

A Study On Usage Of Moisturizing SYNDET By Pediatrician.

INTRODUCTION

- 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.

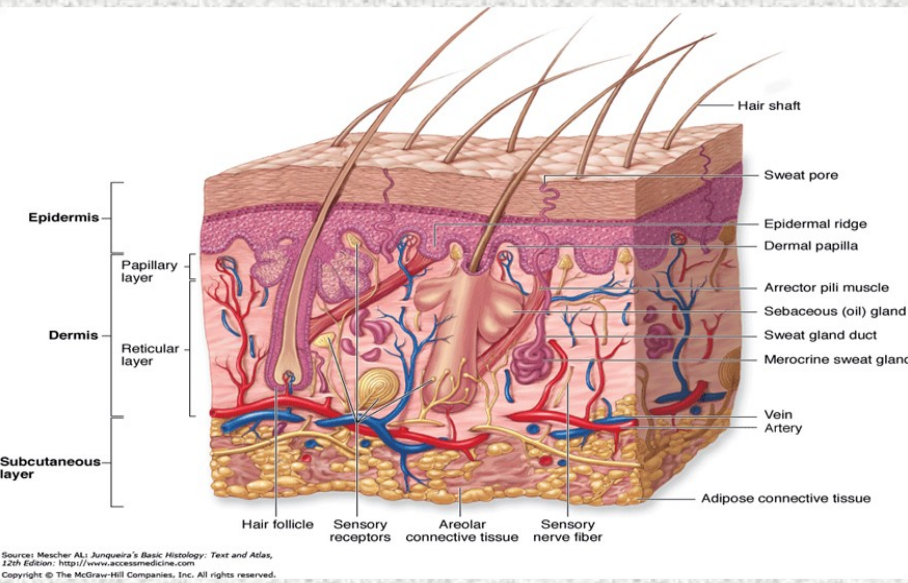
**DERMATITIS**

**ROSACEA**

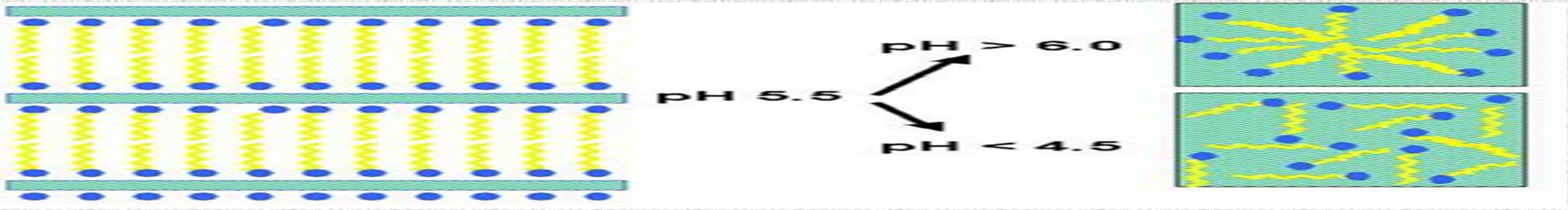
**ECZEMA**

**XEROSIS**

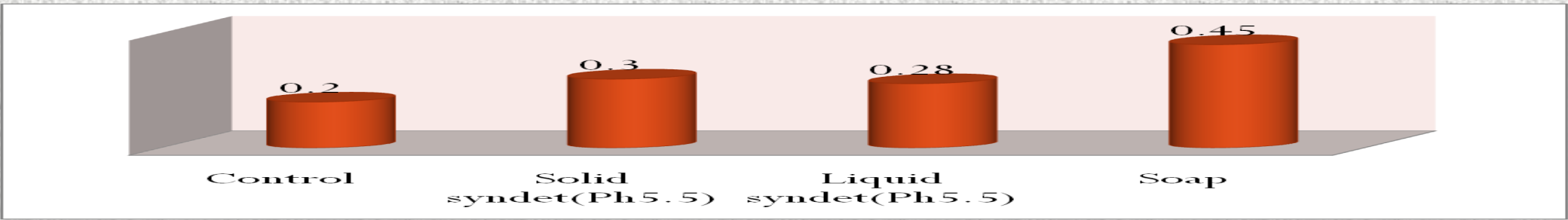
**PSORIASIS**



Influence of pH value on the configuration of horny layer



