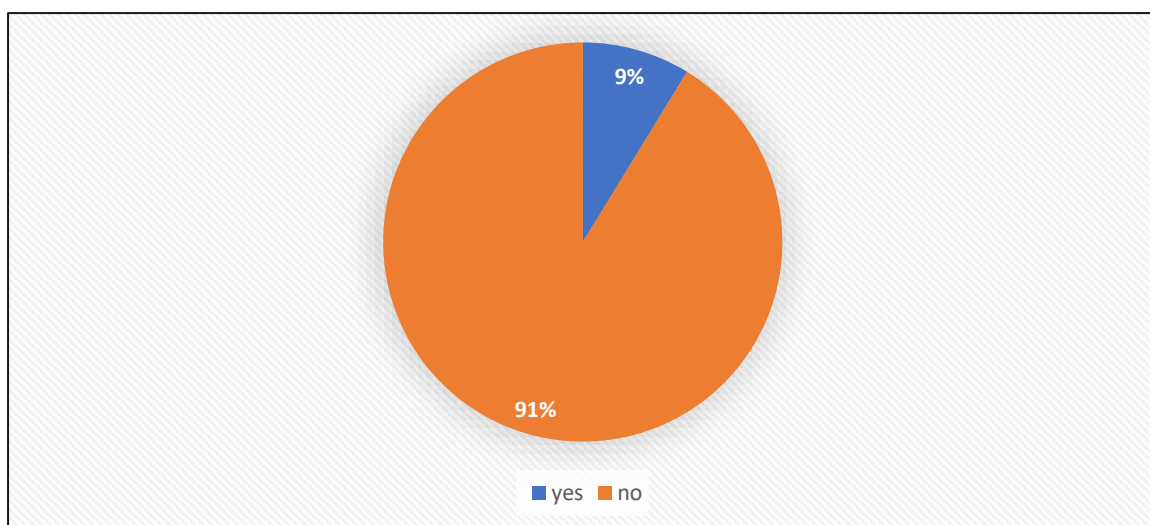
- It is observed that 12 doctors prescribed the product.



D. Night force A+E cream

Would you prescribe at 2400 Rs price for 50ml packaging?

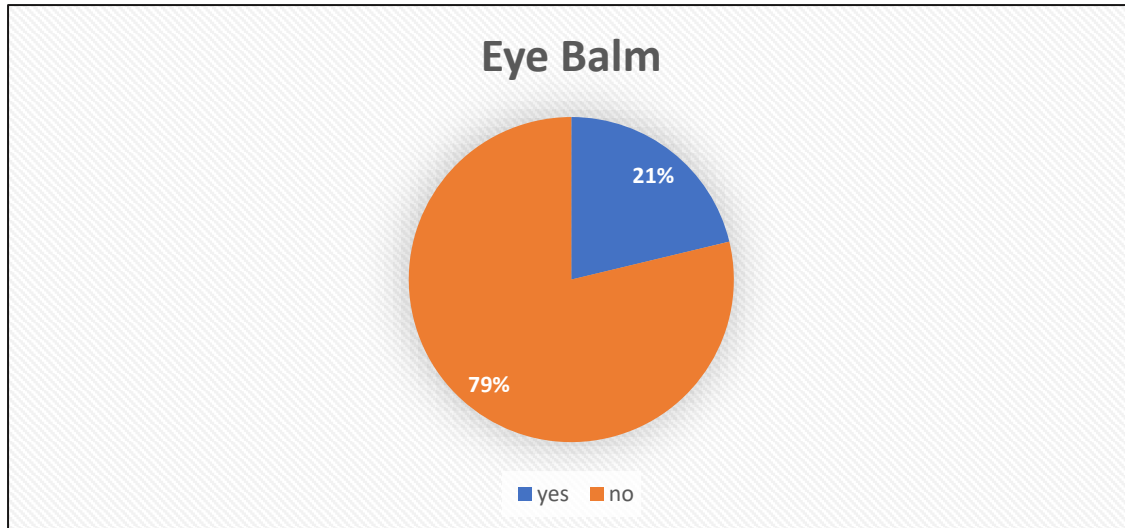
- It is observed that 7 doctors prescribed the product,



E. Eye balm

Would you prescribe at 1700 Rs price for 50ml packaging?

