

**Summer Training at
Sun Pharmaceuticals Limited,
Mumbai**

- **Study of Premium Cosmeceutical Labels in India**
- **Study on Usage of Moisturizing Syndet by Pediatrician**

**By
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**Under the guidance of
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**MBA Pharmaceutical Management
2015-2017**



**The IIHMR University, Jaipur
2016**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sneha Priya** student of MBA Pharmaceutical Management (MBAPM) from The IIHMR University, Jaipur has undergone internship training at **Sun Pharmaceuticals Limited, Mumbai** from 01.04.2016 to 31.05.2016.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



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June 1, 2016

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Sneha Priya** of Indian Institute of Health Management & Research has undergone her summer project in Sun Pharmaceutical Industries Ltd in **Crosslands Division PMT Department** from **April 04, 2016 to June 1, 2016**. Her project title was **1. A study on usage of moisturizing syndet by paediatrician. 2. The study of premium cosmeceutical labels in India.**

She has completed the project to the satisfaction of his project guide and the organisation.

We wish her success in all future endeavors.

For **SUN PHARMACEUTICAL INDUSTRIES LTD.**

RAVI JAGGI
DEPUTY GENERAL MANAGER – HUMAN RESOURCES

ACKNOWLEDGEMENT

I would like to show my gratitude towards Sun Pharmaceuticals Industries Ltd. for giving me an opportunity to work as a summer Intern in the organization.

I would like to thank my corporate mentor Mr. Debashis Haldar and my faculty mentor Brig. (Dr.) S.K.Puri for sharing their valuable expertise all through the completion of this project.

For the successful completion of my work, I am thankful to Mr. V. Madhan for his guidance and support. Without his encouragement, guidance and interest, this project would not have materialized.

I would also like to show my gratitude towards Mr. Mohammad Hareef, Ms. Priyanka Shinde, Ms. Jyoti Srivastava, Mr. Debashish Roy and the entire team of crossalnd division for providing the best of working environment and ambience.

I would also like to sincerely thank all the employees of Sun Pharmaceutical Industries Limited, Mumbai who either directly or indirectly contributed towards completion of the project and for their patient co – operation.

I hope that I can use this experience and knowledge that I have gained in this internship and make a greater contribution to the industry in the coming future.

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COMPANY PROFILE:

- Sun Pharma pioneered specialty marketing in the Indian pharma industry when the company began in 1983. Today, company has reached leadership in each of the therapy areas that they operate in, and have built a reputation of trust and quality with their customers.

SUN PHARMA JOURNEY FROM 1983-2015

YEAR	DEALS	COUNTRY	RATIONALE
2015	Sun Pharma – Ranbaxy merger	Global markets	5th largest global specialty generic pharma company, No.1 pharma company in India and strong positioning in emerging markets
2015	Acquisition of GSK's Opiates business	Global markets	Vertical integration for controlled substances business
2014	In-licensing agreement with Merck for MK-3222, a biologic for psoriasis	Global markets	Strengthening the specialty product pipeline
2014	Acquired Pharmalucence	US	Sterile injectable capacity in the US, supported by strong R&D capabilities
2013	Formation of Sun-Intrexon JV	Global markets	JV for ocular therapies
2013	Acquired URL's generic business	US	Adds 107 products to the US portfolio
2012	Acquired DUSA Pharma, Inc.	US	Access to branded dermatology product
2011	Formation of Sun-MSD JV	Emerging markets	Develop and commercialize technology based combination products
2010	Acquired Taro Pharmaceutical Industries Ltd.	Israel	Access to dermatology and topical product development and manufacturing capabilities
2008	Acquired Chattem Chemicals, Inc.	Tennessee, US	Import registration with DEA, API plant approved by DEA in Tennessee, US
2005	Assets of Able Labs Formulation plant in Bryan	US	Dosage form plant (NJ, US) and IP Dosage form plant (Ohio, US)
1997	Acquired Caraco	Detroit, US	Entry into the US market

Strategy and Approach

Create sustainable revenue streams

- Focus: Chronic therapies
- Differentiation: Technically complex products
- Speed to market



Seek cost leadership

- Vertical integration : Development through Manufacturing (API and Finished Dosage) to Marketing
- Optimize operational costs

Balance profitability and investments for future

- Acquisitions yielding high ROI
- Development of complex generics

#1 US supplier of generic dermatology products

5th
Largest global generics player (for 12 months ended December 2014)

Leading
Specialty chronic company in India

Largest
Indian company in emerging markets

#1 In Indian pharma market

#1 In 13 doctor categories by prescriptions in India

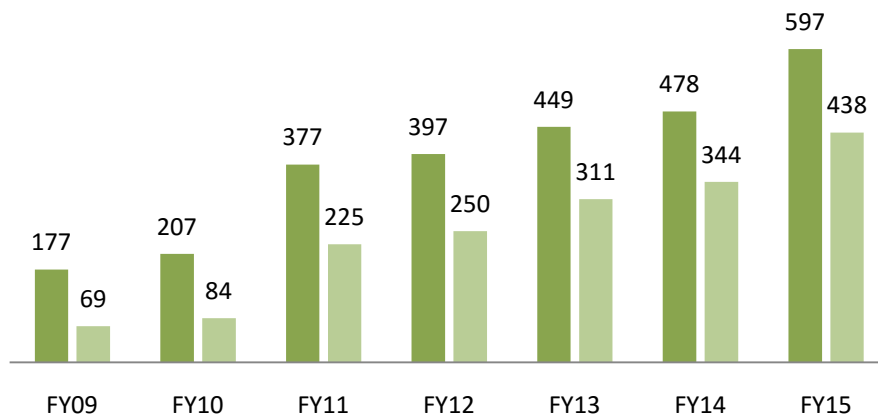
30 Brands
In Top 300 Indian pharma brands

3rd
Largest US branded dermatology company

TOP 10 Consumer healthcare company in India and select RoW markets

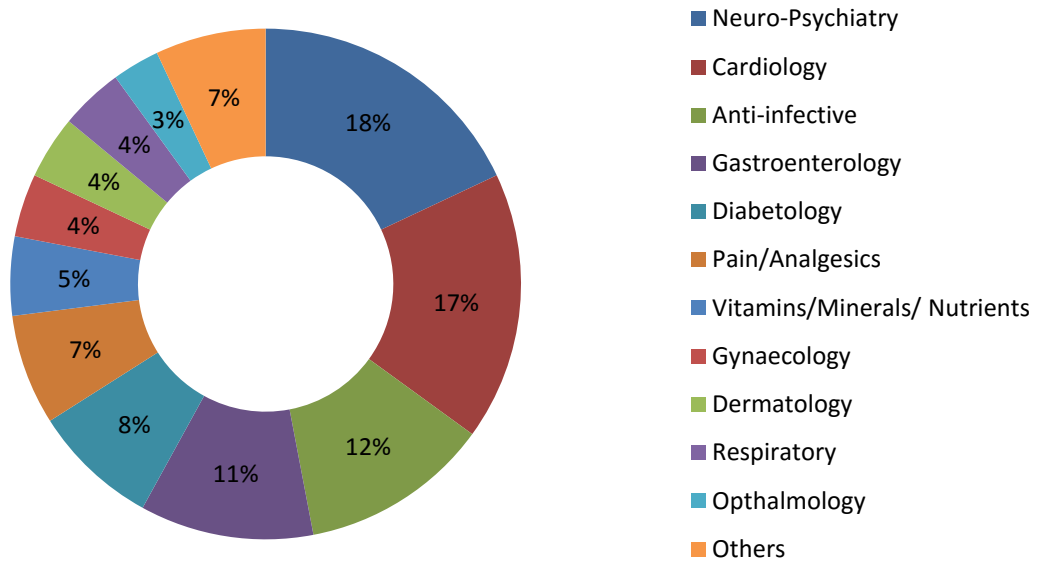
ANDA PIPELINE

■ Cumulative products filed ■ Cumulative products approved



- ✓ **597 Cumulative ANDA filed**
- ✓ **438 Cumulative ANDA approved**
- ✓ **396 DMF/CEP cumulative applications filed**
- ✓ **270 DMF/CEP cumulative applications approved**
- ✓ **1,598 Total patent application submitted**
- ✓ **951 Total patent granted**
- ✓ **19 ANDA and 18 DMF filed in FY15**
- ✓ **14 ANDA and 6 DMF approved in FY15**

Therapeutic revenue break up(%)



TEN YEAR FINANCIAL HIGHLIGHTS

CONSOLIDATED										
										(Rs in million)
PARTICULAR	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15
OPERATING PERFORMANCE										
Income from operations	17,372	22,373	34,606	43,808	38,086	57,529	80,195	1,12,999	1,60,804	2,74,334
Total income	18,042	23,745	35,017	44,808	42,123	60,827	84,910	1,16,880	1,66,326	2,79,811
Profits of the year(after minority interest)	5,730	8,402	15,509	18,780	13,470	18,161	26,567	29,831	31,415	45,394
R & D expenditure	2,015	2,787	2,859	3,320	2,242	3,313	4,449	7,042	10,418	19,550
a)Capital	481	347	134	222	159	236	362	427	556	1,178
b)Revenue	1,534	2,440	2,725	3,098	2,083	3,077	4,088	6,616	9,862	18,373
c)% of turnover	12%	13%	9%	8%	6%	6%	6%	6%	7%	7%
FINANCIAL POSITION										
Equity share capital	929	967	1,036	1,036	1,036	1,036	1,036	1,036	2,071	2,071
Reserve and Surplus	14,959	26,747	48,879	69,414	77,254	93,798	1,21,322	1,48,862	1,83,178	2,53,826
Gross block	12,342	14,252	15,960	21,476	23,340	45,473	54,269	75,763	86,505	1,67,059
Net block	8,563	9,514	10,354	14,625	15,328	25,214	29,295	45,145	49,827	89,815
Investments	3,541	2,543	6,565	18,595	31,664	26,557	22,129	24,116	27,860	27,163
Net current Assets	23,006	26,843	33,995	35,485	28,542	58,622	76,749	86,618	1,26,969	1,27,689
STOCK INFORMATION										
Number of shares(in millions)	186	193	207	207	207	1,036	1,036	1,036	2,071	2,071
Adjusted Earnings per Share (post exceptional items)	2.4	3.5	6.4	7.8	5.6	7.5	11.0	12.4	13.1	18.9
Reported Earnings per Share-Basic	30.9	41.7	74.7	87.8	65.2	17.5	25.7	28.9	15.2	18.9
Reported Earnings per Share-Diluted	27.7	38.9	71.8	87.8	65.2	17.5	25.7	28.9	15.2	18.9

EXECUTIVE SUMMARY

Infant skin is not as resilient as adult skin, and its unique properties should be taken into account in order to maintain the integrity of the infant skin barrier. A number of studies have shown that moisturizing cleansing soaps are generally milder than soap-based products and help maintain the structural integrity and moisture of the stratum corneum. Clinical studies suggest that there is a remarkable improvement in the skin condition of infants after regular use of moisturizing syndets.

It has been mentioned that syndet bars are mild and cause less damage to baby skin. The pH of syndet bars are usually around 5.5, which is very similar to the natural pH of our skin. These bars are effective cleansers, cause minimal damage to skin layers, and do not have the harsh stripping effects. This leads to less dryness, less skin irritation, and better control of acne. It does not cause any type of destruction of the lipid mantle undermines the skin's barrier function.

The total value of moisturizing market is 498.37 crore .The total value of soap market is of 110.97crore, out of which moisturizing syndet market for pediatrics is of 54.03 crore that constitute 18% of the total moisturizing market. The market share of moisturizing syndet increases from 44% (Jan15-16).

A cross-sectional descriptive research design was used for this study. This design facilitates the study at a given point of time. The specialties covered were mainly pediatricians leading to a total sample size of 77.

Data collection involved both primary data and secondary data.

1. Primary data-Survey method was used to collect the primary data. Looking to the nature of study, a structured questionnaire was used.
2. Secondary data- It has been collected from reports, journals, articles and IMS data.

Different zones of Mumbai were covered for purpose of data collection, particularly, western (58%),central (20%),southern (10%) and harbour (12%).

Interpretation through analysis was as follows-

- 100% of the doctors said that they prescribe moisturizing syndet to pediatric patients with skin related problems.
- 42% of the doctors said that eczema is the most common skin disease common among the pediatric patients, followed by Dermatitis, Xerosis, Psoriasis,and Rosacea.

- Itching, allergic reactions, red rashes, dry skin, excoriation with redness, urticaria, fungal infection, superadded bacterial infection, scaly skin, hypopigmented and enzymatous skin lesions, ichthyosis, scabies, pruritis, exanthem, roughness, red plaques, fines lines and cracks are some of the symptoms seen by doctors in patients with skin problem.
- According to Doctors, Tedibar, Daffy, Sebamed, Moisturex, Cetaphil are some the major syndets that are usually their first choice for prescription. Other brands include Dermadew, Nusoft, Lsdew, Kidglo, Aquasoft, Dermocalm, Ritch, Little, Himalaya and Olemessa.
- As per the data obtained from chemist shop, 51% of the chemist stated that 2-3 syndets were sold per week. They added that the sale of moisturizing syndet totally depend on the patient profile.
- 16% of the doctors said that the moisturizing syndet 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 to treat different skin related problems in pediatric patients.
- Ph balanced, trust on the company, medical representative approach, no shea butter used, mild soap, quality, safety, efficacy, effectiveness are some of the reasons stated by doctors for choosing a particular brand.
- According to the doctors, PH is the most preferred attribute which a doctor considered in a moisturizing syndet followed by Moisturizing effect, Tear free, Active ingredient, Cost effective, Non-irritant, Foam, Mild-surfactant, and Fragrance.
- Some of the other attributes that should be contributed to moisturizing syndet includes mildness, produce less foam, control sebum, remain in form for longer time. According to doctors, moisturizing syndet should be available in liquid form also.
- Some of the side effects noticed by doctors after using moisturizing syndet includes allergic reactions like rashes, acne occurs occasionally, however it is also noticed that syndet become hard after using it for some time, Ph of skin also changes on using syndet for longer time.
- According to the findings,
- ✓ The baby syndet should be formulated in such a way that it should be able to fill the current gaps. Other attributes which can be incorporated into the formulation include more sebum production, less foaming, mild in nature, remain in form for a longer time and hypoallergenic.
- ✓ As it is a baby care syndet, the packaging should include different shapes that makes it more attractive.
- ✓ In order to have a competitive differentiation/advantage in the market ,positioning should be done by coming up with a different formulation, it should be available in both solid as well as in liquid form.

INTRODUCTION:

Syndets in short stands for “synthetic detergent.” These cleansers typically contain less than 10% soap (**Soap without soap**) and are beneficial for those who have rosacea, eczema, psoriasis, sensitive skin, or dry skin (xerosis). Technically it refers to the binding that occurs between different detergents, also called surfactants or tensioactive agents. These detergents, which have an affinity for oils and repel water, surround dirt with small structures that are then removed by water. These soaps have been recommended by dermatologists for other skin conditions such as acne since regular soap can irritate the skin.

_Moisturizing syndets are mild and cause less damage to our skin. The pH of these soaps is usually around 5.5, which is very similar to the natural pH of our skin. These soaps are effective cleansers, cause minimal damage to skin layers, and do not have the harsh stripping effects of regular soap. This leads to less dryness, less skin irritation, and better control of acne.

➤ **Newborn Infant Skin: Physiology, Development and Care**

_The largest organ in the body, the skin consists of three main layers: the subcutis or inner-most fatty layer, the dermis and the epidermis or outer layer. The epidermis is continually regenerated as new skin cells or keratinocytes form in the stratum germinativum or basal layer. As the keratinocytes move towards the surface of the skin, they become flattened and gradually die. The dead cells are called corneocytes and make up the stratum corneum. This cornified or ‘horny’ layer on the surface of the skin is constantly shed and replenished, and acts as a barrier, preventing penetration by infectious agents, irritants and allergens, while regulating loss of water and nutrients from the body. The thinnest skin on a newborn is on the face and as a result this is where problems can first arise.

- **Skin barrier in infants:** 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 first year of life. As a result, infant skin is not as resilient as adult skin, and its unique properties should be taken into account in order to maintain the integrity of the infant skin barrier. The barrier properties of the skin depend greatly on the thickness and integrity of the stratum corneum. At birth the stratum corneum is 30% thinner in full-term infants than in adults. The stratum corneum continues to develop during the first year of life, when there are important changes in skin hydration, surface pH and permeability to water measured as trans epidermal water loss (TEWL). Full-term newborns have relatively dry skin, which becomes more hydrated than adult skin during the first four weeks of life . At the same time, although skin is more hydrated in infants than in newborns, it has greater TEWL and a lower

concentration of natural moisturizing factors, surface lipids and sebum compared to the skin of newborns or adults. This means that a skin cleansing regimen for newborns must be able to remove unwanted material from the skin without inducing dryness, irritation, itch and barrier damage.

The acid mantel has multiple effects on the skin, including a role in normal skin shedding (desquamation), and maintenance of the permeability barrier and the integrity of the stratum corneum. Skin pH is also important because of its role in promoting the skin's microbiome, the diverse harmless or beneficial microorganisms that colonise the human skin surface. The microbiome is gradually acquired from birth, and is thought to be critical for the effectiveness of the skin's immune response against disease causing bacteria, and possibly for the development of a healthy skin barrier and systemic immune system. Infant skin differs from adult skin in its structure, function and composition, and needs appropriate, evidence-based care to maintain the integrity of the skin barrier. At the same time, cleansing must effectively remove unwanted substances from the skin to maintain good health and hygiene in infants.

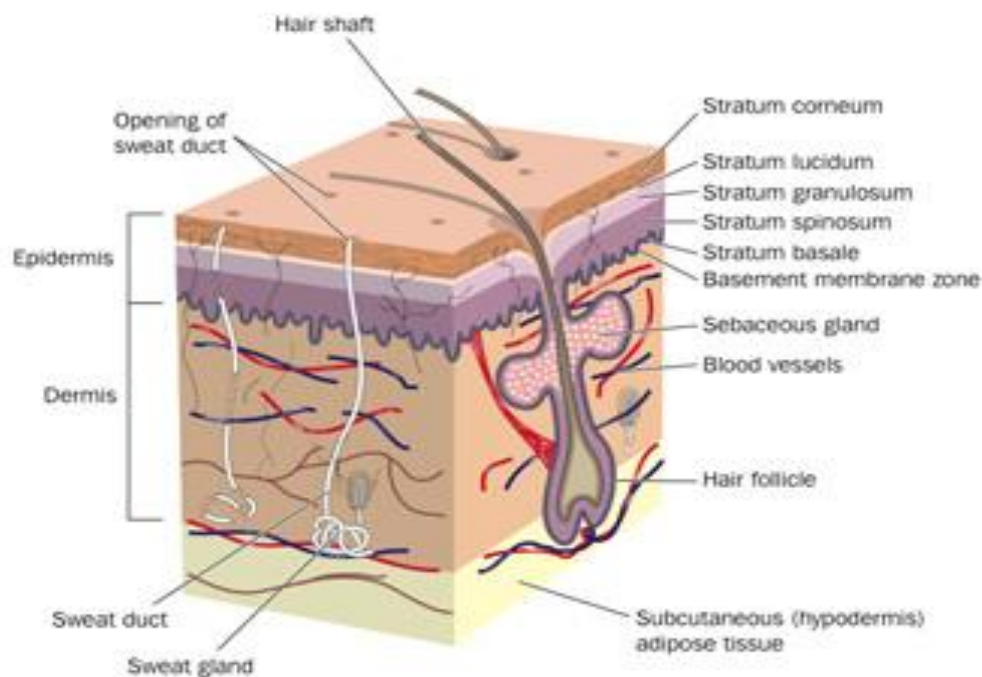


Diagram showing Structure of the skin

Infants weighing less than 1,000 g have approximately 65 mL/kg/d of trans epidermal water loss (TEWL),

And those weighing 1,750 to 2,000 g have about 30 mL/kg/d of TEWL.