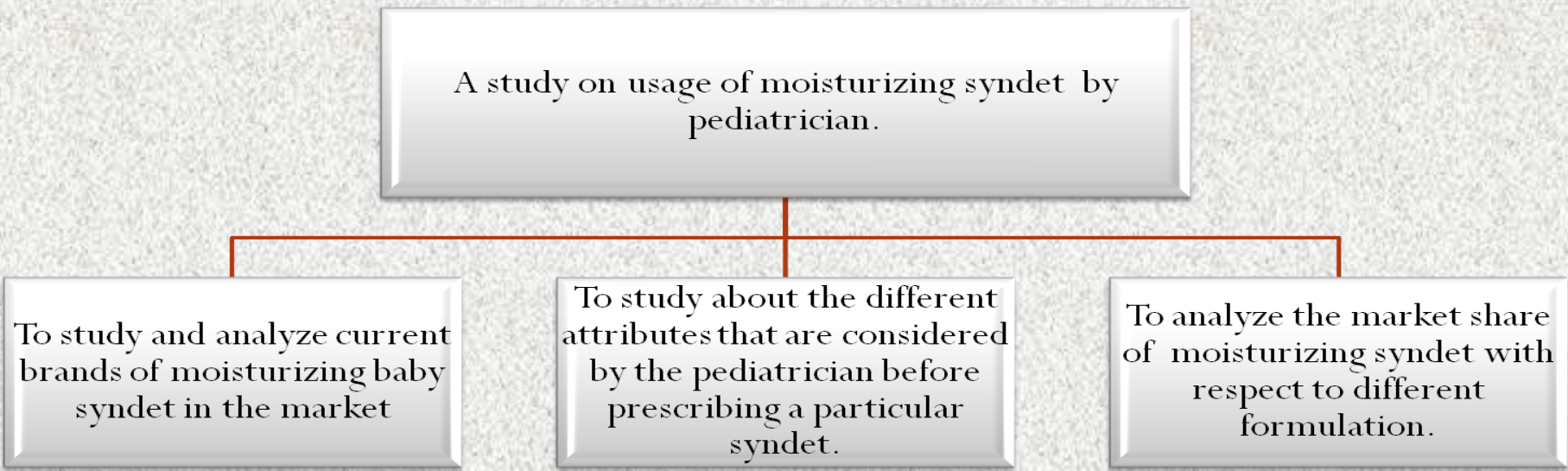
Changes in pH of baby skin, 10 minutes after washing with soap and soap-free syndet preparations with pH 5.5.



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.
- Strong emulsifying properties, act as humectants, and emollient as well as occlusive agent.
- 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.
- Free from additives.