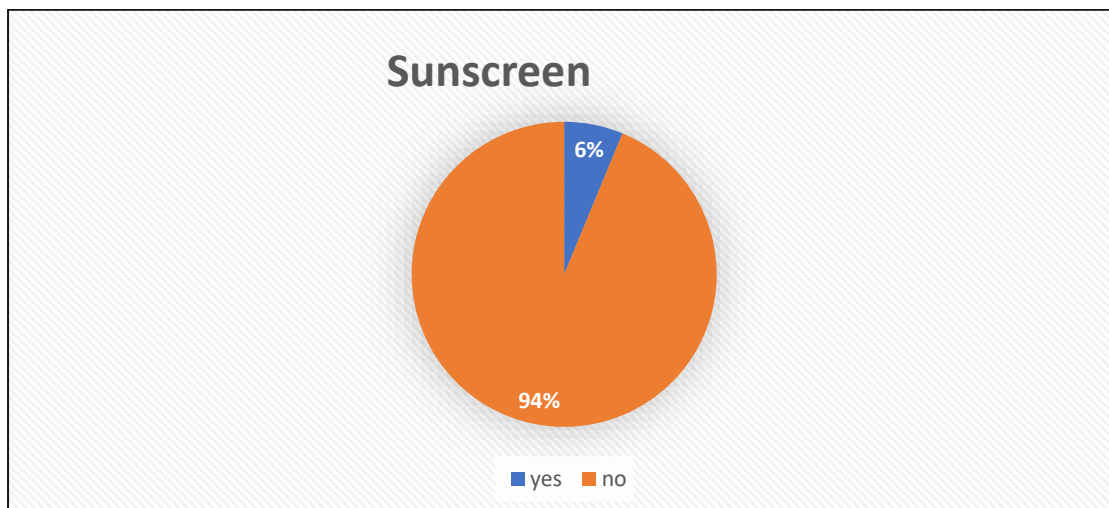
- It is observed that 17 doctors prescribed the product



F. Sunscreen

Would you prescribe at 1990 Rs price for 50ml packaging?

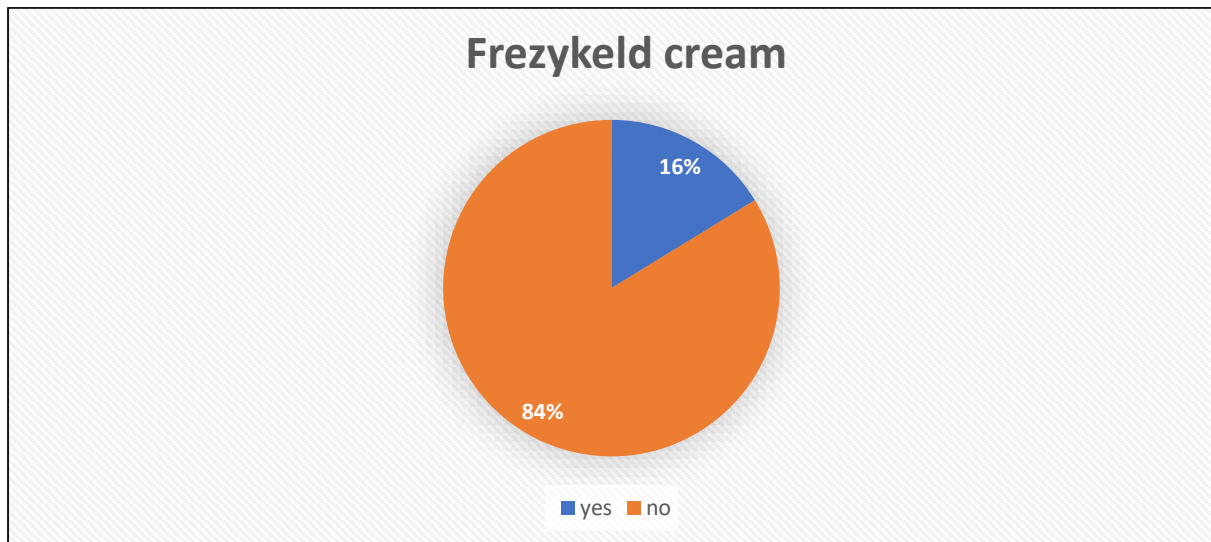
- It is observed that 5 doctors prescribed the product.



G. Frezykeld cream

Would you prescribe at 2000 Rs price for 50ml packaging?

- It is observed that 9 doctors prescribed the product .



Many of the doctors recommended these products at these price point but most of the doctors recommended to cut down the price.

CONCLUSION

If product is going to launch personalization is most affective to gain the popularity understanding the customer as individual is the first step towards affective production because some are price sensitive while some care about the brand.

From the study conducted, it can be concluded that the doctors would prescribe the skin products (Active norm wash, Active norm total control cream, moisturising cream, sunscreen ,eye balm) to the patients if the prices are drop down to a reasonable prices. (Presently the price range is 1500-2500)

Products of such high prices are not afforadble by the middle class people of india.

The doctors seemed impressed by the eye balm as the ingridients used are effective according to the doctors.

Many of the doctors suggested laser treatment (scars and acne) rather than these products. Hence people belonging to upper class can generally go for laser treatment . Hence among these people product would not find many consumers.

RECOMMENDATIONS:

- Based on the analysis carried out there is a good opportunity for the company to launch these products but as competitors are also there in market so price of products are very high as compared with other brands so price should be drop to gain a profit in a market.
- In spite of the fact that doctors were impressed by the products, due to very high prices would not turn out to be profitable for the company.