This loss of water may affect thermal stability, hydration, and electrolyte balance.

Skin Structure	Premature newborn	Full-term newborn	Adults
Epidermis	Thinner cells, compressed fewer layers of stratum corneum, low melanin production.	Stratum corneum adherent, low melanin content.	Epidermis normal with resistance to penetration, normal melanin content.
Dermo-epidermal layer	Less cohesion between epidermis and dermis.	Less cohesion between epidermis and dermis.	Good cohesion between epidermis and dermis.
Dermis	Less elastic fibre, thinner.	Less elastic fibre, thinner.	Fully developed elastic fibres.

Table: Structural difference between newborn and adult skin.

KEY FACTS

- Tran epidermal water loss (TEWL) is the measurement of the amount of water diffused through the hydrated inner layers of the dermis and epidermis to the skin surface
- TEWL is regarded as one of the most important parameters for skin barrier function
- A high TEWL level suggests that skin barrier function is impaired
- A normal or reduced TEWL indicates that the skin barrier is intact or has recovered
- Full-term babies are born with a functioning skin barrier that continues to mature during the first year of life
- Infant skin differs from adult skin in its structure, composition and functions
- In newborns, the skin barrier is thinner than in adults, is more acidic and more easily loses water

➤ NEED FOR MILD CLEANSING SOAP:

In infants, effective cleansing is essential to remove harmful substances that may potentially cause irritation if left on the skin. The infant's overall health also depends on keeping the skin free of harmful bacteria that cause irritation and may lead to infection. The techniques and agents used to cleanse the skin have a role in maintaining and restoring the skin barrier. Cleansing may, however, have negative effects on the stratum corneum depending on the methods chosen.

Soap is an effective cleanser, but it also causes skin dryness and irritation. These negative effects are likely to be due to the effects of soap on skin lipids (fats) and pH, which in turn impair the integrity of the skin barrier. The lipids surrounding the cells of the stratum corneum play an essential role in preventing loss of water and essential blood minerals (electrolytes) through the skin barrier. Although any method of washing removes lipids from the outer layers of the skin, loss of lipids after washing with soap is greater than after using either water or mild, synthetic detergents ('*Syndets*'). The lipid content of the skin is gradually restored over time, but it is not recovered two hours after washing with soap and such changes in the lipid composition of the stratum corneum may reduce skin barrier function.

Soaps are typically alkaline, and have been shown to increase the pH of infant skin and disturb the acid mantle for up to 30 minutes. Infant skin takes longer than adult skin to restore the acid mantle and sustained pH increases, such as those caused by soap-based cleansers, have been shown to adversely affect barrier function in normal skin. There is a correlation between high TEWL and damage to the surface structure of the stratum corneum seen after washing with alkaline soap.

In contrast, '**Syndets**' that are specifically formulated for use in infants 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. Since these substances are fat-soluble, they are held on the skin by surface tension and can only be removed by surfactants ('surface-acting' agents) that break them down into fine droplets that can then be easily rinsed away with water. **Syndets** (synthetic detergents) vary in composition and surfactant types (anionic, cationic, amphoteric, nonionic). These new skin cleansing products also contain preservatives, fragrances, and sometimes emollients, humectants and skin nutrients.

Water is also a skin irritant, causing itching and dryness. It is rapidly absorbed into the skin, especially through the still developing infant stratum corneum. This hydrates the skin, but the effect is only temporary since the added water quickly evaporates through TEWL, leaving the skin dryer than before. When it penetrates the skin, water may also increase the spaces between the corneocytes of the stratum corneum, impairing the integrity of the skin barrier

and allowing pathogens and allergens through the skin. It is important to remember that tap water does not just consist of H₂O—i.e. two hydrogen atoms for every one oxygen atom. It also contains dissolved minerals such as calcium or magnesium that determine whether the water is hard or soft. This in turn influences the pH of water—i.e. whether it is acid, alkaline or neutral—but both hard and soft tap water is relatively more alkaline than the acid surface pH of the skin. Rinsing with even slightly alkaline tap water can raise skin pH for several hours, reducing the function of the acid mantle and promoting breakdown of the skin barrier. Since the skin is the body's first line of defence against harmful irritants and allergens, impairment of the delicate newborn skin barrier has been identified as an important factor in placing susceptible infants at risk of skin problems such as atopic dermatitis (AD), also known as atopic eczema.

NEED TO FORMULATE MILD CLEANSING SOAP

- Soap is an effective cleanser, but increases trans epidermal water loss and causes skin dryness and irritation
- Water alone is not an effective skin cleanser and may also cause dryness and itching
- Impairment to the skin barrier may contribute to the development of atopic dermatitis in susceptible infants
- Mild, optimally formulated wash products that do not alter skin pH, cleanse infant skin effectively and maintain the skin barrier.

➤ THE PH OF THE SKIN SURFACE AND ITS IMPACT ON THE BARRIER FUNCTION

The pH of any newborn cleansing regimen is another important consideration because of changes in the skin acidity or 'acid mantle' of newborns. At birth, the skin surface in full-term newborns has a neutral pH of 6.34-7.5. This falls in the first two weeks of life to become more acidic at pH 5.0, similar to the skin surface pH of 4.0-6.7 found in adults.



Diagram: The PH Scale showing acidic, neutral and alkaline range.

The skin pH is affected by a great number of endogenous factors, e.g. skin moisture, sweat, sebum, anatomic site, genetic predisposition and age. In addition, exogenous factors like detergents, application of cosmetic products, occlusive dressings as well as topical antibiotics may influence the skin pH. Changes in the pH are reported to play a role in the pathogenesis of skin diseases like irritant contact dermatitis, atopic dermatitis, ichthyosis, acne vulgaris and *Candida albicans* infections. Therefore, the use of skin cleansing agents, especially synthetic detergents with a pH of about 5.5, may be of relevance in the prevention and treatment of those skin diseases.

Barrier Function: The formation of the stratum corneum barrier involves several pH-dependent enzymes, especially with respect to its lipophilic components and its destruction by desquamation. These hydrolases include glucocerebrosidase, acid sphingomyelinase, acid lipases, phosphatases and phospholipases. -Glucocerebrosidase with an optimum pH of 5.6 is involved in the synthesis of the most important ceramides. At the stratum granulosum/stratum compactum interface there is a release of acid hydrolases (contents of the lamellar bodies) into the extracellular space by differentiated keratinocytes. Together with those hydrolases, glucosylceramides and phospholipids play an important role in the lamellar arrangement of barrier lipids.

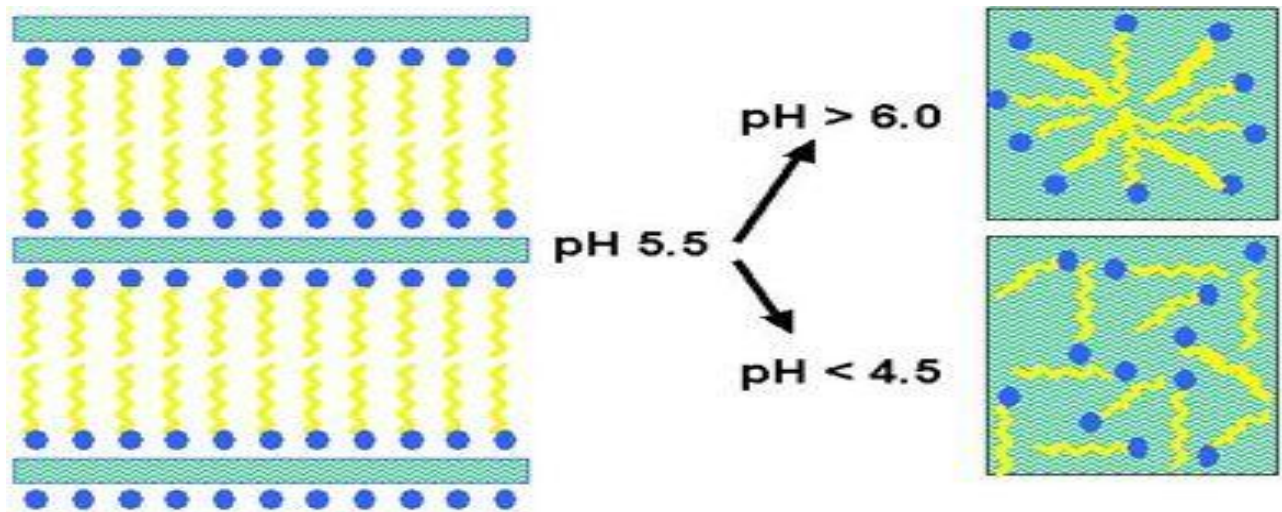
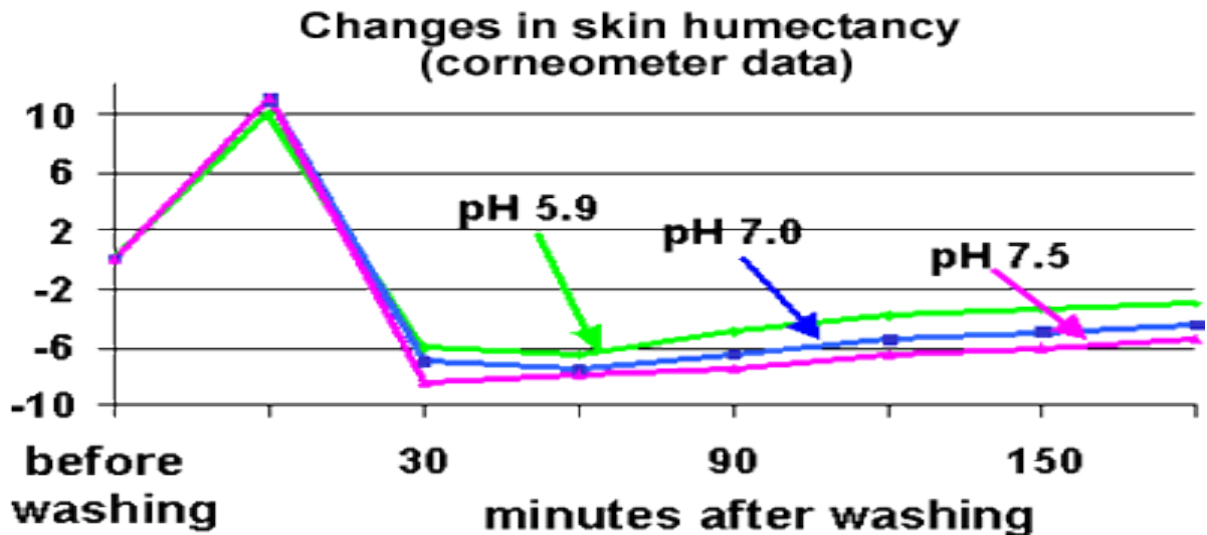


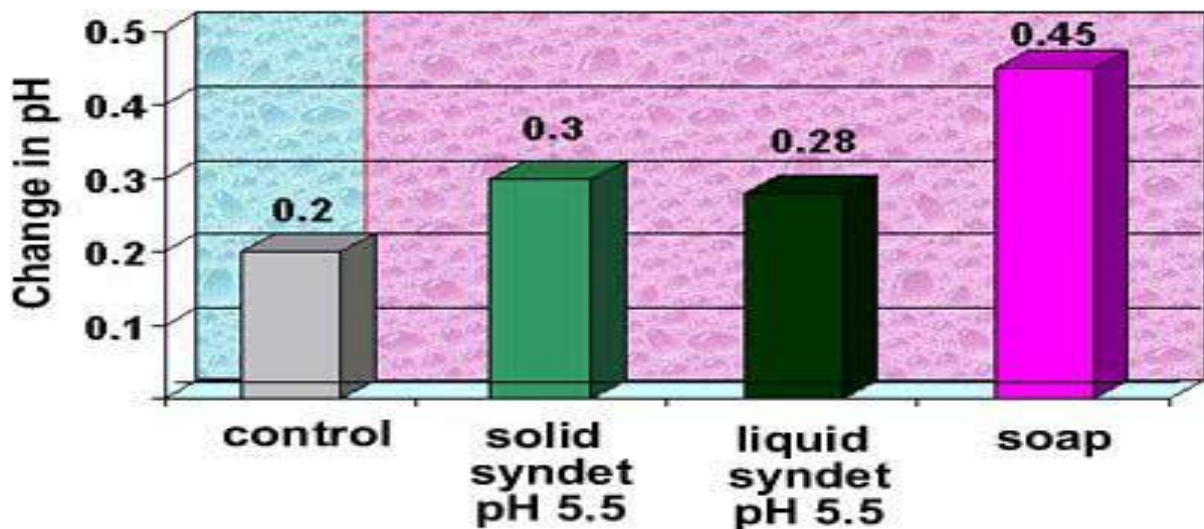
FIGURE: Influence of pH value on the configuration of horny layer (Stratum corneum) lipids .

➤ **CLINICAL STUDY:**

Hoeger and Enzmann (Scientist) assessed skin function parameters (skin surface pH, corneal layer hydration, epidermal desquamation, and surface roughness) prospectively in a cohort of 202 healthy term neonates. They found a decrease in surface pH by 0.3–1.1 units, while desquamation increased significantly during the observation period (12 weeks). In addition, stratum corneum hydration increased significantly, paralleled by a decrease in skin roughness on using moisturizing syndet (soap free soap).

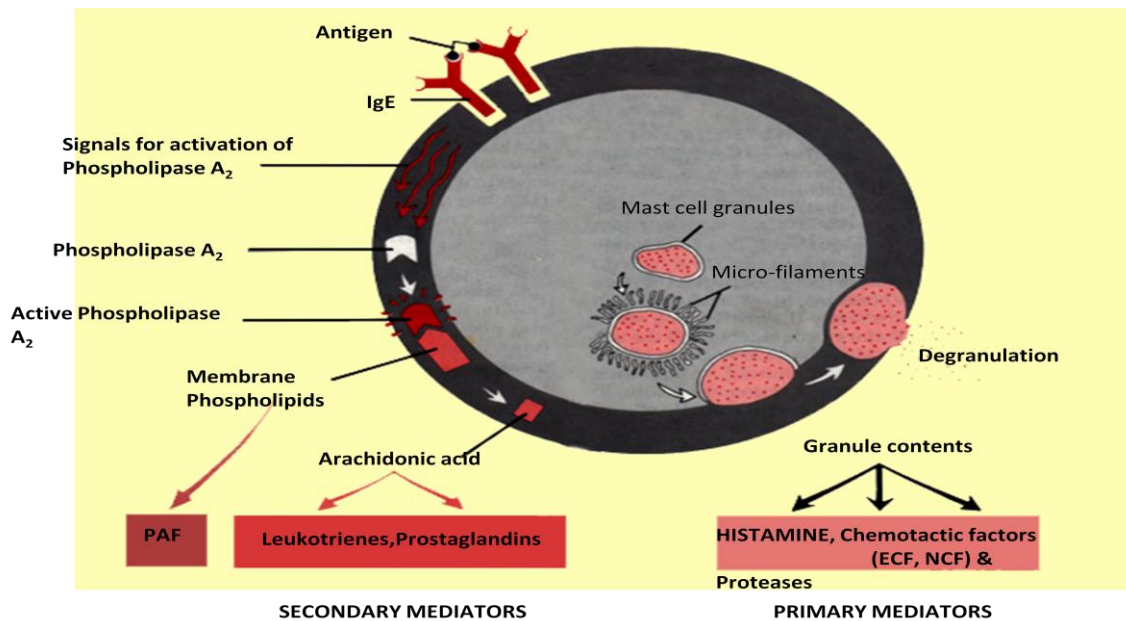


GRAPH: Dependence of pH on desiccation of the baby skin after washing with syndet.



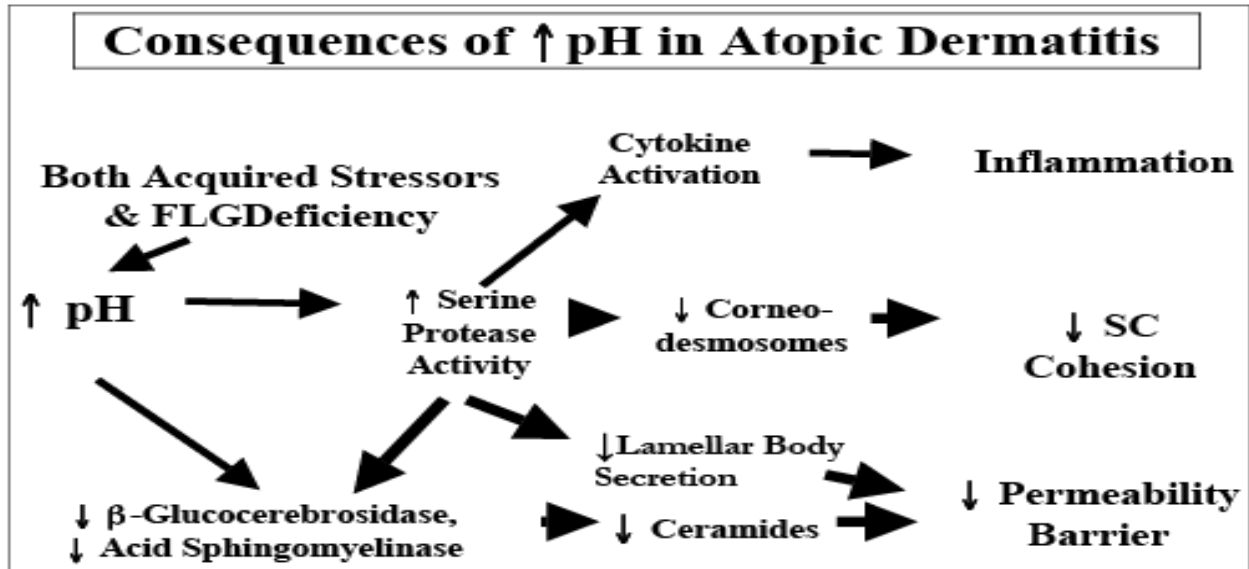
BAR GRAPH: Changes in pH of baby skin, 10 minutes after washing with soap and soap-free syndet preparations with pH 5.5.

Pruritus mediator-HISTAMINE



Common Skin Disease Among the Infants:

Atopic dermatitis (AD) Atopic dermatitis (AD) is an extremely common, chronic inflammatory skin condition that usually starts during the first months of life. The causes are complex, but AD is thought to be the result of an interaction between inherited predisposition and breakdown of the skin barrier due to adverse environmental effects. Several factors are associated with the development of AD, but increasing use of soap and detergents, especially with hard water, has been cited as one of the most important because of their effects on the stratum corneum. The stratum corneum is like a brick wall in which the bricks (the corneocytes) are surrounded by mortar (the lipid lamellae) and are supported by iron rods (proteins called corneodesmosomes). When an infant is genetically predisposed to AD, the corneodesmosomes break down prematurely below the skin surface. In infants with AD, the stratum corneum resembles a brick wall in which the supportive iron rods have rusted, leaving it more vulnerable to the effects of the external environment. When the stratum corneum is impaired—for example, through the effects of soap on skin lipids and pH—the skin barrier can no longer prevent allergens and infection from reaching the dermis, leading to the inflammation characteristic of AD. Conversely, preservation or restoration of a functional skin barrier may reduce the risk or possibly the severity of AD. As a result, appropriate care of newborn skin may have significant long-term implications for health and this highlights the need for suitable skin care regimens.