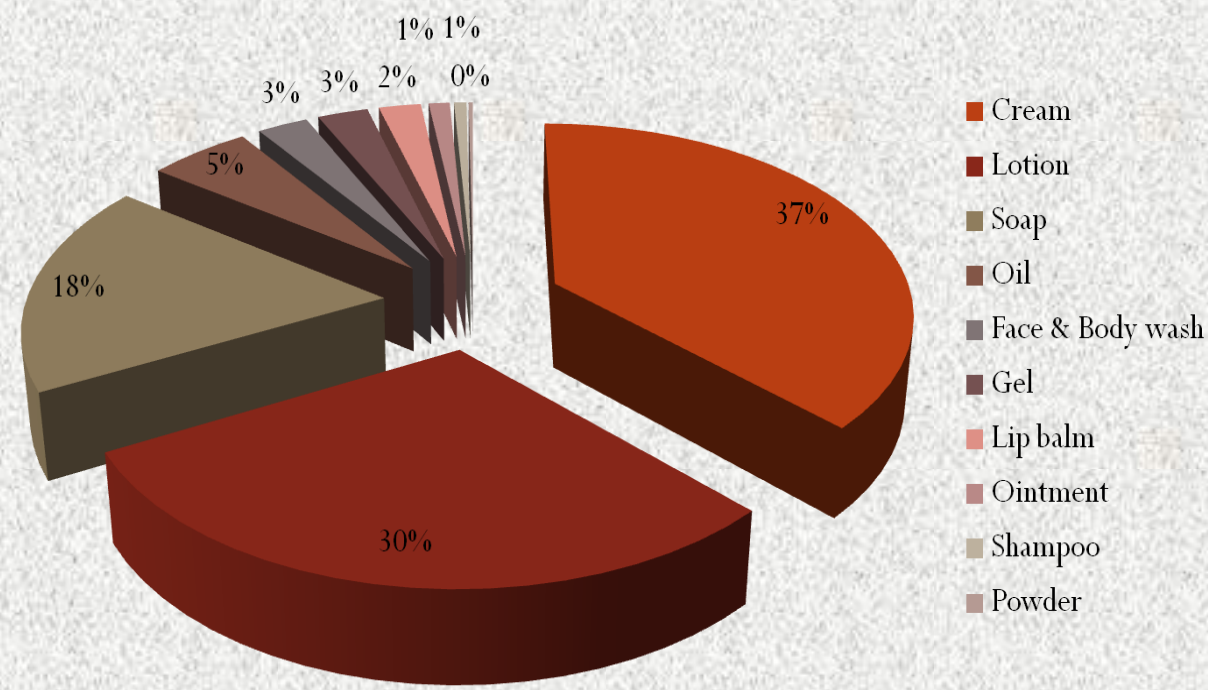
OBJECTIVE



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, Factor analysis

MARKET SCENARIO



BRANDS	MARKET VALUE (IN LAKHS) JAN'15	MARKET VALUE (IN LAKHS) JAN'16	GROWTH RATE (IN %)
TEDIBAR	0939.02	1462.16	55.71
DERMADEW	0597.74	1054.48	76.41
CETAPHIL	0521.58	0526.15	00.87
DAFFY	0434.23	0499.00	14.91
LSDEW	0422.43	0471.66	11.65
AQUASOFT	0261.21	0296.17	13.38
NUSOFT	0103.58	0097.97	-05.41
SEBAMED	0218.51	0222.13	01.65
MOISTUREX SYNDET	063.82	0464.21	627.30
OLEMESSA	0051.03	0052.50	02.89
TOTAL	3190.72	4682.22	46.74

KEY FINDINGS

1. Most of the pediatricians said that Eczema is the most common skin disorder followed by Dermatitis, Xerosis, Psoriasis, Rosacea.
2. Major symptoms noticed in patient are itching, dry skin, ichthyosis, pruritis, roughness, rashes, urticaria, superadded bacterial infection, exanthema, scabies, red plaques.
3. It was observed that Tediabar was the most preferred brand followed by Daffy, Sebamed, Dermadew, Cetaphil.
4. Reason for choosing a particular brand includes balanced PH, trust on company, MR approach, Shea butter used, mild soap, qualify, efficacy.
5. Most of the doctors said that it should be used regularly for 2-3 months.
6. PH is the most preferred attribute in syndet followed by Moisturizing effect, Tear free, Active ingredient, Cost effective, Non irritant, Mild surfactant, Foam, Fragrance.
7. The gaps in the current baby syndet includes that it should be available in liq. form, consistent, sebum control, mild, less foam, hypo allergenic.

RECOMMENDATION

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.

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.

BY: SNEHA PRIYA
MBA PM07(1046)

THE STUDY OF PREMIUM COSMECEUTICALS LABELS IN INDIA.

INTRODUCTION



Cosmeceuticals is defined as those products that cure, treat, mitigate or prevent disease or that affect the structure or function of the human body.



1. Some cosmeceuticals are naturally-derived while others are synthetic.
2. All functional ingredients have either therapeutic, disease-fighting or healing properties.



1. Cosmeceuticals are future generation of skin care.
2. They are the advances made within the world of dermatological products and the new backbone in skincare.