Products	Products MRP	Dr. suggested MRP
AC-normative wash	1500	1000
AC Norm total control cream	2300	1000
Moisturizing cream	1800	200-500
Night force cream	2400	800
Eye balm	1700	1200
Sunscreen	1900	600
Frezykeld cream	2000	500-600

- For skin fungal infection most of the doctors prescribed Itracanazole, so if the company launched this product in future it will be profitable for the company. And with the luliconazole cream
- As there are different types of alopecia with different treatment it is require to deal with them separately rather than single medicine.
- Brand Endorsement.
- End to end customer promotion that is regular visit and collection of prompt feedback.
- Using internet especially social media platform for promoting the products

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.	☐ 5-10yrs	☐ 11-15 yrs	☐ 16-20 yrs	☐ > 20yrs.
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
1	Anti-Acne	AC-NORM ACTIVE WASH Suitable for: ✓ Comedogenic acne and blackheads	50 ml	Ingredient	Action	a. Immediate response
				Salix Alba extract	Keratolysis, Sebum-regulation	
				Azadirachtaindica:	Anti-microbial action	b. Would you prescribe at a

		✓ Back acne ✓ Co- admin with medications ✓ Maintenance after medical sessions for acne		<table><tr><td>Ethyl Linoleate</td><td>Soothing action Emollient action Hydration</td></tr><tr><td>Tocotrienols</td><td>Antioxidant</td></tr></table> The formula gently cleanses, treats spots, decongests comedones, reduces irritation from oil overproduction and prevents blackheads. The wash prevents the development of acne, while the B-hydroxy-acid, gently exfoliates the skin, inhibits microbial proliferation and prevents it from peeling. It has an antiseptic action, proactively acting on staphylococcus development and contamination, and provides anti-	Ethyl Linoleate	Soothing action Emollient action Hydration	Tocotrienols	Antioxidant	proposed price point of Rs.1,500 [YES] [NO] c. How many patients/month would you recommend at this price point		
Ethyl Linoleate	Soothing action Emollient action Hydration										
Tocotrienols	Antioxidant										
2	Anti-Acne	AC-NORM TOTAL CONTROL CREAM Suitable for: ✓ Mild, moderate and severe acne	50 ml	<table><tr><th>Ingredient</th><th>Action</th></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></table>	Ingredient	Action	Vit C- Niacinamide Bakuchiol:	Anti-acne action	b-Hydroxy salicylic acid	Keratolysis Deep cleansing of pores	d. Immediate response e. Would you prescribe at a proposed price point of
Ingredient	Action										
Vit C- Niacinamide Bakuchiol:	Anti-acne action										
b-Hydroxy salicylic acid	Keratolysis Deep cleansing of pores										

		✓ Combined with medication ✓ Maintenance after medical sessions for acne		Nigella sativa Cucurbita pepo Magnolia extract Epilobium angustifolium b-Glucan Linoleic acid Vit F	Sebum adsorption Anti-bacterial, anti-inflammatory, anti-irritant and anti-oxidant action Enhancement of dermal barrier Skin renewal Emollient action	Rs.2,300 [YES] [NO] f. How many patients/month would you recommend at this price point
Sr . No	Product	Brand Name	Packing	ACTIVE INGREDIENTS/ ACTION/ USP		Response
3	Emollient	MOISTURIZING 24H CREAM Suitable for: ✓ Daily moisturizing care for young adult skin (20+)	50 ml	Ingredient Imperatacy lindrica Cassia Angustifolia Panthenol	Action Hydration	g. Immediate response h. Would you prescribe at a proposed price point of

		✓ Skin that is prone to sensitivity and dryness (i.e. due to the change of seasons)		Tripeptides Ceramides Cholesterol Antioxidants	Reduction of photo ageing signs Reinforcement of the skin barrier Protection against air pollution and aggressive free radicals	Rs.1,800 [YES] [NO] i. How many patients/month would you recommend at this price point
4	Anti-Ageing	Night Force A + E Cream Suitable for: ✓ Thin lines ✓ First wrinkles ✓ All skin types, ages 25-45	50 ml	Ingredient Isoflavones Vitamin A in liposomes Procyanidins Vitamin E Phytosterols Yeast extract	Action Reduction of fine wrinkles Antioxidant protection Reinforcement of skin cohesion Toning Firming Radiance Moisturizing	j. Immediate response k. Would you prescribe at a proposed price point of Rs.2,400 [YES] [NO] l. How many patients/month would you recommend at this price point
				The cream provides instant hydration and works to increase the skin's thickness, making it better protected		

				from external elements. Rich easily absorbed with a non-oily texture.							
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> Reduces dark circles, puffiness and dullness in the skin around the eyes. Immediately activates microcirculation in the eye area, restores elasticity and reduces fine lines giving a refreshed and radiant look. With a smooth, light texture that is instantly absorbed.	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	SUNSCREEN VELVET FACE SPF 50+ Suitable for:	50 ml	✓ Velvety feeling ✓ Matte finish for 6 hours, absorbs excess oil and sebum ✓ Softens the appearance of wrinkles ✓ Leaves no white tint		p. Immediate response q. Would you prescribe at a					

		✓ Skin sensitive to ✓ Light ✓ Prevention of ✓ Photo ageing ✓ Skin with warts, ✓ Scars Protection ✓ against ✓ discolouration's ✓ All ages ✓✓ All skin types		✓ Water resistant ✓ Allows skin to breathe ✓ Non- oilt texture	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:	