Acne: The goal of cleansing for acne or acne prone skin is to gently remove surface dirt, sweat, and excessive skin lipids without irritating or drying the skin. The ideal cleanser for acne skin should be:

- i. non comedogenic, ii. non acnegenic, iii. non irritating, and iv. non allergenic.

Baby syndet bars are found to be effective in treating acne related problems.

Rosacea: The skin of baby patients with rosacea is extremely sensitive to chemical irritants. It is better to avoid classic soaps, cleansers containing alcohol, astringents, and abrasives in these patients. Ideally, only very mild cleansing agents like moisturizing baby soaps should be used in these patients. Therapeutic skin cleansers, containing sulfacetamide 10% and sulfur 5% in addition to a synthetic detergent, are approved for the treatment of rosacea.

Contact Dermatitis(Eczema): The basic requirements for an efficient skin cleanser to prevent this skin disease are its easy solubility in both hard and soft water, its ability to remove fats, oils, greasy materials without drying the skin, its free flow through the dispensers and a long shelf life without easy deterioration on storage. While synthetic detergents are generally perfectly adequate for cleansing hands at home.

Xerosis: Xerotic skin is seen in several dermatological disorders and also in the pediatric population as a part of natural aging due to decreased sebum production. Environmental factors, such as low humidity and wind may also exacerbate dryness. To rehydrate and soften xerotic skin, emollients, humectants, or keratin softening agents should be applied.

➤ **BIO-INSTRUMENTATION**

- ✓ Trans-epidermal water loss (TEWL)
 - ***DermaLab and Vapometer***
- ✓ Skin Hydration – ***Corneometer 825***
 - ***SNOVA DPM 9003, Skicon-200***
- ✓ Skin erythema – ***ChromaMeter CR 300***
- ✓ Skin proteins swell markedly if the cleanser PH is highly alkaline(PH>8). **Optical coherence tomography(OCT)** is used to evaluate different pictures of stratum corneum after exposure to acidic,alkaline and neutral PH of baby skin.
- ✓ Protein-lipid ultrastructure of baby skin washed under exaggerated conditions with a syndet or a soap bar can be visualized using **environmental scanning electron microscopy**.

➤ **CHEMICALS USED TO PREVENT SKIN INFLAMMATION.**

a).Topical corticosteroids: Corticosteroids are hormones that can reduce inflammation (redness and swelling), suppress the immune system and narrow the blood vessels in the skin. Their main purpose is to reduce skin inflammation and irritation.

b).Topical Calcineurin inhibitors: There are two types of topical calcineurin inhibitors called tacrolimus (Protopic 0.03% and 0.1%) and pimecrolimus (Elidel). They are classified as immunomodulating agents; this means that they act on the immune system to reduce skin inflammation. Both tacrolimus and pimecrolimus block a chemical called calcineurin which activates inflammation in the skin causing redness and itching of the skin.

Tacrolimus ointment and pimecrolimus cream are for the treatment of atopic eczema in adults, and children over the age of 2. Tacrolimus comes in two strengths, 0.03% (weaker) and 0.1% (stronger); the weaker preparation should be used in children, between the ages of 2 and 16.

MOISTURIZING SYNDETS

Dermatologists and cosmetic scientists define “sensitive skin” as that which exhibits contact irritant or allergic reactions more readily than the average population.

- **Moisturizing syndets** are product designed for newborn skin care & hygiene. 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 HUMECTANTS, EMOLLIENTS & OCCLUSIVES

- **Advantage of moisturizing syndet :**
 - A number of studies have shown that these moisturizing cleansing soaps are generally milder than soap-based products and help maintain the structural integrity and moisture of the SC,
 - The formulation of these soaps provides mild cleansing combined with moisture retention and clinically has been shown to be less irritating to skin than soap-based formulations,
 - Given the diminished irritant threshold in Atopic Dermatitis(AD) patients, the choice of baby syndets is an important component in the overall skin care regimen,
 - Soap based formulations can dry skin and may cause erythema and trans epidermal water loss, further exacerbating the skin dryness and itching of AD,
 - Syndets formulations, by minimally interacting with SC proteins and lipids, help maintain SC hydration and therefore are well suited to counter the dryness and latent secondary skin inflammation associated with eczematous lesions.

- **Major Ingredients used in the formulation of Syndets and their uses :**
 - **Sodium Lauryl Isethionate** (*comprises 50 to 60% of the ingredient total*) : a synthetic detergent, often chosen for its mildness, low irritant potential and dense lathering qualities.
 - **Stearic Acid** (*comprises 25% of the ingredient total*): a waxy substance derived from beef tallow and/or pig lard; use as a plasticizer (for texture) and as a superfatting agent (for emollient qualities), this ingredient act as a rich white cream being elegantly poured from a glass pitcher into each bar, stearic acid is actually a flaky, offwhite powder.
 - **Sodium Tallowate**: soap made from lye + beef tallow

- **Sodium Palmitate** :soap made from lye + palmitic acid
(usually made with tallow + plant sources, unless otherwise specified)
- **Lauric Acid**: adjusts pH, hardens the soap and creates a fluffy lather
- **Sodium Isethionate**: synthetic detergent, creates a dense lather
- **Sodium Stearate**: soap made from lye + stearic acid
- **Cocamidopropyl Betaine**: a synthetic detergent, enhances lather (known human immune system toxicant; skin sensitizer/allergen; may be contaminated with nitrosamines)
- **Sodium Cocoate**: soap made with lye + coconut oil
- **Sodium Palm Kernelate**: soap made with lye + palm kernel oil
- **Sodium Chloride**: common table salt, used in the the glycerin stripping process; this residual salt serves double duty as a thickener.
- **Tetrasodium EDTA**: used as a chelating agent, the term, "chelating" simply refers to this ingredient's ability to interact with metals, making it possible to use this soap in hard water (water with a high mineral content).
- **Tetrasodium Etidronate**: chelating agent, targeted toward preventing soap film
- **Maltol**: known in the industry as 3hydroxy2methyl4pyrone, Maltol is a naturally occurring organic compound that smells like caramelized sugar and is used as a fragrance and/or scent masker.
- **Titanium Dioxide**: makes the soap white and opaque.
- **Sodium gluconate**: a chelating agent, added to make the soap work in hard water.
- **White soft paraffin**: Soft white paraffin is also known as white petroleum jelly. It is an odorless jelly that is impervious to water. This makes it useful for many applications in which moisture needs to be sealed within the skin, or in which a water-resistant protective layer is required between the skin and external contaminants.
- **Paraben**: preservative
- **Olive oil**
- **Jojoba oil**
- **Tocopheryl acetate** (from soybeans)
- **Chamomile Flower Extract** (from chamomile flower heads)

CLINICAL STUDIES DATA

	STUDY(REF)	METHODOLOGY	OBSERVATION
1.	Beneficial use of moisturizing Soap as part of a daily skin care regimen for individuals with rosacea . Laquieze S (2007)	In the study, 20 individuals receiving twicedaily applications of metronidazole 0.75% gel for at least 15 days applied a gentle nonirritating moisturizing soap twice daily for 15 days on one half of the face; the other side remained treated with metronidazole only and served as the control.	It can thus be concluded that in the management of rosacea, basic skin care regimens, including daily use of a moisturizing soap, offer optimal benefits.
2.	Correlation between pH and irritant effect of cleansers marketed for dry skin. Baranda L(2002)	17 products marketed for dry skin and 12 common soaps used by the general population were studied. Fresh soap emulsions (8%) were applied to the volar side of the right forearm of 30 individuals with sensitive skin for 5 consecutive days using aluminum chambers. The appearance of irritation (erythema, scaling and fissures) was recorded, scored, and expressed in an Irritation index (IrlIn). The pH of each solution was measured.	Most products recommended for sensitive skin have a considerable irritation effect, which is related to the pH of the product. Better regulation of advertisement specifications including the pH level and type of cleanser contained is necessary for the majority of soaps and cleansers.
3.	Effect of syndets on skin flora of preterm newborns. da Cunha ML(2005)	Randomized blinded clinical trial that enrolled 73 preterm newborns whose gestational age was between 28 and 35 weeks and birth weight between 800 and 1800 g. At the age of 3 days the infants were randomly assigned to a group that was given daily baths with moisturizing syndets and for 7 or more days. Antibiotic treatment delayed onset of the trial in some. preterm infants. On the final day of bathing axillary bacterial cultures were obtained before and 30 minutes after bathing.	Bathing preterm newborns with syndets produces ample effects on skin colonization of a preterm neonate. They are effective to decrease the number of colonies of Grampositive and Gramnegative bacteria.
4.	Effects of soap and detergents on skin surface pH, stratum corneum	Infants without skin disease, aged 2 weeks to 16 months,	Each cleansing agent, influences the skin surface. The

	hydration and fat content in infants. Gfatter R(1997)	entered an open, controlled and randomized study. Ten infants each had skin washed with tap water (control group), liquid detergent (pH 5.5), synthetic detergent (pH 5.5) or alkaline soap (pH 9.5). The pH, fat content and hydration were measured before and 10 min after cleansing. Findings were statistically evaluated by parametric covariance analysis.	increase of the skin pH irritates the physiological protective 'acid mantle', changes the composition of the cutaneous bacterial flora and the activity of enzymes in the upper epidermis, which have an acid pH optimum. The dissolution of fat from the skin surface may influence the hydration status leading to a dry and squamous skin.
5.	Electrical measurement of moisturizing effect of syndet on skin hydration and barrier function in psoriasis pediatric patients. Rim JH(2005)	17 psoriasis patients were recruited. Their right leg was treated with the syndet twice daily for 6 weeks, while their left leg was used as the control site. For each patient, one psoriatic plaque on each leg was selected as the involved psoriatic lesion. The TEWL, electrical capacitance and conductance were measured, in order to evaluate the barrier function and hydration level of the stratum corneum. The clinical and biophysical data for each patient were recorded at the start of the study and after 2, 4 and 6 weeks.	The degree of skin dryness at the applied area improved progressively. Data suggest that electrical capacitance and TEWL may be useful in the evaluation of the moisturizing effect of syndet on the hydration status and barrier function of psoriatic skin.
6.	Safety and tolerability of a body wash syndet soap and when applied to infants and toddlers with a history of atopic dermatitis : results from an Openlabel study. Simpson E(2012)	This study evaluated the safety and tolerability of a body wash syndet soap for infants and toddlers with atopic dermatitis. This was an openlabel study involving 56 children (336 months old) with a history of atopic dermatitis. The skin care regimen was used at least once daily, but no more than twice daily, for 4 weeks. The primary variable of interest was the worst postbaseline scores for local tolerability using a 4point scale for each component	The body wash syndet soap regimen was safe and well tolerated and improved hydration and skin barrier function in infants and toddlers as young as 3 months of age with a history of atopic dermatitis.

		(erythema, edema, scaling and dryness, rash, and signs of discomfort upon application). Assessments of moisture content of the stratum corneum and transepidermal water loss were also performed.	
7.	Skin xerosis . Clinical report on the effect of a moisturizing soap bar in pediatrics. Boccanfuso SM	A supervised clinical studies were conducted to determine the direct effect of a moisturizing soap bar on skin xerosis (dry skin). The study compared the moisturizing soap bar with a commercially available soap bar and used children upto age 5 years.	Washing twice daily with the moisturizing soap bar provided a lower level of skin flaking than the particular soap bar with which it was compared.
8.	Tolerance of baby cleansers(Sebamed) in infants: a randomized controlled trial. Dizon MV(2010)	This randomized controlled trial was conducted to evaluate the tolerability of a new baby cleanser formulation on infantile skin. 180 healthy infants were enrolled , JTT Sebamed Baby cleanser (SM), and lukewarm tap water were used on the skin of the subjects as whole body cleansers twice a week for 2 weeks. Assessment was done at baseline, 1 week and 2 weeks clinically by dermatologist, instrumentally, and by the parents. Clinical assessment (erythema, edema, dryness and scaling); skin moisture content; skin surface pH; transepidermal water loss; skin oxyhemoglobin and deoxyhemoglobin; and consumer satisfaction were the outcome measures.	There was no significant erythema, edema, dryness, or scaling elicited by any of the test component. Parents did not report any sideeffects. All the studied interventions used as body cleansers were efficacious and well tolerated by infants.

MEDICAL RATIONALE :

1. Syndet bars are mild and cause less damage to baby skin. The pH of syndet bars are usually around 5.5, which is very similar to the natural pH of our skin. These bars are effective cleansers, cause minimal damage to skin layers, and do not have the harsh stripping effects. This leads to less dryness, less skin irritation, and better control of acne. It does not cause any type of destruction of the lipid mantle undermines the skin's barrier function.

Lipid mantle (The fact that our skin is mildly acidic is the result of the combination of lactic acid and lactate that make up sebum.)

2. Syndets are more efficient than soaps in removing dirt and bacteria from human skin. It has a strong emulsifying proper, act as humectants, and emollient as well as occlusive agent. They make the skin smooth as having strong water binding properties.
3. Syndets do not bind calcium and magnesium .This would otherwise lead to deposits which cause itch and then give rise to exacerbations in eczema prone patients.
4. Syndets can be acidified in particular it is possible to adjust the PH of 5.7 to 6.0 in order to protect the acid mantle of the skin. This also prevents the swelling of the epidermis.
5. They can be used in hard water. They do not form precipitate with the hard water. Thus chalk soaps do not result and neither the cleansing capacity nor the potential for foam production are debilitated.
6. The PH can be selected and the skin can be cleansed with a neutral or slightly acidic PH. Syndets are compatible with many additives .This make it possible to meet special requirements. These additives include brighteners, bleaching agents, fillers, builders, and perfumes and coloring agents.



MARKET ANALYSIS

Top selling Brands in Moisturizing syndet available are.,

BRANDS	ACTIVE INGREDIENT	COMPANY
Dermadew	Aloegel, Light liq.paraffin,White soft paraffin,Purified lanolin	Hegde &Hegde
Tedibar	Maltodextrin,Sodium cocosulphate,Cetearyl alcohol,Disodium lauryl sulphosuccinate,Potassium lauryl sulphate,Aqua, Sodium cocoyl glycinate,Disodium etidronate,Phosphoric acid,NaCl,KCl	Curatio Healthcare
Cetaphil	Cetyl alcohol,Propylene glycol,Sodium lauryl sulphate,Stearyl alcohol, Methyl paraben, Propyl paraben	Galderma
Daffy		Dr Reddy Labs
Lsdew	Palm and coconut,Oil soap noodles,Silver oxide,Triclosan,Phytic acid,Olive extract,Aloe vera extract,Shea butter,Glycerin,Wheat protein ,Milk protein,Sodium palmate,Sodium palm kernelate,Aqua,Perfume,Barbadensis extract,Sodium chloride,Titanium dioxide,Disodium EDTA, Disodium etidronate,Butylated hydroxytoluene.	Hegde & Hegde
Sebamed Baby	Disodium Lauryl Sulfosuccinate, Triticum vulgare starch, Palmitic Acid, Stearic Acid, Glyceryl Stearate, Cetearyl Alcohol, Talc, Sodium Lactate, Cera alba, Aqua, Lecithin, Sodium Lauroyl Sarcosinate, Cocamidopropyl Betaine, Panthenol, Inulin, Sodium Cocoyl Glutamate, Tocopheryl Acetate, Glycine, Magnesium Aspartate, Alanine, Lysine, Leucine, Benzophenone-4, Parfum, CI 47005, CI 61570, CI 77891.	USV
Moisturex	Urea ,Lactic acid, Propylene glycol, Light liq. Paraffin,Methyl paraben, Propyl paraben	Croslands
Aquasoft	Cetostearyl alcohol,Glycerin, Propylene alcohol,Cetyl alcohol,Isostearyl isostearate,Potassium cetyl phosphate,Cetyl phosphate,Cetyl stearate,Stearic acid,Shea butter, White soft paraffin,Sodium PCA, Squalene,Disodium edentate,Cetomacrogol 1000,Glyceryl monostearate,Dimethicone,Methyl paraben,Butylated hydroxytoluene.	Ajanta Pharma
Oilatum	Light liq.paraffin,White petrolatum,Butyrospermum parkii, Glycerol, Providone k29-32	GSK
Venusia	Purified water,Propylene glycol,Emulsifying wax,Glycerin,Cyclomethicone,Shea butter, Cocoa butter, Cetyl alcohol, Methyl paraben, Propyl paraben,Disodium etidronate, Zinc oxide.	Dr Reddy Labs

Johnson	Sodium tallowate,Water, Sodium cocoate,Sodium palm kernelate, Glycerin, Titanium dioxide, Tetrasodium etidronate.	Johnson & Johnson
Calasure	Calamine,Aloe vera, Light liq.paraffin,Calcium Magnesium hydroxide	Mankind
Calosoft	Calamine,Aloe vera gel,Light liq. Paraffin	Microlabs

MARKET SHARE OF MOISTURIZING SYNDET IN PEDRIATRICS

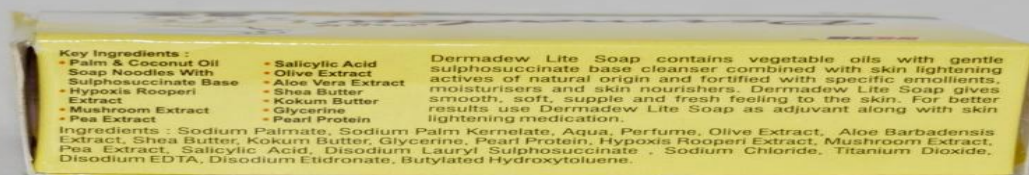
BRANDS	MARKET SHARE(IN LAKHS) JAN'15	MARKET SHARE(IN LAKHS) JAN'16	GROWTH RATE (IN %)
TEDIBAR	939.02089	1462.1602	55.71
CETAPHIL	521.58097	526.15373	0.87
DAFFY	434.23689	499.00785	14.91
DERMADEW	597.746	1054.48777	76.41
AQUASOFT	261.21663	296.17713	13.38
DERMACARE	1.61453	2.04473	26.64
KIDGLO	—	57.74673	
LSDEW	422.43028	471.66722	11.65
NOURISHING BABY	137.52083	196.88449	43.16
JOHNSON BABY	607.20076	1059.46473	74.48
SEBAMED	218.51979	222.1324	1.65
MOISTUREX	63.82524	464.21024	627.3
OLEMESSA	51.03464	52.50957	2.89
NUSOFT	103.5874	97.97515	-5.41
TOTAL	3752.33409	5403.15721	43.99

(Source: IMS Data)