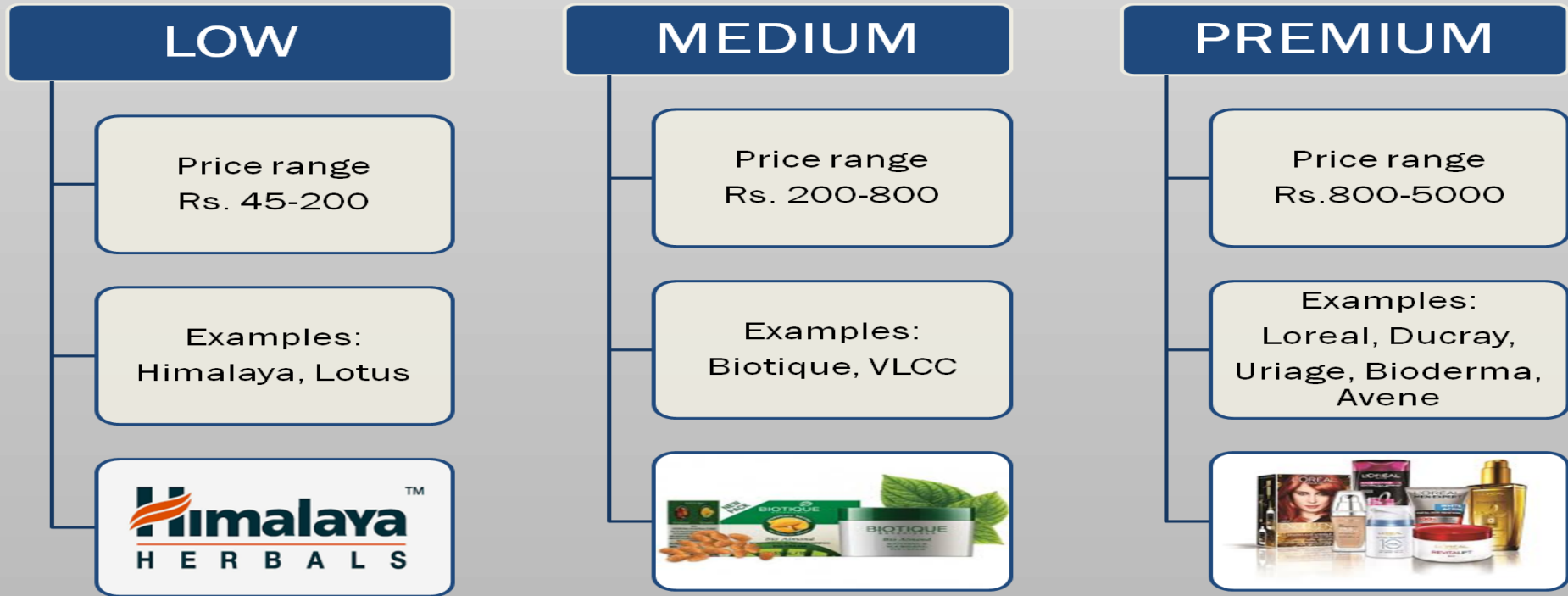
India shared a total of 5.7% in the Asia Pacific cosmeceuticals industry with stupendous growth witnessed in the skin care product segment at CAGR of 22.0% from 2007-2012.

The key distribution channels prevalent in Indian cosmeceuticals industry are general distributorship, franchisee, direct marketing, internet and others. The majority of cosmeceutical products in India have been distributed through general distributorship.

The inclining disposable income of consumers, has escalated the overall cosmeceuticals industry in India. Per person expenditure on health in India is anticipated to grow at an average annual growth rate of 9.5% from 2012-2017.

The cosmeceuticals industry in India marked revenues of INR 3,43,32,192 in 2012, thus indicating a considerable growth of 12.3% in the same year. Over the past six years from 2007-2012, the medicated cosmetics industry in India has grown compound annual growth rate of 10.9%.

CATEGORIES



KEY PLAYERS IN THE MARKET

VICHY	VICHY
LA ROCHE POSSAY	LA ROCHE POSSAY
LIERAC	LIERAC
BIODERMA	BIODERMA
URIAGE	URIAGE
AVENE	AVENE
Foltene	FOLTENE
DUCRAY	DUCRAY
A-DERMA	A-DERMA
ROC	ROC

THERAPEUTIC SEGMENT



OBJECTIVE

- To analyze the product portfolio of the major cosmetic brands in Indian market.
- To study the marketing strategies adopted by premium cosmetic brands in India.

RESEARCH METHODOLOGY

SR.NO	PARAMETER	DESCRIPTION
1.	Research Type	Qualitative and Quantitative
2.	Data Collection	Primary and Secondary
3.	Measurement Technique	Structured Questionnaire
4.	Sample Selection	Premium chemist shops in posh areas of Mumbai.
5.	Sample Size	37
6.	Sample Unit	Chemists
7.	Sampling Technique	Cluster Sampling

KEY FINDINGS



RECOMMENDATION

- Premium brands can cope up with the research and development cost associated with entry into the market by making strategic planning of targeting high income group people.
- The only thing that is required to make a position in a market is through the competitive advantage over the products. Premium cosmetic brands keep changing their products by adding more values to them.
- It is recommended that these brands should modify the different categories of products as it creates confusion among the customers.
- As there is a diversity of competitors present in the market, these premium brands make a justified balance between the price and the quality of products.
- New entry into the market is difficult to make position at the earlier stage. They can adopt the strategy of merger and acquisitions with other premium cosmeceutical brands.
- It is observed that foreign brands especially European brands have higher equity among the consumers in India. So, a good opportunity lies ahead.

Submitted by:
Sneha Priya
MBA PM 07