Snapshots of Moisturizing syndet

SEBAMED  100% soap and alcohol-free formula supports the moisture barrier, its pH level of 5.5 and mild emollient formula support the skin's biologically protective acid mantle, which is consolidated in the first months after birth. The natural moisturizing agents, proteins, vitamins and amino acids leave the delicate skin smooth and soft. No tears formula. Dermatologically/clinically tested. Ingredients: Tricum vulgare starch, Disodium Lauryl Sulphosuccinate, Potassium Acid, Stearic Acid, Calcium Stearate, Cetyl Alcohol, Glycerin, Aqua, Sodium Lauryl Sulfosuccinate, Cocamidopropyl Betaine, Sodium Lactate, Cera alba, Panthenol, Inulin, Lecithin, Glycine, Magnesium Aspartate, Alanine, Lysine, Leucine, Parfum, CI 77281. For delicate skin seba med Baby Cleansing Bar • Promotes the development of the acid mantle The best protection from the first day	HIMALAYA  moisturizing baby soap Mild and soothing soap that replenishes lost moisture while cleansing baby's skin gently. Enriched with Olive Oil, which is rich in Vitamin A and E, and Almond Oil that moisturizes the skin and is an excellent source of Vitamin D. Directions for Use: Wet body and face, apply generously and rinse. <i>Happiest Ladies</i> Each gm contains: Oils Jaitun (<i>Olea europaea</i>)* 5mg, Vatada (<i>Prunus amygdalus</i>)* 5mg. Base q.s. ad Soap base made from vegetable origin. Ref.: # Bhava Prakasha.
TEDIBAR  <i>Happiest Ladies</i> Key Ingredient: Syndet Base CU 0033. Ingredients: Maltodextrin, Sodium Cocosulphate, Cetearyl Alcohol, Disodium Lauryl Sulphosuccinate, Potassium Lauryl Sulphate, Aqua, Sodium Cocoyl Glycinate, Polyquaternium 7, Perfume, Glycerine, Sodium Chloride, Potassium Chloride, Phosphoric Acid, 2-Octyl Dodecanol, Titanium Dioxide, Disodium Etidronate, C.I. No. 26100. Tedibar® is a skin friendly bathing bar. Regular bathing with Tedibar® helps restore and retain the skin's protective mantle. For External Use Only	OILATUM  Oilatum soap bar is suitable for dry skin, helping to maintain the skin's oily protective layer which can be washed away by ordinary soaps. Oilatum soap bar is mild enough for every day use. Its gentleness makes it an excellent cleanser for dry, sensitive skin. DIRECTIONS Using a little warm water, massage into the skin. Rinse off and pat dry. Store up to 25°C INGREDIENTS Sodium Palmate, Sodium Palm Kernelate, Aqua, Paraffinum Liquidum, Parfum, Sodium Chloride, Glycerin, Trisodium HEDTA, Tetrasodium EDTA, Geraniol, Tetrasodium Etidronate, CI 15985, CI 14720
CETAPHIL  Cetaphil Antibacterial Gentle Cleansing Bar FOR DRY, SENSITIVE SKIN Antibacterial Gentle Cleansing Bar FOR DRY, SENSITIVE SKIN NET WT 1 OZ (28.3 g) This mild, non-soap cleansing bar is specially formulated to provide gentle skin cleansing and antibacterial benefits for dry, sensitive skin. - Ideal for daily face and full body cleansing in the bath or shower - Exfoliating agents leave skin feeling clean and fresh Non-Comedogenic / Non-Irritating Dermatologist recommended ACTIVE INGREDIENTS: TRICLOSAN 0.3% Proposed Antibacterial: Kills bacteria on the skin. Warning: For external use only. Keep out of reach of children except under adult supervision. If rashiness, get medical help or contact a Poison Control Center right away. DIRECTIONS: Apply to skin while bathing or washing. Rinse. INACTIVE INGREDIENTS: SODIUM COCOYL ISETHIONATE, STEARIC ACID, SODIUM TALLOWATE, WATER, SODIUM STEARATE, SODIUM COCOYL MONOISODIUM SULFONATE, SODIUM COCOYL GLYCINATE, POLY-2, SODIUM CHLORIDE, MAGNESIUM CHLORIDE, SODIUM HYDROXYLATE, PENTASODIUM, SODIUM MONOSTEARATE, LACTYL ACID, SODIUM COCOYLATE, TRIETHANOLAMINE, PENTASODIUM PENTATE, TETRASODIUM ETIDRONATE. Marketed by: Galderma Laboratories, S.P. Fort Worth, Texas 76177 USA. GALDERMA is a registered trademark. www.cetaphil.com	ELOVERA  Composition: Aloe extract Vitamin E acetate Moisturising cream base Other ingredients: Purified water, White Soft Paraffin, Glycerin Refined, Glyceryl Monostearate (NSE), Cetyl Alcohol, Liquid Paraffin, Stearic Acid, Polysorbate 80, Dimethicone 350, Octyl Dodecanol, Allantoin, Methylparaben, Propylparaben, Imidurea, Di-Sodium Edetate, Triethanolamine. Best suited for: Dry skin/Dermatitis/Hyperpigmentation/Redness from environmental exposure to allergens, irritants, environment changes, smoking, stress, skin problems in conditions like: Psoriasis, Atopic dermatitis, eczema, Xeroderma, Ichthyosis. Lightens striae (Stretch Marks), Post-Acne scars, Post-Pimple scars, freckles & other skin stains. Directions for use: Apply to the affected area as required. Use regularly. Specially recommended for use after washing/bathing. http://www.themirroronmywall.com

DERMADEW

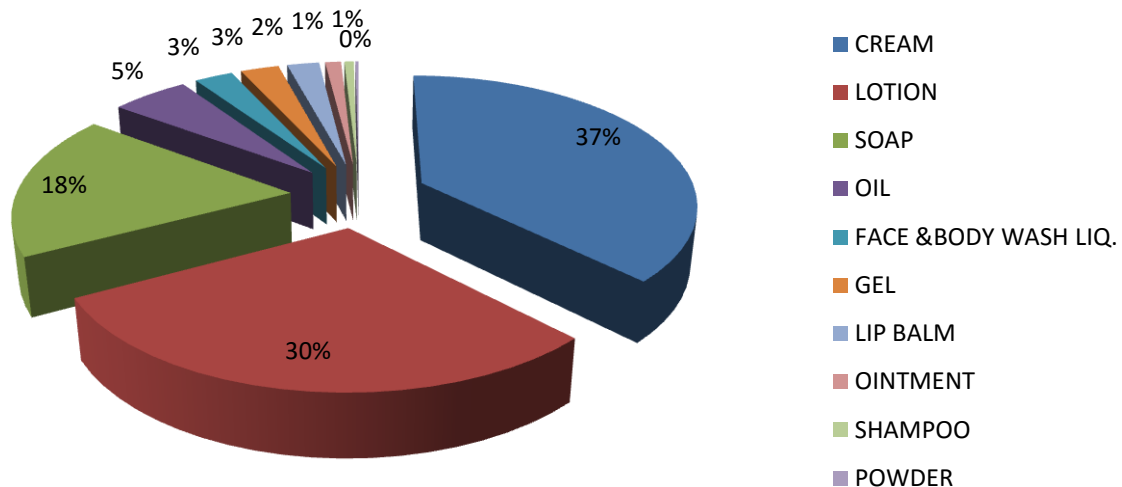


WWW.GETSETBLUSH.COM

OVERALL MOISTURIZING MARKET (Source: IMS Data)

DOSAGE FORMS	MARKET SHARE JAN'15(IN LAKHS)	MARKET SHARE JAN'16(IN LAKHS)	PERCENTAGE GROWTH (%)
CREAM	16465.85126	17794.64251	8.06%
LOTION	13233.15544	15137.34405	14.38%
SOAP	8581.606306	11097.69684	22.67%
OIL	1942.92646	2404.47784	23.75%
GEL	1132.11151	1329.45662	17.43%
BODY & FACE WASH	779.21826	1113.18884	42.85%
OINTMENT	66.91213	83.73394	25.14%
POWDER	431.97649	624.18434	44.52%
BALM	107.80421	205.41187	90.54%
SHAMPOO	20.46689	47.22985	130.76%
TOTAL	42762.02896	49837.3667	16.54%

MOISTURIZING MARKET



1. LOTION

PRODUCT	MOTHERBRAND	COMPANY	VARIANT	PRICE(Rs)
DERMADEW ALOE	DERMADEW	HEDGE & HEDGE	50ML	155
DERMADEW CALOE	DERMADEW	HEDGE & HEDGE	60ML	167
CETAPHIL LOTION	CETAPHIL	GALDERMA	100ML	
CETAPHIL LOTION	CETAPHIL	GALDERMA	125ML	
CETAPHIL LOTION	CETAPHIL	GALDERMA	250ML	
CETAPHIL LOTION 2.65%	CETAPHIL	GALDERMA	60ML	257
CETAPHIL DAM	CETAPHIL	GALDERMA	30GM	38
CETAPHIL DERMOCANT	CETAPHIL	GALDERMA	118ML	822
CETAPHIL RESTORADAM	CETAPHIL	GALDERMA	100ML	370
NMF-E	NMF	PALSONS DERMA	200ML	160
NMF-E 10%	NMF	PALSONS DERMA	100ML	151
CALAPURE-A	CALAPURE	MANKIND	100ML	150
CALAPURE	CALAPURE	MANKIND	50ML	60
CALAPURE LOTION	CALAPURE	MANKIND	100ML	110
LACTO CALAMINE	CALAMINE	PIRAMAL HEALTHCARE	120ML	150
VENUSIA	VENUSIA	DR.REDDY LABS	100ML	195
VENUSIA LOTION	VENUSIA	DR.REDDY LABS	200ML	360
VENUSIA SOFT	VENUSIA	DR.REDDY LABS	75ML	275
BABY LOTION	HIMALAYA	HIMALAYA	40ML	35
BABY LOTION	HIMALAYA	HIMALAYA	100ML	80
BABY LOTION	HIMALAYA	HIMALAYA	200ML	124
BABY LOTION	HIMALAYA	HIMALAYA	400ML	139
FACE MOISTURIZING LOTION	HIMALAYA	HIMALAYA	100ML	80
OLESOFT LOTION	OLESOFT	ALKEM	60ML	69
OLESOFT LOTION	OLESOFT	ALKEM	200ML	295
MOISTUREX SOFT	MOISTUREX	SUN PHARMA	100ML	249
MOISTUREX LOTION 8%	MOISTUREX	SUN PHARMA	50ML	99

AQUASOFT LOTION	AQUASOFT	AJANTA PHARMA	100ML	
AQUASOFT LOTION	AQUASOFT	AJANTA PHARMA	200ML	281
ELOSMOOTH	ELOVERA	GLENMARK	75ML	150
ELOVERA IMF	ELOVERA	GLENMARK	100ML	170
ELOVERA LOTION	ELOVERA	GLENMARK	50ML	125
ELOVERA LOTION	ELOVERA	GLENMARK	75ML	150
ELOVERA LOTION 10%	ELOVERA	GLENMARK	150ML	295
ELOVERA LOTION 0.50%	ELOVERA	GLENMARK	56ML	95
ELOVERA IMF	ELOVERA	GLENMARK	50ML	80
ELOVERA LOTION	ELOVERA	GLENMARK	100ML	165
MOIZ CLEANSER	MOIZ	GLOWDERMA LABS	125ML	167
ATOGLA LOTION	ATOGLA	CURATIO HEALTHCARE	200ML	399
AVEENO LOTION	AVEENO	JANSEEN PHARMA	354ML	950
AVEENO LOTION SPF-50	AVEENO	JANSEEN PHARMA	85ML	75
CALOSOFT LOTION	CALOSOFT	MICROLABS	100ML	143
CALOSOFT LOTION	CALOSOFT	MICROLABS	50ML	112
CALOSOFT AF	CALOSOFT	MICROLABS	50ML	60
DEWSOFT LOTION	DEWSOFT	TORRENT PHARMA	100ML	76
DEWSOFT LOTION 10%	DEWSOFT	TORRENT PHARMA	60ML	269
OILATUM LOTION	OILATUM	GSK	100ML	227
OILATUM LIQUID 63.4%	OILATUM	GSK	100ML	227
TRUMIST LOTION	TRUMENTIS	ACUMENTIS HEALTH	100ML	279
TRUMIST LOTION	TRUMENTIS	ACUMENTIS HEALTH	60ML	181
CALDLITE LOTION	CALDLITE	ARVIND LABORATORIES	60ML	110
NEVLON LOTION	NEVLON	KLM LABS	50GM	107
NEVLON LOTION	NEVLON	KLM LABS	100ML	
NEVLON LOTION	NEVLON	KLM LABS	200ML	81
VITAVERA LOTION	VITAVERA	KIVI LABS LTD.	100ML	135
CALACARE LOTION	CALACARE	INTAS PHARMA	100ML	110
EMODEL		INTAS PHARMA	125ML	118
PRUCAL LOTION	PRUCAL	APEX PHARMA	50ML	139
PRUCAL LOTION	PRUCAL	APEX PHARMA	100ML	149
JOHNSON BABY LOTION	JOHNSON	JOHNSON & JOHNSON	100ML	87
CALAK LOTION	CALAK	A.MENARINI INDIA	50ML	28
SKINETICS LOTION	SKINETICS	DABUR INDIA	200ML	135
CALORA LOTION	CALORA	MED MANOR ORGANICS	60ML	75
CALORA LOTION	CALORA	MED MANOR ORGANICS	100ML	99
HISTO CALAMINE	CALAMINE	SOMATICO	60ML	78
HISTO CALAMINE	CALAMINE	SOMATICO	75ML	79
HISTO CALAMINE 10%	CALAMINE	SOMATICO	100ML	93
NOURISH OAT LOTION		WORKHARDT	100ML	224
NOURISH OAT LOTION		WORKHARDT	185ML	584
DERSHINE LOTION	DERSHINE	EAST WEST PHARMA	50ML	150
DERSHINE LOTION	DERSHINE	EAST WEST PHARMA	100ML	176
URRIPLEX LOTION	URRIPLEX	CHARAK PHARMA	100ML	95
SECALIA LOTION	SECALIA	MICROLABS	100ML	163
HYMOS LOTION	HYMOS	ALKEM	100ML	640
DEWDERM LOTION	DEWDERM	A.MENARINI INDIA	100ML	84
DEWDERM LOTION	DEWDERM	A.MENARINI INDIA	200ML	164
CLINSURE LOTION	CLINSURE	TALENT PHARMA	125ML	153
LINIMOIST LOTION 10%	LINIMOIST	PALSONS DERMA	100ML	108
EFATOP-C LOTION 10%	EFATOP	ADCOCK INGRAM	75ML	60

WANISH LOTION	WANISH	OZONE	50ML	63
WANISH LOTION	WANISH	OZONE	100ML	175
ALOKEM LOTION	ALOKEM	ALKEM	100ML	73
CALCHILL LOTION	CALCHILL	INTAS PHARMA	100ML	120
CALCHILL LOTION	CALCHILL	INTAS PHARMA	45ML	51
DERMOCALM LOTION 8%	DERMOCALM	GSK	50ML	105
CALDERM	CALDERM	DERMOCARE	120ML	94
LUCIDUM CLEANSING	LUCIDUM	PALSONS DERMA	120ML	110
GLA-AD LOTION 0.50%		DR.REDDY LABS	50ML	148
SOLECARE LOTION	SOLECARE	APEX PHARMA	40ML	120
UREATIV LOTION 10%	UREATIV	GLENMARK	150ML	274
UREATIV LOTION 3%	UREATIV	GLENMARK	150ML	210
MAHA LOTION	MAHA	CHARAK PHARMA	200ML	229
ALFA LOTION 10%	ALFA	DERMOCARE	60ML	96
LUCIDUM LOTION	LUCIDUM	PALSONS DERMA	100ML	95
EXOMEGA LOTION	EXOMEGA	ABBOTT	100ML	449
HINDRATE LOTION	HINDRATE	JANSEEN PHARMA	85ML	75
HINDRATE LOTION	HINDRATE	UNICHEM	100ML	249
CALADIL LOTION	CALADIL	PSYCHOTROPICS	60ML	110
CALKEM LOTION	CALKEM	ALKEM	60ML	53
ALOE & CUCUMBER	HIMALAYA	HIMALAYA	100ML	80
SKIN SPA LOTION		APEX PHARMA	50ML	110
DERMADEW LOTION 10%	DERMADEW	HEDGE & HEDGE	50ML	125
SOOTHING LOTION		HIMALAYA	200ML	280
MOISTDER LOTION	MOISTDER	MARCK LABS	100ML	60
UREA LOTION 20%	UREA	PARKER ROBINSON	15ML	28
FACE ONE CLEANSING		YASH PHARMA	110ML	149
NOURISHING LOTION		HIMALAYA	100ML	80
XCEPTIONAL LOTION 2%	XCEPTIONAL	BIOCON	100ML	260
ENSI LOTION	ENSI	DERMOCARE	125ML	108
FACE ONE LOTION		YASH PHARMA	50ML	58
NOVASOFT LOTION	NOVASOFT	RHINE BIOGENICS	100ML	80
INTENSIVE CREAM	INTENSIVE	HIMALAYA	100ML	150
KEVIKAL LOTION 10%	KEVIKAL	KIVI LABS LTD.	100ML	80
HYDROMAX LOTION	HYDROMAX	ETHICARE PHARMA	100ML	189
CETAKLIN CLEANSING 2.65%	CETAKLIN	KIVI LABS LTD.	125ML	149
GO FREE LOTION	GO FREE	PERCOS PHARMA	100ML	110
DERMAMOIST LOTION	DERMAMOIST	PSYCHOTROPICS	60ML	475
DERMAMOIZT LOTION	DERMAMOIZT	CURATIO HEALTHCARE	200ML	
ALONOURISH LOT. CLEANSING	ALONOURISH	ELDER PHARMA	50ML	90
C-SOOTH LOTION	SOOTH	SEAGULL LABS	100ML	82
HAND AND BODY LOTION	HIMALAYA	HIMALAYA	200ML	110
LAC-AM-LACT LOTION 12%	LAC-AM-LACT	A.MENARINI INDIA	50GM	77
ALOEKIN LOTION	ALOEKIN	ZYDUS CADILLA	50ML	130
VERASOFT LOTION	VERASOFT	WEST COAST PHARMA	50ML	49
VERASOFT LOTION	VERASOFT	WEST COAST PHARMA	100ML	120
SOOTHING LOTION	HIMALAYA	HIMALAYA	100ML	75
DRY SKIN LOTION	HIMALAYA	HIMALAYA	100ML	75
CLEAN & CLEAR	CLEAN & CLEAR	JOHNSON & JOHNSON	50ML	45
EXUVA LOTION	EXUVA	ZYDUS CADILLA	100ML	
CUTINORM LOTION 10%	CUTINORM	IPCA LABS	50ML	129
CALEEZ LOTION 8%	CALEEZ	IND-SWIFT	60ML	110
ALONOURISH LOTION SCALP	ALONOURISH	ELDER PHARMA	50ML	177
CLIMDAN STAY ON LOTION	CLIMDAN	DABUR INDIA	50ML	64

2. CREAM

PRODUCT	MOTHERBAND	COMPANY	VARIANT	PRICE(Rs)
VENUSIA CREAM	VENUSIA	DR.REDDY LABS	50GM	
VENUSIA CREAM	VENUSIA	DR.REDDY LABS	75GM	247
VENUSIA CREAM	VENUSIA	DR.REDDY LABS	150GM	345
VENUSIA MAX	VENUSIA	DR.REDDY LABS	200ML	330
ELOVERA	ELOVERA	GLENMARK	75GM	190
ELOVERA IMF	ELOVERA	GLENMARK	50GM	185
ELOVERA CREAM 10%	ELOVERA	GLENMARK	150GM	160
ELOVERA BABY CREAM	ELOVERA	GLENMARK	50GM	75
ELOVERA CREAM	ELOVERA	GLENMARK	500GM	270
COTARYL	COTARYL	FDC	50GM	50
XERINA	XERINA	SUN PHARMA	50GM	238
EMOLENE CREAM	EMOLENE	MSD	50GM	108
EMOLENE CREAM	EMOLENE	MSD	100GM	190
CETAPHIL	CETAPHIL	GALDERMA	80GM	235
CETAPHIL-RESTORADAM	CETAPHIL	GALDERMA	295ML	1957
CETAPHIL-DAM	CETAPHIL	GALDERMA	100GM	1111
CETAPHIL-OS	CETAPHIL	GALDERMA	125ML	122
MOISTUREX CREAM	MOISTUREX	SUN PHARMA	25GM	30
MOISTUREX-AF	MOISTUREX	SUN PHARMA	50GM	64
MOISTUREX CREAM	MOISTUREX	SUN PHARMA	75GM	198
MOISTUREX SOFT	MOISTUREX	SUN PHARMA	100GM	208
MOISTUREX SOFT	MOISTUREX	SUN PHARMA	300GM	443
MOISTUREX CREAM	MOISTUREX	SUN PHARMA	150GM	271
ALOGRAACE CREAM	ALOGRAACE	MANKIND	50GM	135
NEW EVION CREAM	EVION	MERCK LTD.	60GM	120
BOROLINE CREAM	BOROLINE	G D PHARMA	20GM	28
BOROLINE CREAM	BOROLINE	G D PHARMA	40GM	55
EMODERM CREAM	EMODERM	GSK	50GM	66
SILODERM CREAM	SILODERM	USV	20GM	52
ALOEDERM CREAM	ALOE	DABUR INDIA	50GM	125
AQUASOFT CREAM	AQUASOFT	AJANTA PHARMA	30GM	86
AQUASOFT MAX	AQUASOFT	AJANTA PHARMA	60GM	120
AQUASOFT CREAM	AQUASOFT	AJANTA PHARMA	100GM	285
AQUA 15%	AQUASOFT	AJANTA PHARMA	150GM	205
AQUASOFT CREAM 15%	AQUASOFT	AJANTA PHARMA	200GM	261
DEWSOFT CREAM	DEWSOFT	TORRENT PHARMA	50GM	129
NMF-E CREAM 10%	NMF	PALSONS DERMA	60GM	99
NMF-E CREAM 10%	NMF	PALSONS DERMA	150GM	160
MOISTE CREAM	MOISTE	HETERO HEALTHCARE	50GM	85
JOHNSON BABY CREAM	JOHNSON	JOHNSON & JOHNSON	30GM	44
JOHNSON BABY CREAM	JOHNSON	JOHNSON & JOHNSON	40GM	58
JOHNSON BABY CREAM	JOHNSON	JOHNSON & JOHNSON	100GM	128
EFADERM CREAM	EFADERM	GALDERMA	60GM	158
TAIYU SILK	TAIYU	WALLACE	50GM	100
ENMOIST CREAM	ENMOIST	DERMOCARE	75GM	135
ENMOIST CREAM	ENMOIST	DERMOCARE	200GM	
OLESOFT MAX	OLESOFT	ALKEM	125GM	235
OLESOFT CREAM	OLESOFT	ALKEM	60GM	90
EVION CREAM	EVION	MERCK LIMITED	20GM	112
NEW EVION CREAM	EVION	MERCK LIMITED	150GM	234
PREGNA CREAM	PREGNA	MEYER ORGANICS	50GM	135

EZINAPI CREAM	EZINAPI	DR.REDDY LABS	30GM	106
FOOTGUARD CREAM	FOOTGUARD	TORQUE PHARMA	25GM	34
EFATOP-PE	EFATOP	ADCOCK PHARMA	60GM	78
UREA CREAM 10%	UREA	PARKER ROBINSON	20GM	25
SECALIA CREAM 15%	SECALIA	MICROLABS	50GM	144
SECALIA CREAM 15%	SECALIA	MICROLABS	100GM	174
CETRABEN CREAM	CETRABEN	HETERO HEALTHCARE	30GM	51
CETRABEN CREAM	CETRABEN	HETERO HEALTHCARE	50GM	78
SEBAMED BABY EXTRA SOFT	SEBAMED	USV	200ML	504
SEBAMED CREAM	SEBAMED	USV	50GM	105
WANISH CREAM	WANISH	OZONE	50GM	217
JENNE CREAM	JENNE	ADMOIT PHARMA	60GM	585
PHYSIOGEL CREAM	PHYSIOGEL	GSK	50GM	340
NOURISH OAT CREAM	NOURISH	WORKHARDT	50GM	220
ORYZA CREAM	ORYZA	ALEMBIC	50GM	
MOIZ CREAM 2%	MOIZ	GLOWDERMA	50GM	108
COTARYL-AF	COTARYL	FDC	50GM	100
BABY LOTION	HIMALAYA	HIMALAYA	200ML	110
U-LAC CREAM	LAC	NULIFE	90GM	219
UREATIV CREAM 10%	UREATIV	GLENMARK	50GM	170
MOYZEN CREAM	MOYZEN	IPCA HEALTH	100GM	62
ATOPICLAIR CREAM	ATOPICLAIR	A.MENARINI INDIA	30GM	295
NEVLON CREAM	NEVLON	KLM LABS	100GM	108
DIAPER RASH CREAM	RASHFREE	HIMALAYA	50GM	85
ALOEDERM CREAM	ALOEDERM	DABUR INDIA	150GM	195
DERMADEW CREAM	DERMADEW	HEDGE & HEDGE	125GM	229
NERVZ FOOT CREAM	NERVZ	INTAS PHARMA	50GM	75
ICTYNE-AD CREAM	ICTYNE	ABBOTT	30GM	323
HUMIDERM CREAM	HUMIDERM	AJANTA PHARMA	100GM	190
LACSOFT CREAM 12%	LACSOFT	IPCA HEALTH	50GM	117
LACSOFT CREAM 12%	LACSOFT	IPCA HEALTH	140GM	350
NAPIGARD CREAM	NAPIGARD	MEDMANORORGANICS	15GM	65
XCEPTIONAL CREAM2%	XCEPTIONAL	BIOCON	60GM	139
DERSHINE CREAM 7%	DERSHINE	EAST WEST PHARMA	30GM	52
DERMOYS CREAM	DERMOYS	PERCOS PHARMA	50GM	76
DERMOYS CREAM	DERMOYS	PERCOS PHARMA	200GM	199
MOIZTAL CREAM	MOIZTAL	TALENT PHARMA	50GM	85
DEWDERM CREAM	DEWDERM	A.MENARINI INDIA	20GM	41
DEWDERM CREAM	DEWDERM	A.MENARINI INDIA	30GM	49
DEWDERM CREAM	DEWDERM	A.MENARINI INDIA	40GM	67
DEWDERM CREAM	DEWDERM	A.MENARINI INDIA	50GM	89
ADONIA CREAM15%	ADONIA	UNIMARCK PHARMA	50GM	79
ADONIA CREAM 15%	ADONIA	UNIMARCK PHARMA	100GM	167
CUTIMAX CREAM	CUTIMAX	IPCA LABS	50GM	224
VITAVERA CREAM	VITAVERA	KIVI LABS	60GM	118
ALOE-E CREAM 10%	ALOE	PARKER ROBINSON	50GM	140
ALOE-E CREAM 10%	ALOE	MANEESH PHARMA	30GM	160
ENSI ATM CREAM 15%	ENSI	DERMOCARE	50GM	60
HUMIACTIV CREAM 10%	HUMIACTIV	GLENMARK	50GM	
HYDROMAX CREAM	HYDROMAX	ETHICARE PHARMA	100GM	199
HYDROMAX CREAM	HYDROMAX	ETHICARE PHARMA	185ML	299
NOURISHING LOTION	HIMALAYA	HIMALAYA	50ML	147
CUTINORM CREAM 15%	CUTINORM	IPCA LABS	40GM	120
PEDIKURE CREAM	PEDIKURE	FOURTS PHARMA	50GM	220
MOISRIZE CREAM	MOISRIZE	CADILA PHARMA	50GM	150

RICH MOIST CREAM	MOIST	UNISON PHARMA	75GM	75
RICH MOIST CREAM	MOIST	UNISON PHARMA	200GM	174
VERA CREAM	VERA	DERMOCARE	75GM	160
NEVOSOFT CREAM	NEVOSOFT	RHINE BIOGENICS	60GM	69
ALFA CREAM 12%	ALFA	DERMOCARE	60GM	92
OATKIN CREAM	OATKIN	PERCOS PHARMA	50GM	120
OATKIN CREAM	OATKIN	PERCOS PHARMA	200GM	120
MISTI CREAM	MISTI	KARLIN	60GM	214
MOISTDER CREAM	MOISTDER	MARCK LABS	40GM	45
MOISTDER CREAM	MOISTDER	MARCK LABS	70GM	90
NAPPI HAPPY CREAM	NAPPI	PSYCHOTROPICS	30GM	135
SKINOVA MAX CREAM	SKINOVA	DERMOCARE	75GM	85
DERMEX CREAM	DERMEX	DERMOCARE	75GM	160
EMOFACT CREAM	EMOFACT	SEAGULL LABS	60GM	181
BABY SILK CREAM	BABY CREAM	ZEE LABS	60GM	44
DERMASIL CREAM	DERMASIL	CIPLA	50GM	372
CRACKNIL CREAM	CRACKNIL	IND-SWIFT PHARMA	25GM	29
CRÈME LAVANTE CREAM	LAVANTE	ELDER PHARMA	200ML	1650
HYDROFIL CREAM	HYDROFIL	ETHICARE PHARMA	50ML	110
HYDROFIL CREAM	HYDROFIL	ETHICARE PHARMA	500ML	410
ALONOURISH CREAM	ALONOURISH	ELDER PHARMA	60GM	121
ALONOURISH CREAM	ALONOURISH	ELDER PHARMA	50GM	115
CALDERM	CALDERM	DERMOCARE	20GM	31
LACTO CALAMINE	CALAMINE	PIRAMALHEALTHCARE	20GM	99
MEDICRACK	MEDICRACK	MEDICO LABS	10GM	75
ALOVE CREAM	ALOE	FRANLIN LABS	60GM	125
FORMOIST CREAM	FORMOIST	ANHOO HEALTHCARE	100GM	71
BABY NAPPY RASH CREAM 15%	RASHFREE	JOHNSON & JOHNSON	20GM	108
TOCORA CREAM 13.2%	TOCORA	ALBATROSS H-CARE	50GM	
AVENE TRIEXERA+ CREAM	TRIXERA	ABBOTT	200ML	1500
DERMASHIELD CREAM	DERMASHIELD	ZYDUS CADILLA	10GM	45
DERMASHIELD CREAM	DERMASHIELD	ZYDUS CADILLA	20GM	51
DERMASHIELD CREAM	DERMASHIELD	ZYDUS CADILLA	50GM	75
GLA-AD CREAM 0.50%	GLA-AD	DR.REDDY LABS	20GM	104
PETALDEW 10%	PETALDEW	BIOMEDICA	50GM	
MUSTELA CREAM 5%	MUSTELA	SEAGULL LABS	30GM	
ALOINT CREAM 7%	ALOINT	PHARMA PRODUCTS	10GM	75
NEUTROGENA HAND CREAM	NEUTROGENA	JOHNSON & JOHNSON	56GM	300
NEUTROGEN FIN.FA CREAM	NEUTROGENA	JOHNSON & JOHNSON	20GM	99
NAPISAFE CREAM	NAPISAFE	FOURTS	50GM	120
SEBAMED ANTI DRY D- DEFENCE	SEBAMED	USV	50ML	497
DR.LIPZ CREAM 0.60%	DR.LIPZ	RECKITT BENKISER	10GM	18
PRO-EMOL CREAM	EMOL	CURATIOHEALTHCARE	50GM	199
MALAI-KESAR CREAM	MALAI-KESAR	EMAMI	30GM	210
MALAI-KESAR CREAM	MALAI-KESAR	EMAMI	60ML	65
ANGELSKIN CREAM 15%	ANGELSKIN	TALENT PHARMA	50GM	82
RECOVER CREAM	RECOVER	RECKITT BENKISER	80ML	250
ELAINE CREAM	ELAINE	SUN PHARMA	100GM	
DERMALOUBOUR CREAM	DERMALIBOUR	ABBOTT	50ML	
RASHFREE CREAM	RASHFREE	PFIZER	15GM	59
EMOLLIENT EXTREME CREAM	EMOLLIENT	ELDER PHARMA	200ML	3379
ALOAT AC CREAM	ALOAT	A.MENARINI INDIA	30GM	60

HUMIDUS CREAM	HUMIDUS	CURATIO HEALTHCARE	50GM	110
MOIST CREAM	MOIST	FOURTS	50GM	200
ALOESILK CREAM	ALOESILK	MEYER ORGANICS	50GM	299
AURICH CREAM	AURICH	ENCURE PHARMA	30GM	
ALOGARD CREAM 0.50%	ALOGARD	MARS	50GM	43
ALOEDERM-B CREAM	ALOEDERM	DABUR INDIA	15GM	33
DEWDERM CREAM	DEWDERM	A.MENARINI INDIA	40GM	124
OLVERA CREAM 10%	OLVERA	INTAS PHARMA	50GM	
PARASOFT D-CREAM	PARASOFT	WEST COAST PHARMA	50GM	95
ALODERM G-CREAM	ALODERM	DABUR INDIA	25GM	33

3. SOAP

PRODUCTS	MOTHERBRAND	COMPANY	VARIANT	PRICE
DERMADEW SOAP	DERMADEW	HEDGE & HEDGE	75GM	129
DERMADEW BABY SOAP	DERMADEW	HEDGE & HEDGE	75GM	155
DERMADEW SOAP	DERMADEW	HEDGE & HEDGE	50GM	112
DERMADEW SOAP	DERMADEW	A.MENARINI INDIA	100GM	112
TEDIBAR SOAP	TEDIBAR	CURATIOHEALTHCARE	75GM	110
CETAPHIL SOAP	CETAPHIL	GALDERMA	75GM	105
DAFFY SOAP	DAFFY	DR.REDDY LABS	75GM	103
LSDEW SOAP	LSDEW	HEDGE & HEDGE	75GM	125
MOISTUREX SYNDER	MOISTUREX	SUN PHARMA	75GM	129
JOHNSON BABY SOAP	JOHNSON	JOHNSON &JOHNSON	30GM	27
JOHNSON BABY SOAP	JOHNSON	JOHNSON &JOHNSON	50GM	37
JOHNSON BABY SOAP	JOHNSON	JOHNSON &JOHNSON	100GM	112
JOHNSON BABY SOAP	JOHNSON	JOHNSON &JOHNSON	150GM	165
AQUASOFT SOAP	AQUASOFT	AJANTA PHARMA	75GM	80
OILATUM SOAP	OILATUM	GSK	100GM	95
OILATUM SOAP 7.50%	OILATUM	GSK	50GM	72
SEBAMED BABY SOAP	SEBAMED	USV	50GM	75
SEBAMED SOAP	SEBAMED	USV	100GM	225
SEBAMED CLEARFACESOAP	SEBAMED	USV	100GM	160
SEBAMAEDFRESHSHOWLIQ.	SEBAMED	USV	200ML	403
DERMIC SOAP	DERMIC	MCW HEALTHCARE	75GM	154
VENUSIA SOAP	VENUSIA	DR.REDDY LABS	75GM	92
DEWSOFT SOAP	DEWSOFT	TORRENT PHARMA	75GM	135
ELOVERA PLUS SOAP	ELOVERA	GLENMARK	75GM	110
ELOVERA SOAP 5%	ELOVERA	GLENMARK	75GM	115
HINDRATE SOAP	HINDRATE	UNICHEM	75GM	46
NMF-E SOAP 0.05%	NMF	PALSONS DERMA	75GM	175
NUSOFT SOAP	NUSOFT	MICROLABS	75GM	136
BABY SOAP	HIMALAYA	HIMALAYA	25GM	32
BABY SOAP	HIMALAYA	HIMALAYA	75GM	55
BABY SOAP	HIMALAYA	HIMALYA	115GM	105
BABY SOAP	HIMALAYA	HIMALAYA	125GM	114
GENTLE BABY LIQ.SOAP	HIMALAYA	HIMALAYA	100ML	70
NEVLON SOAP	NEVLON	KLM LABS	75GM	99
SKINN-C SOAP	SKINN	MEDMANORORGANICS	75GM	59
KIDGLO SOAP	KIDGLO	GLENMARK	75GM	120
GLYMED SOAP	GLYMED	MEDMANORORGANICS	75GM	132
OLEMESSA SOAP	OLEMESSA	A.MENARINI INDIA	75GM	37
CASIL SOAP	CASIL	BIOMEDICA	75GM	75
OATKIN SOAP	OATKIN	PERCOS PHARMA	100GM	33
ALMOND&ROSE SOAP	HIMALAYA	HIMALAYA	75GM	109

DERMAMOIST SOAP	DERMAMOIST	PSYCHOTROPICS	75GM	115
MARKWIN SOAP	MARKWIN	ZEE LABS	75GM	115
ADONIA SOAP	ADONIA	UNIMARCK PHARMA	75GM	85
SKINSECT L&G SOAP	SKINSECT	A.MENARINI INDIA	100GM	47
ALVOE SOAP	ALVOE	A.MENARINI INDIA	75GM	35
ALVOE SOAP	ALVOE	A.MENARINI INDIA	100GM	69
CUCUMBER&COCONUTSOAP	HIMALAYA	HIMALAYA	125GM	40
VIZIGLY SOAP	VIZIGLY	ETHICARE PHARMA	75GM	72
VIZIGLY SOAP	VIZIGLY	ETHICARE PHARMA	100GM	99
MOYZEN SOAP	MOYZEN	IPCA LABS	93GM	50
MOYZEN SOAP	MOYZEN	IPCA LABS	100GM	70
CREAM HONEY SOAP	HIMALAYA	HIMALAYA	75GM	170
CREAM HONEY SOAP	HIMALAYA	HIMALAYA	125GM	326
VITAVERA SOAP	VITAVERA	KIVI LABS LTD.	75GM	
GLYMED SOAP	GLYMED	MEDMANORORGANICS	100GM	68
CUREMITE SOAP	CUREMITE	KIVI LABS LTD.	75GM	44
REFRESH CUCUMBER SOAP	HIMALAYA	HIMALAYA	75GM	24
BIOWRIGHT SOAP 1%	BIOWRIGHT	BIOMEDICA	75GM	80
SAVLON ALOEVERA SOAP	JOHNSON	JOHNSON & JOHNSON	75GM	36
NOVASOFT SOAP	NOVASOFT	RHINE BIOGENICS	75GM	135
DERMACARE SOAP	DERMACARE	PSYCHOTROPICS	75GM	
LEMON+GLYCERINE SOAP	GLYCERINE	A.MENARINI INDIA	100GM	225
ENTICE SOAP	ENTICE	EAST WEST PHARMA	75GM	122
AVENE SOAP	AVENE	ABBOTT	100GM	
CARMOS SOAP	CARMOS	ALBATROSS H-CARE	75GM	54
SENSIDERMA SOAP	SENSIDERMA	PSYCHOTROPICS	75GM	
WOODWARDSBABYBATHPINK	BABYBATH	TTK HEALTHCARE	75GM	
DEWMIS SOAP 5%	DEWMIS	GLENMARK	75GM	
EAU-D NATURALE SOAP	EAU-D	MEYER ORGANICS	125GM	
C-SOOTH SOAP	C-SOOTH	SEAGULL LABS	75GM	105
ULTRASKIN PLUS SOAP	ULTRASKIN	PHARM INDIA	75GM	39
BACHPAN SOAP 0.01%	BACHPAN	OMEGA PHARMA	50GM	25
ALONOURISH SOAP	ALONOURISH	ELDER PHARMA	25GM	18
ALONOURISH SOAP	ALONOURISH	ELDER PHARMA	75GM	30
MOISCARE SOAP	MOISCARE	A.MENARINI INDIA	75GM	95
EPIGEN 7-SOAP	EPIGEN	RESILIENT SOAP	75GM	98
DEWSOFT SOAP 7.50%	DEWSOFT	TORRENT PHARMA	100GM	90
CUTINORM SOAP	CUTINORM	IPCA LABS	75GM	120
DEWDERM SOAP	DEWDERM	A.MENARINI INDIA	75GM	49
LANOLIN+VIT.E SOAP	LANOLIN	A.MENARINI INDIA	100GM	138

4. FACE AND BODY WASH LIQUID

PRODUCT	MOTHERBRAND	DOSAGE FORM	COMPANY	VARIANTS	PRICE
SEBAMED CLEAR	SEBAMED	FACE WASH	USV	150ML	585
SEBAMED EX-SOFT	SEBAMED	BODY WASH	USV	200ML	522
SEBAMED	SEBAMED	FACE WASH & BODY WASH	USV	200ML	
GENTLE WASH	HIMALAYA	FACE WASH	HIMALAYA	50GM	70
GENTLE WASH GEL	HIMALAYA	FACE WASH	HIMALAYA	60GM	95
GENTLEWASHCREAM	HIMALAYA	FACE WASH	HIMALAYA	100GM	152
CETAPHIL-RESTORADAM	CETAPHIL	BODY WASH	GALDERMA	295ML	

CETAPHIL- DERMOCANT FOAM	CETAPHIL	FACE WASH	GALDERMA	236ML	845
KERACNYL FOAM	KERACNYL	FACE WASH	ABBOTT	100ML	120
ELOVERA LIQ.10%	ELOVERA	BODY WASH	GLENMARK	150ML	80
NMF-E	NMF	BODY WASH	PALSONS DERMA	150ML	150
NIOGLOW WASH	NIOGLOW	FACE WASH	KLM LABS	60ML	150

5. OIL

PRODUCT	MOTHERBRAND	COMPANY	VARIANTS	PRICE
JOHNSON BABY OIL	JOHNSON	JOHNSON & JOHNSON	50ML	48
JOHNSON BABY OIL	JOHNSON	JOHNSON & JOHNSON	100ML	90
JOHNSON BABY OIL	JOHNSON	JOHNSON & JOHNSON	200ML	99
JOHNSON BABY OIL	JOHNSON	JOHNSON & JOHNSON	500ML	124
BABY MASSAGE OIL	HIMALAYA	HIMALAYA	50ML	70
BABY MASSAGE OIL	HIMALAYA	HIMALAYA	100ML	165
BABY MASSAGE OIL	HIMALAYA	HIMALAYA	200ML	360
EMESSA OIL	EMESSA	A.MENARINI INDIA	25ML	88
EMESSA OIL	EMESSA	A.MENARINI INDIA	50ML	162
EMESSA OIL	EMESSA	A.MENARINI INDIA	100ML	195
OLIADE OIL	OLIADE	IND-SWIFT PHARMA	100ML	86
OLEMESSA OIL	OLEMESSA	A.MENARINI INDIA	200ML	161
CETAPHIL OIL	CETAPHIL	GALDERMA	125ML	270
ADVITAMIN OIL	ADVITAMIN	SUNNY INDUSTRIES	354ML	165
ADVITAMIN OIL	ADVITAMIN	SUNNY INDUSTRIES	170ML	43
NOURISHING BABY OIL	HIMALAYA	HIMALAYA	30ML	99
NOURISHING BABY OIL	HIMALAYA	HIMALAYA	100ML	176
ANGEL MASSAGE OIL	ANGEL	ANGEL	100ML	90
BABY OIL	BABY OIL	BAN LABS	100ML	100
SOFOIL OIL	SOFOIL	WEST COAST PHARMA	60ML	45
BACHPAN OIL	BACHPAN	OMEGA PHARMA	50ML	
LYVAL OIL	LYVAL	EAST WEST PHARMA	100ML	
ENSI OIL	ENSI	DERMOCARE	100ML	79
SKINURISH OIL	SKINURISH	SEAGULL LABS	75ML	

6. OINTMENTS

PRODUCTS	MOTHERBRAND	COMPANY	VARIANTS	PRICE
EPIGEN OINT.	EPIGEN	RESILIENT COSME	50GM	120
MEDICRACK OINT.	MEDICRACK	MEDICO LABS	25GM	45
GERBEX OINT.	GERBEX	HERBAL APS	20GM	269
PROTECTODERM OINT.	PROTECTODERM	ELAN PHARMA	10GM	19
SOOD OINT.	SOOD	RAPKATOS BRETT	20GM	

7. POWDER

PRODUCTS	MOTHERBRAND	COMPANY	VARIANTS	PRICE
BABY POWDER	HIMALAYA	HIMALAYA	100GM	61

8. LIP BALM

PRODUCTS	MOTHERBRAND	COMPANY	VARIANTS	PRICE
HIMALAYA LIP BALM	HIMALAYA	HIMALAYA	10GM	40
NMF-E LIP BALM	NMF	PALSONS DERMA	10GM	90
CHAPTEX LIP BALM	CHAPTEX	INTAS PHARMA	10GM	125
LIPTALK LIP BALM	LIPTALK	ACUMENTIS HEALTH	8GM	68
BLISTEX LIP BALM	BLISTEX	ELDER PHARMA	4.25GM	99
BLISTEX LIP BALM	BLISTEX	ELDER PHARMA	7.8GM	183
HYDRARICH LIP BALM	HYDRARICH	VERITAZ PHARMA	10GM	63
LIPZ LIP BALM	LIPZ	ETHICARE PHARMA	9GM	90
EVA FRESH LIP BALM	EVA FRESH	TTK HEALTHCARE	4.5GM	110
URIAGE LIP BALM	URIAGE	ELDER PHARMA	15ML	725

9. GEL

PRODUCTS	MOTHERBRAND	COMPANY	VARIANTS	PRICE
MEGAHEAL GEL	MEGAHEAL	ARISTO PHARMA	50GM	212
DERMADEW GEL 5%	DERMADEW	HEDGE & HEDGE	100ML	167
DERMADEW GEL 5%	DERMADEW	HEDGE & HEDGE	250ML	218
ALOVEE GEL 10%	ALOE	PARKER ROBINSON	50GM	203
ALOKEM GEL 75%	ALOKEM	ALKEM	50GM	250
ALOEDERM GEL	ALOEDERM	DABUR INDIA	50GM	95
ALOGARD GEL 95%	ALOGARD	MARS	100GM	43
SEBAMED GEL	SEBAMED	USV	50ML	425
JULA GEL	JULA	DABUR INDIA	50GM	75
MIST GEL	MIST	YASH PHARMA	5GM	49
K-Y LUBRICATING GEL	JOHNSON	JOHNSON & JOHNSON	50GM	239
GLYCERINE GEL 99%	GLYCERINE	CINICHEM PHARMA	50GM	260

10. SHAMPOO

PRODUCTS	MOTHERBRAND	COMPANY	VARIANTS	PRICE
JOHNSON BABY SHAMPOO	JOHNSON	JOHNSON & JOHNSON	50ML	50
SEBAMED CHILDREN SHAMPOO	SEBAMED	USV	500ML	855
ALONOURISH SHAMPOO	ALONOURISH	ELDER PHARMA	60GM	449

RESEARCH METHODOLOGY:

MAIN OBJECTIVE:

A study on usage of Moisturizing syndet to treat skin disorders in pediatrics.

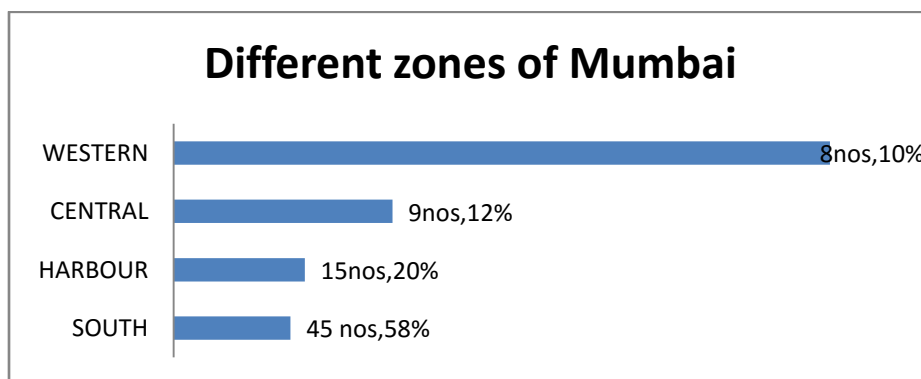
SUB OBJECTIVE:

1. To study and analyze current competitors of moisturizing baby syndet in the market.
2. To study awareness of different brands of moisturizing syndets among the pediatrician,
3. To study about the different attributes that are considered by the pediatrician before choosing a particular syndets.
4. To analyze the market share of moisturizing syndet with respect to different dosage forms.

RESEARCH METHODOLOGY:

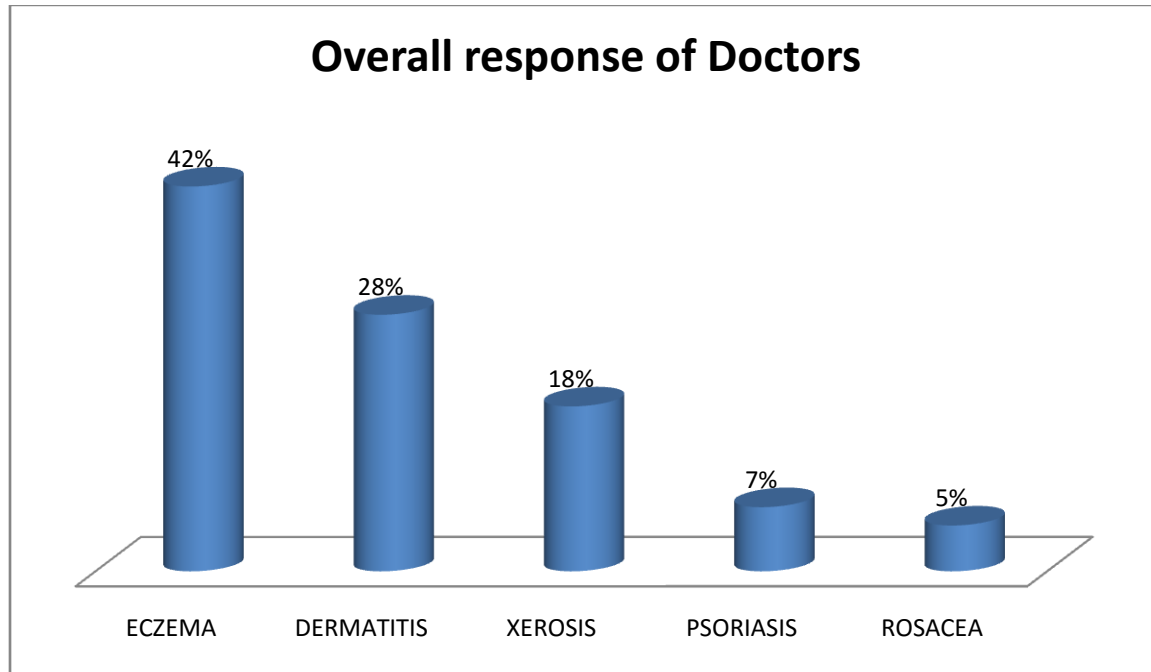
SR.NO	PARAMETERS	DESCRIPTION
1.	Research Type	Qualitative and Quantitative
2.	Data Collection	Primary and Secondary
3.	Measurement Technique	Structured questionnaire
4.	Geographical location	Mumbai
5.	Sample size	77
6.	Sample unit	Pediatrician
7.	Sampling technique	Cluster sampling
8.	Analysis technique	MS-Excel, SPSS

AREA COVERED FOR PRIMARY DATA COLLECTION:



ANALYSIS OF COLLECTED DATA:

1. Which is the most common skin problem you come across in pediatrics?



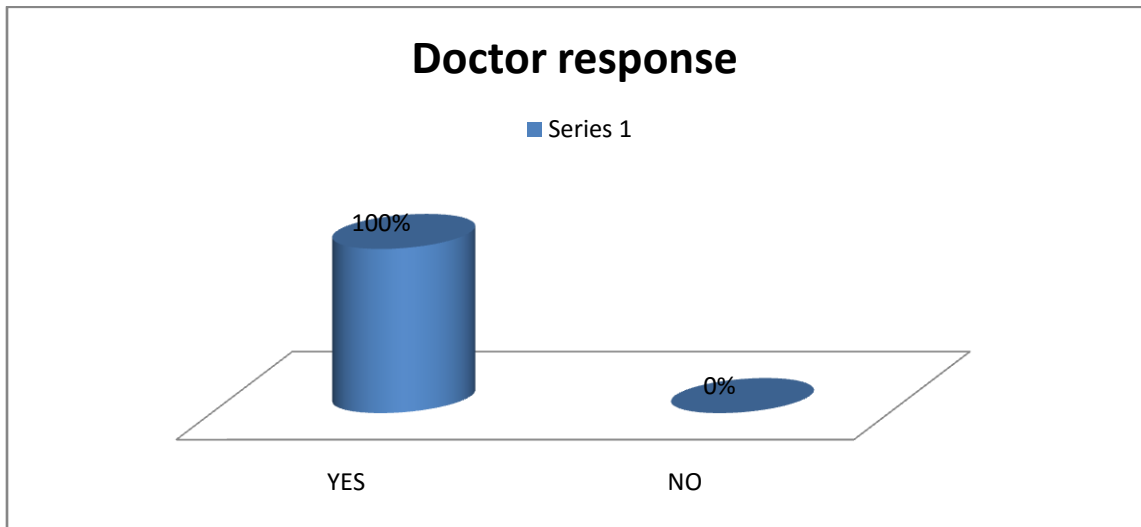
Interpretation:

- ✓ 42% of the doctors said that eczema is the most common skin disease prevalent among the pediatric patients, followed by Dermatitis, Xerosis, Psoriasis, and Rosacea.

2. Which are the common symptoms seen or noticed in patients with skin problem?

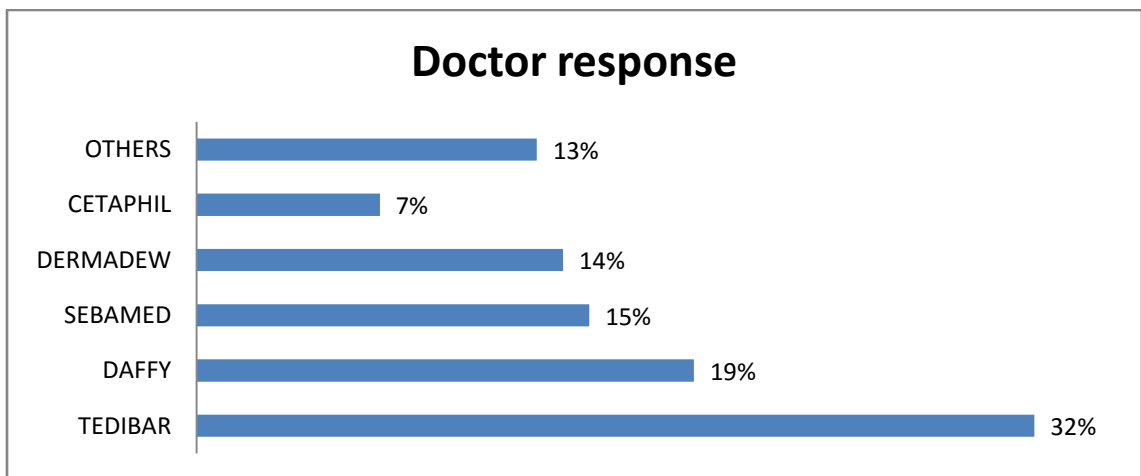
- Itching
- Allergic and red rashes
- Dry skin
- Excoriation with redness
- Urticaria
- Fungal infection
- Superadded bacterial infection
- Scaly skin
- Hypopigmented and enzymatous skin lesions
- Ichthyosis
- Scabies
- Pruritis
- Exanthem
- Roughness
- Red plaques
- Fine lines and cracks

3. Doctor,do you prescribe syndets to patient with skin problem?



Interpretation:

- ✓ 100% of the doctors said that they do prescribe moisturizing syndet to patients with skin problems.
- If yes, which are the brands of syndets you usually prescribe to pediatric patients?

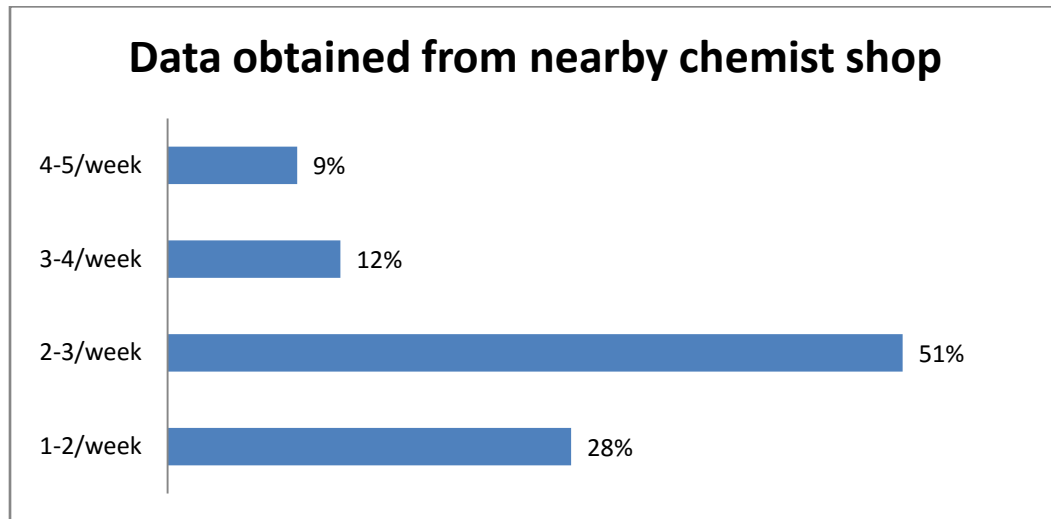


Others include: MOISTUREX, NUSOFT, LSDEW, KIDGLO, AQUASOFT, MOIST RICH, LITTLE, HIMALAYA, OLEMESSA, JOHNSON

Interpretation:

- ✓ 32% of doctors choose Tedibar syndet as their first option.
- ✓ Daffy, Sebamed, Moisturex and Cetaphil is also contributing in the market share of moisturizing syndet market.

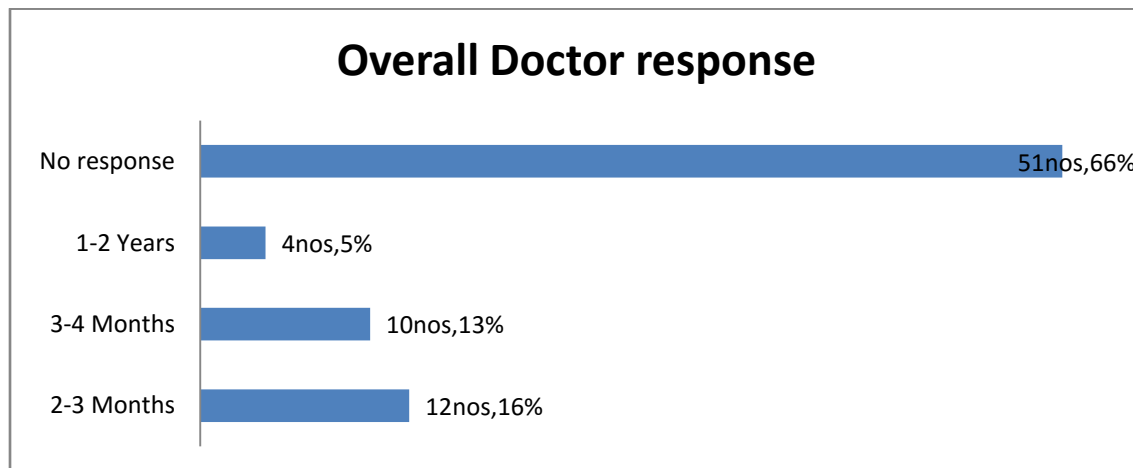
- **Units/Rx of moisturizing syndet sold per week.**



Interpretation:

- ✓ 51% of the chemist stated that 2-3 syndets were sold per week. They added that the sale of moisturizing syndet totally depend on the patient profile.

- **Duration of therapy.**



Interpretation:

- ✓ 16% of the doctors said that the moisturizing syndet 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.

- **Reason for choosing particular brands of moisturizing syndet**

- PH balanced
- Trust on the company
- Like medical representative approach
- No shea butter used
- Mild soap
- Quality, safety, efficacy
- Effective

4. According to you, what are the attributes important while choosing the syndet ? Kindly rank in order of preference.

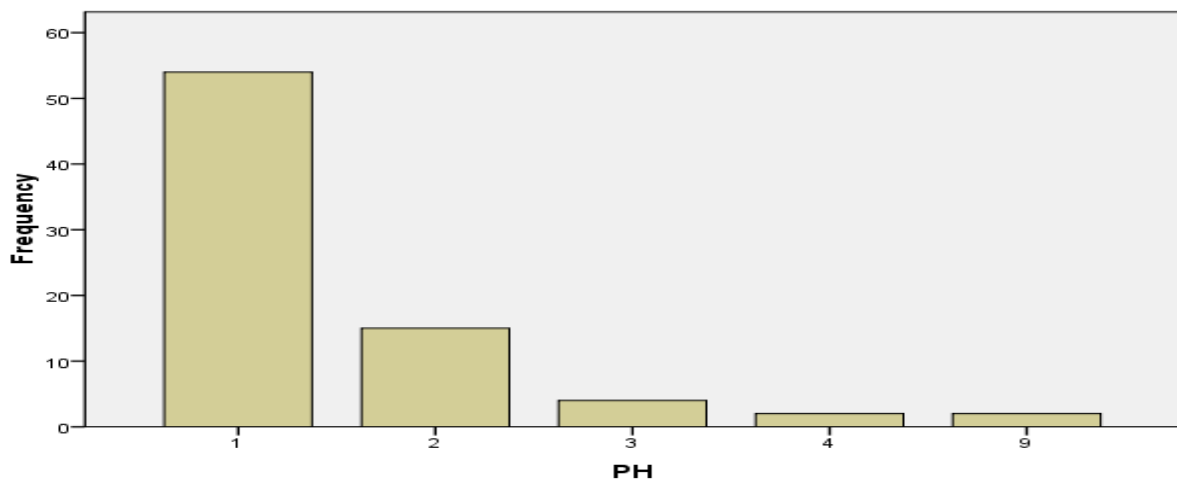
(Data collected is analyzed by factor analysis method)

	PH	TEAR_FREE	FRAGRANCE	MILD_ SURFACTANT	MOISTURIZING- EFFECT	FOAM	ACTIVE_ INGREDIENT	COST_ EFFECTIVE	NON_ IRRITANT
N VALID MISSING	77 0	77 0	77 0	77 0	77 0	77 0	77 0	77 0	77 0

PH

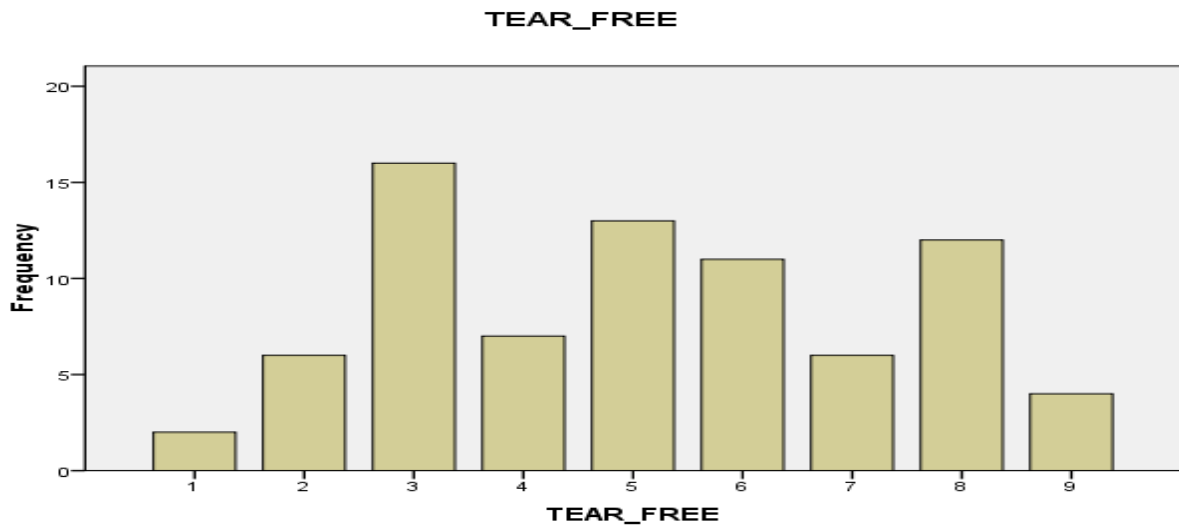
		FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID	1	54	70.1	70.1	70.1
	2	15	19.5	19.5	89.6
	3	4	5.2	5.2	94.8
	4	2	2.6	2.6	97.4
	9	2	2.6	2.6	100.0
	TOTAL	77	100.0	100.0	

PH



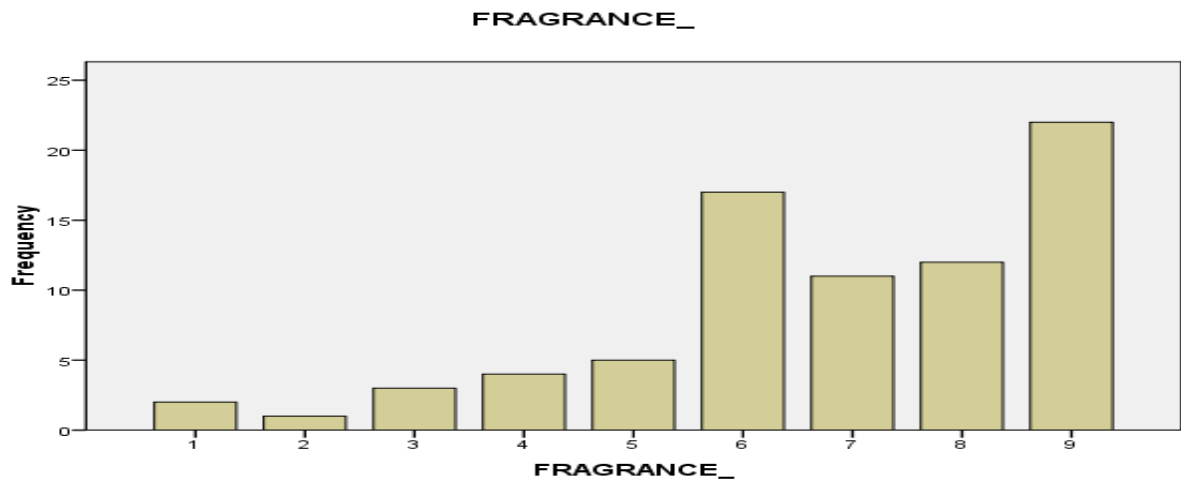
TEAR_FREE

		FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID	1	2	2.6	2.6	2.6
	2	6	7.8	7.8	10.4
	3	16	20.8	20.8	31.2
	4	7	9.1	9.1	40.3
	5	13	16.9	16.9	57.1
	6	11	14.3	14.3	71.4
	7	6	7.8	7.8	79.2
	8	12	15.6	15.6	94.8
	9	4	5.2	5.2	100.0
	TOTAL	77	100.0	100.0	



FRAGRANCE

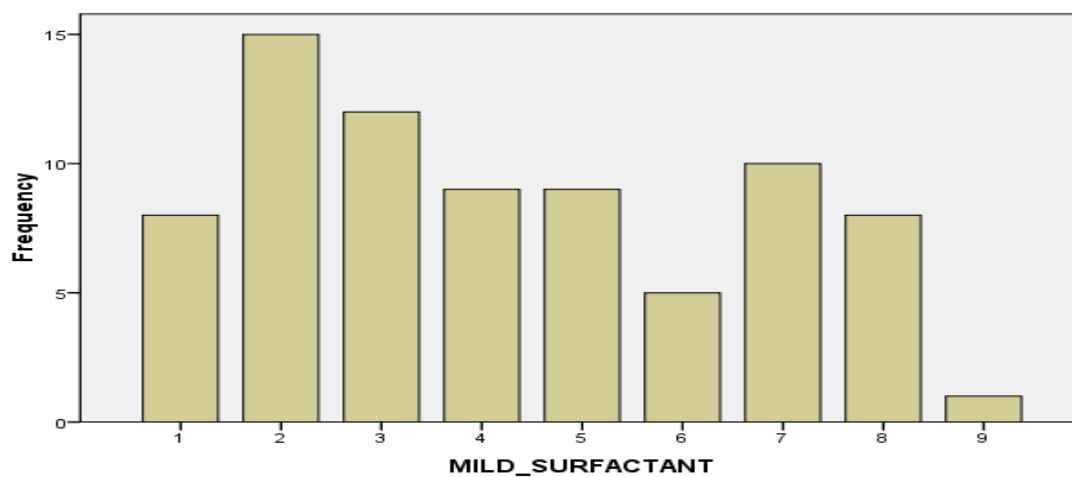
		FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID	1	2	2.6	2.6	2.6
	2	1	1.3	1.3	3.9
	3	3	3.9	3.9	7.8
	4	4	5.2	5.2	13.0
	5	5	6.5	6.5	19.5
	6	17	22.1	22.1	41.6
	7	11	14.3	14.3	55.8
	8	12	15.6	15.6	71.4
	9	22	28.6	28.6	100.0
TOTAL		77	100.0	100.0	



MILD_SURFACTANT

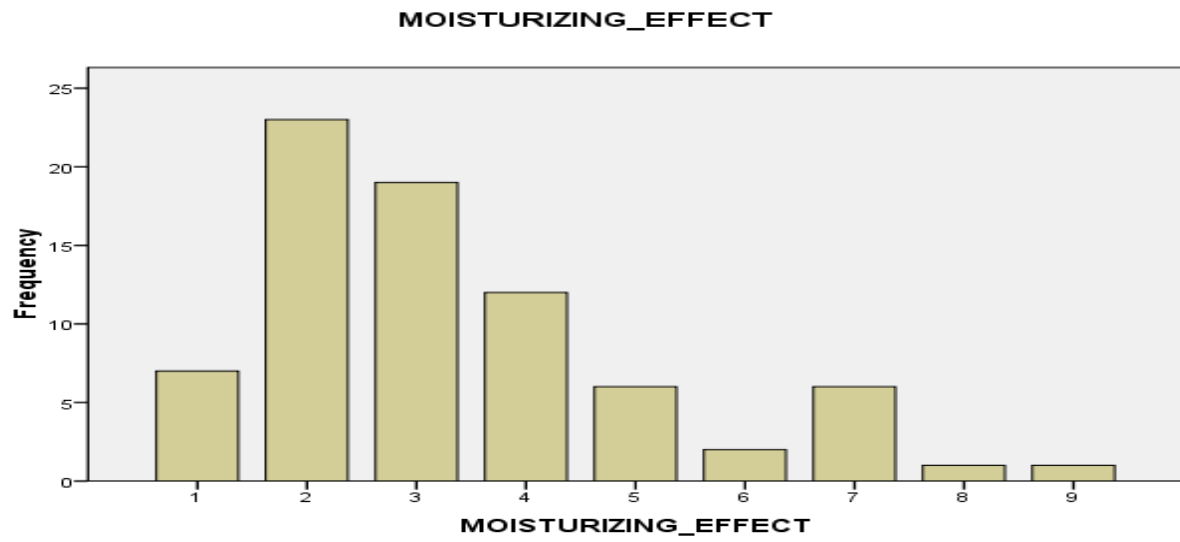
		FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID	1	8	10.4	10.4	10.4
	2	15	19.5	19.5	29.9
	3	12	15.6	15.6	45.5
	4	9	11.7	11.7	57.1
	5	9	11.7	11.7	68.8
	6	5	6.5	6.5	75.3
	7	10	13.0	13.0	88.3
	8	8	10.4	10.4	98.7
	9	1	1.3	1.3	100.0
TOTAL		77	100.0	100.0	

MILD_SURFACTANT



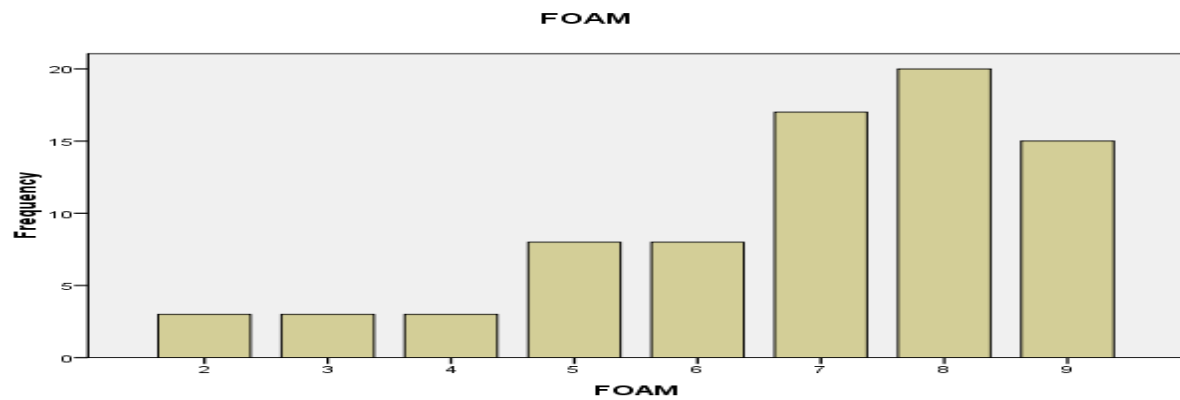
MOISTURIZING_EFFECT

		FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID	1	8	10.4	10.4	9.1
	2	15	19.5	19.5	39.0
	3	12	15.6	15.6	63.6
	4	9	11.7	11.7	79.2
	5	9	11.7	11.7	87.0
	6	5	6.5	6.5	89.6
	7	10	13.0	13.0	97.4
	8	8	10.4	10.4	98.7
	9	1	1.3	1.3	100.0
TOTAL		77	100.0	100.0	



FOAM

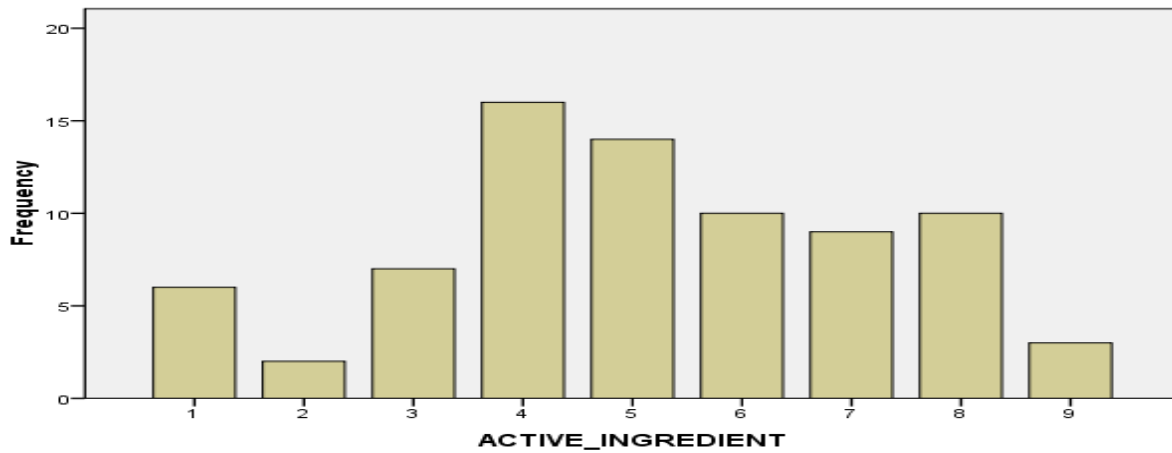
		FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID	2	3	3.9	3.9	3.9
	3	3	3.9	3.9	7.8
	4	3	3.9	3.9	11.7
	5	8	10.4	10.4	22.1
	6	8	10.4	10.4	32.5
	7	17	22.1	22.1	54.5
	8	20	26.0	26.0	80.5
	9	15	19.5	19.5	100.0
	TOTAL	77	100.0	100.0	



ACTIVE_INGREDIENT

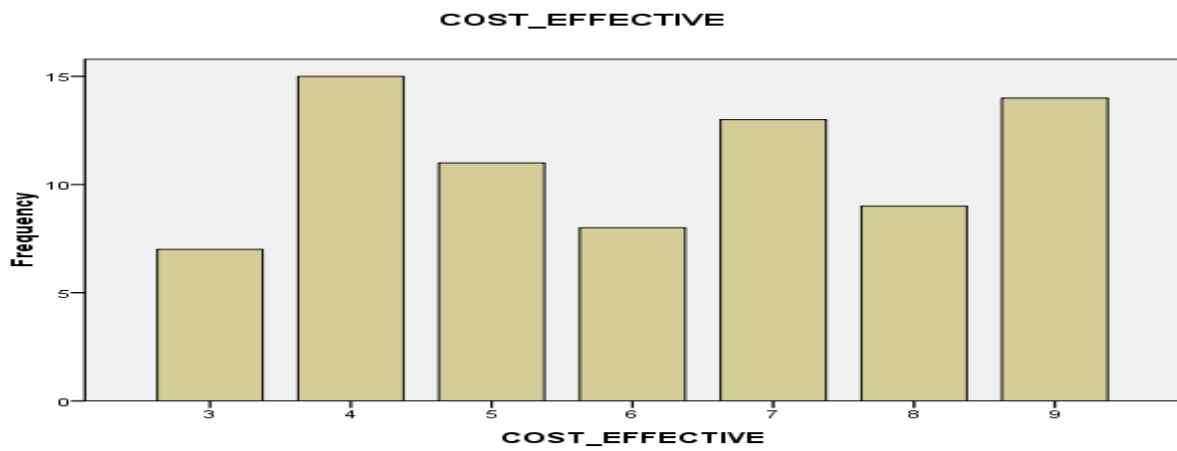
	FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID 1	6	7.8	7.8	7.8
2	2	2.6	2.6	10.4
3	7	9.1	9.1	19.5
4	16	20.8	20.8	40.3
5	14	18.2	18.2	58.4
6	10	13.0	13.0	71.4
7	9	11.7	11.7	83.1
8	10	13.0	13.0	96.1
9	3	3.9	3.9	100.0
TOTAL	77	100.0	100.0	

ACTIVE_INGREDIENT



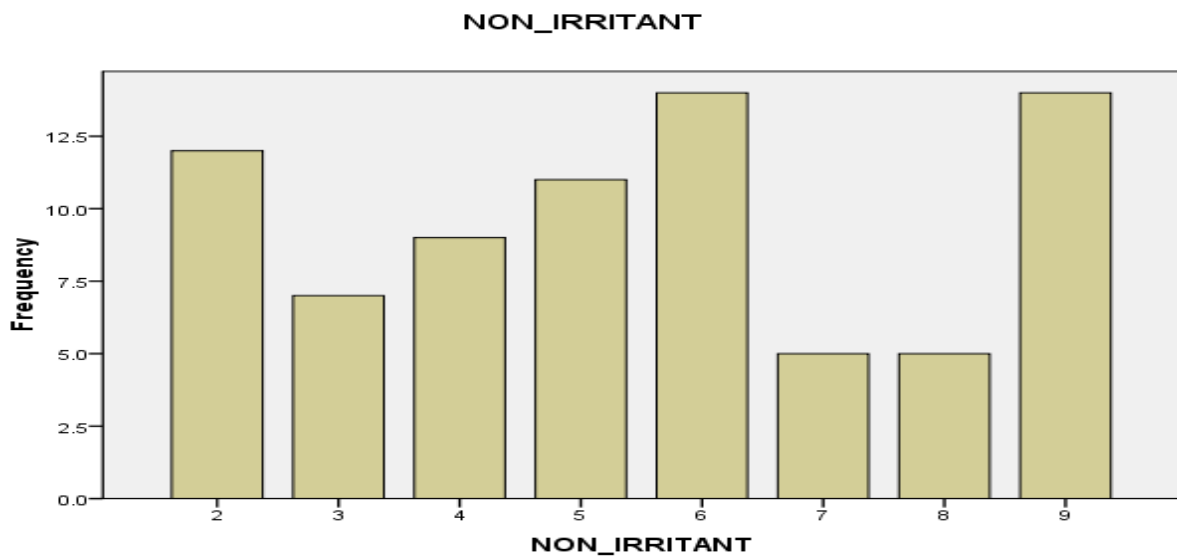
COST_EFFECTIVE

	FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID 3	7	9.1	9.1	9.1
4	15	19.5	19.5	28.6
5	11	14.3	14.3	42.9
6	8	10.4	10.4	53.2
7	13	16.9	16.9	70.1
8	9	11.7	11.7	81.8
9	14	18.2	18.2	100.0
TOTAL	77	100.0	100.0	



NON_IRRITANT

	FREQUENCY	PERCENT	VALID PERCENT	CUMMULATIVE PERCENT
VALID 3	7	9.1	9.1	9.1
4	15	19.5	19.5	28.6
5	11	14.3	14.3	42.9
6	8	10.4	10.4	53.2
7	13	16.9	16.9	70.1
8	9	11.7	11.7	81.8
9	14	18.2	18.2	100.0
TOTAL	77	100.0	100.0	



Interpretation:

- ✓ Using the factor analysis method, it can be 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.

- **Any other attributes you feel need to be considered in syndets? Please specify.**

- Should also be available in liquid form
- Remain in form for a longer time
- Sebum production
- Mild in nature
- Less foam
- Hypoallergenic

5. Do you notice any side effects or adverse reactions associated with the use of syndet? If yes, please specify.

- Allergic reactions occasionally
- Slowly syndet becomes hard, PH change in some cases.

RECOMMENDATION:

1. Product

CURRENT FORMULATION (MOISTUREX)	NEED BY THE PEDIATRICIAN	OTHERS ATTRIBUTES THAT CAN BE INCORPORATED
PH neutral, Moisturizing effect	Tear free, Non irritant , Mild surfactant	In liquid form, remain in form for a longer time, Sebum control, Mild in nature, Less foam(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(per unit)
Tedibar	Curatio healthcare	110
Daffy	Dr. reddy labs	103
Sebamed	USV	250
Lsdew	Hedge & Hedge	125

3. Formulation

- ✓ In order to have a competitive differentiation/advantage in the market , positioning should be done by coming up with a different formulation, it should be available in both solid as well as in liquid form that will be easy to handle and reduce wastage of material.

4. Packaging

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

5. Communication

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

QUESTIONNAIRE

Dr Name: _____ Date: _____

Phone no: _____ Area: _____

1. Which is the most common skin problem you come across in pediatrics? (Kindly tick)

a).Rosacea

b).Eczema

c).Xerosis

d).Psoriasis

e).Dermatitis

2. Which are the common symptoms seen or noticed in patients with skin problem?

3. Doctor, do you prescribe syndets to patients with skin problems.

A).If YES, please gives the details,

Brand Name	Units/Rx	Duration of therapy (in months)	Reason for choosing the brand

B).If NO, please specify the reasons,

-
4. According to you, what are the attributes important while choosing the syndets?
Kindly rank in order of preference.

ATTRIBUTES/FEATURES	PLEASE RANK IN ORDER OF PREFERENCES
PH	
TEAR FREE	
FRAGRANCE	
MILD-SURFACTANT	
MOISTURIZING EFFECT	
FOAM	
ACTIVE INGREDIENT	
COST EFFECTIVE	
NON-IRRITATING	

Any other attributes you feel need to be considered in syndets? Please specify...

-
5. Do you notice any side effects or adverse reactions associated with the use of syndets? If yes, please specify.
-

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Project - 2

PROJECT REPORT

ON

**THE STUDY OF PREMIUM COSMECEUTICAL
LABELS IN INDIA**

ACKNOWLEDGEMENT

I would like to show my gratitude towards Sun Pharmaceuticals Industries Ltd. for giving me an opportunity to work as a summer Intern in the organization.

I would like to thank my corporate mentor Mr. Debashis Haldar and my faculty mentor Brig. (Dr.) S.K.Puri for sharing their valuable expertise all through the completion of this project.

For the successful completion of my work, I am also thankful to Mr. Mohammad Hareef for his guidance and support. Without his encouragement, guidance and interest, this project would not have materialized.

I would also like to show my gratitude towards Ms. Priyanka Shinde, Ms. Jyoti Srivastava, Mr. Debashish Roy and the entire team of crossland division for providing the best of working environment and ambience.

I would also like to sincerely thank all the employees of Sun Pharmaceutical Industries Limited, Mumbai who either directly or indirectly contributed towards completion of the project and for their patient co – operation.

I hope that I can use this experience and knowledge that I have gained in this internship and make a greater contribution to the industry in the coming future.

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COMPANY PROFILE

- Sun Pharma pioneered specialty marketing in the Indian pharma industry when the company began in 1983. Today, company has reached leadership in each of the therapy areas that they operate in, and have built a reputation of trust and quality with their customers.

SUN PHARMA JOURNEY FROM 1983-2015

YEAR	DEALS	COUNTRY	RATIONALE
2015	Sun Pharma – Ranbaxy merger	Global markets	5th largest global specialty generic pharma company, No.1 pharma company in India and strong positioning in emerging markets
2015	Acquisition of GSK's Opiates business	Global markets	Vertical integration for controlled substances business
2014	In-licensing agreement with Merck for MK-3222, a biologic for psoriasis	Global markets	Strengthening the specialty product pipeline
2014	Acquired Pharmalucence	US	Sterile injectable capacity in the US, supported by strong R&D capabilities
2013	Formation of Sun-Intrexon JV	Global markets	JV for ocular therapies
2013	Acquired URL's generic business	US	Adds 107 products to the US portfolio
2012	Acquired DUSA Pharma, Inc.	US	Access to branded dermatology product
2011	Formation of Sun-MSD JV	Emerging markets	Develop and commercialize technology based combination products
2010	Acquired Taro Pharmaceutical Industries Ltd.	Israel	Access to dermatology and topical product development and manufacturing capabilities
2008	Acquired Chattem Chemicals, Inc.	Tennessee, US	Import registration with DEA, API plant approved by DEA in Tennessee, US
2005	Assets of Able Labs Formulation plant in Bryan	US	Dosage form plant (NJ, US) and IP Dosage form plant(Ohio, US)
1997	Acquired Caraco	Detroit, US	Entry into the US market

Strategy and Approach

Create sustainable revenue streams

- Focus: Chronic therapies
- Differentiation: Technically complex products
- Speed to market



Seek cost leadership

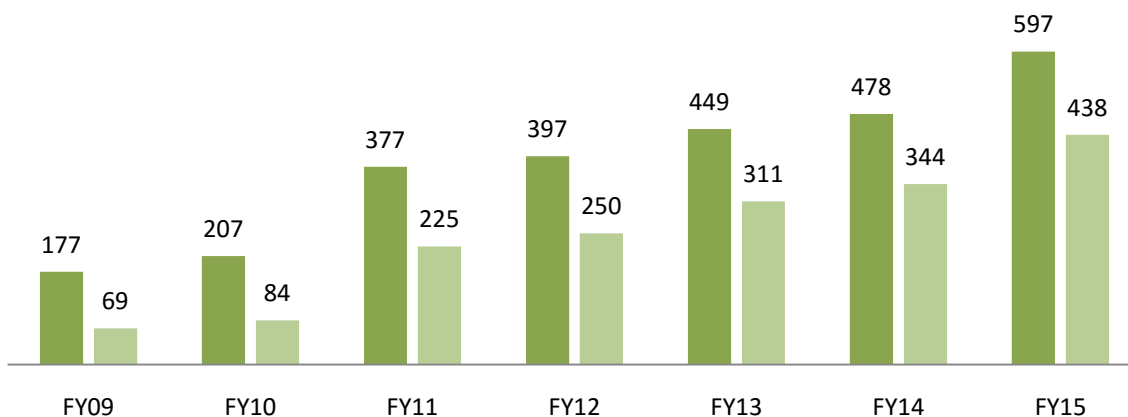
- Vertical integration : Development through Manufacturing (API and Finished Dosage) to Marketing
- Optimize operational costs

Balance profitability and investments for future

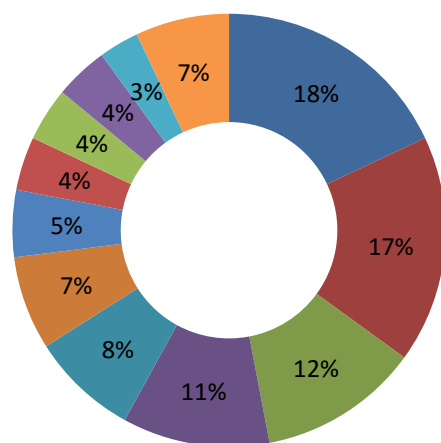
- Acquisitions yielding high ROI
- Development of complex generics

ANDA PIPELINE

■ Cumulative products filed ■ Cumulative products approved



Therapeutic revenue break up(%)



EXECUTIVE SUMMARY

Cosmetics and Pharmaceuticals together make Cosmeceuticals. They contain active ingredients that are proven to be beneficial to mankind. Cosmeceuticals market has a diverse product portfolio which include depigmentation agents moisturizers, anti-oxidants and retinoids. They are applied topically. Globally the major market of cosmetic industry is taken by Asia-Pacific Countries that include India by occupying 35% of the market in 2014. Due to market penetration by other premium labelled cosmeceutical brands and fast commoditization of novel products and their ingredients the competition within the industry is expected to rise. The number of manufacturing units and brands suggested by the doctors tend to penetrate the existing market making a stiff competition and also occupying a significant market share.

- ✓ According to chemist, Vichy products are on the top in terms of sales, followed by Bioderma, Avene, La roche possay. Other products in this range are Lemollis, Foltene, Retoma, Neutrogena, NMF, Blue cap, Sunkroma, Sebamed, Ducray, Uriage, Aveeno, A-derma.
- ✓ According to the chemist, almost all products of these brands especially la roche possay and bioderma are sold on prescription that is prescribed by high profile cosmetologists and dermatologists. People are less aware about the products of these brands.
- ✓ It is also observed that these brands are mostly sale in metro cities targeting high income group people.
- ✓ According to observation, 84% of the chemist shop are having a dedicated shelf for the selling of these products. However, 16% carries a display brochure and buy the products only after getting confirmed order from the customers.
- ✓ According to the data obtained, 98% of the chemist said that these products are generally promoted through company advisor. It is also noted that many chemist shops hire a representative from these companies to create awareness about these products among the people. Promotion of premium brands is done through skin experts, network with premium chemist shops, word of mouth.
- ✓ It is observed that foreign brands especially European brands have high equity among the consumers. So, a good opportunity lies ahead.

INTRODUCTION:

The Food and Drug Administration (FDA), which regulates cosmeceuticals, defines it as those products that cure, treat, mitigate or prevent disease or that affect the structure or function of the human body. Cosmeceuticals are future generation of skin care. They are the advances made within the world of dermatological products and the new backbone in skincare. Cosmeceuticals are typically cosmetic-pharmaceutical hybrids intended to enhance the health and beauty of skin. Some cosmeceuticals are naturally-derived while others are synthetic, but all contain functional ingredients with either therapeutic, disease-fighting or healing properties. Raymond Reed, Founder of U.S. Society of cosmetic chemist, created the concept of "cosmeceutical" was popularized by American dermatologist, Albert Kligman in the late 1970's.

Cosmeceuticals refers to the combination of cosmetics and pharmaceuticals. Cosmeceuticals are cosmetic products with biologically active ingredients purporting to have medical or drug like benefits. The "cosmeceutical" label applies only to products applied topically, such as creams, lotions and ointments.

Classification of cosmeceuticals

The term Cosmeceuticals can be used with different terms. For all the terms the definition remains the same i.e. Cosmeceuticals formulations which are neither pure cosmetics, like lipsticks, nor pure drug, like corticosteroids. It is a hybrid category of products lying on the spectrum between drugs and cosmetics. The various terms by which Cosmeceuticals can be substituted are active cosmetics, nutricosmetics, performance cosmetics, functional cosmetics, and dermaceuticals. Cosmeceuticals basically can be classified into following categories:

- 1) **Skin cosmeceutical product**- Antiaging creams, Moisturizers, Facial products and Lotions.
- 2) **Hair cosmeceutical product**- Gel and creams, Hair colorants and Dyes, Shampoos, Growth Stimulators and Conditioners.
- 3) **Others**- Lipstick, Nail polish, Toothpaste and Powders.

Cosmeceuticals are the cosmetic products that have medicinal or drug-like benefits are able to affect the biological functioning of skin owing to type of functional ingredients they contain. These are skin-care products that go beyond coloring and adorning the skin. Such products improve the functioning/texture of the skin by encouraging collagen growth by combating harmful effects of free radicals, thus maintaining keratin structure in good condition and making the skin healthier.

The dermaceuticals industry in India marked revenues of USD 512 million 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 at a stupendous compound annual growth rate of 10.9%. The future of cosmeceutical products in India is likely to showcase favorable growth on account of incline in the affluent women population in the country and rising employment rate amongst women segment of the population.

The entry of many multinationals into the Indian cosmeceuticals from 2011 has made it an extremely challenging and dynamic market. Foreign players have focused more on product innovation; re-launches and brand extensions spread across multiple price points, and enhanced product penetration by extending their distribution networks. The main reasons being a greater ability to purchase personal grooming products among a larger base are frequent relevant product launches and growing beauty consciousness and awareness, especially among the younger population. Indian consumers are increasingly looking to international brands as lifestyle enhancement products, in the belief that the association with and use of an international brand confers one with a sophisticated and upper class image.

The usage of cosmeceuticals has drastically hiked in recent years, which in turn has increased the spectrum of the physician to broaden their range of products to enhance the comeliness of the patients associated with dermal problems. However, at times, where generations are keenly worried for their beauty, lots of manufacturing companies are competing and working hard to provide convincing results to meet requirements of the patients. Claims of effectiveness lack convincing evidence, thus the industry is challenged to provide evidence on the effectiveness of these compounds. This has attracted global premium brands to penetrate in the Indian market. The marketers always look for emergent trends that suggest new market opportunities that are available in India. Consumers buy products according to their needs, preferences and buying power. Specifically, the attitudes of consumers can have a significant effect on buying behaviour.

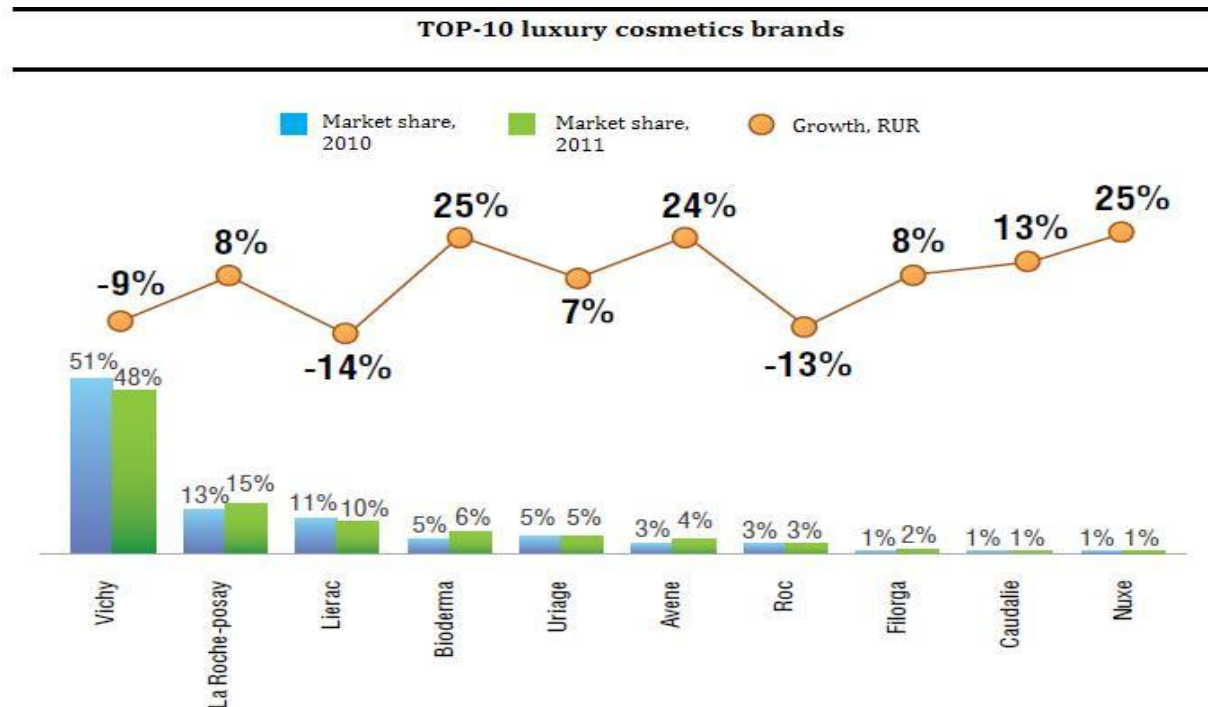
The Indian cosmeceutical industry is characterized by highly competitive marketing strategies. It depends on the ability to introduce rapidly innovative products into the market without endless delays. A strategic marketing plan helps a company to decide proper segmentation, targeting, and positioning of the products. Developing a concise strategic marketing plan includes a clear vision of business, its goal and unique selling proposition.

Expanding at a rapid compound annual growth rate of 7.7% between 2012 and 2016, the global cosmeceuticals market should reach \$31.84 billion by 2016, according to the report "Global Cosmeceuticals Market Outlook 2016 .

International cosmeceutical brands in India constitute about 20% of the market. Women living in metro cities and falling in age range of 23-50 years is the target market for quality brands.

Industry estimates suggest that there are close to ten million such women population in India which are target customers for International cosmeceutical brands.

Market share of premium cosmeceuticals brands in India (2010-2011)



Market share of premium cosmeceuticals brands in India. (2014)

2014		SELL OUT	
DERMO-COSMETICS MARKET	GROUP	%MARKET SHARE	% EVOL
TOTAL		100%	5.3%
VICHY	L'OREAL	9.9%	1.3%
LA ROCHE POSSAY	L'OREAL	8.5%	12.9%
AVENE	P.FABRE	8.5%	6.9%
EUCERIN	BEIERSDORF	4.6%	4.4%
CETAPHIL	NESTLE	2.8%	15.1%
BIODERMA	NAOS	2.3%	13.4%
NUXE	NUXE	1.4%	5.3%
SEBAMED	SEBAPHARMA	-	-
CAUDALIE	CAUDALIE	1.2%	7.6%
LIERAC	ALES	1.4%	4.6%
BEPANTHOL	BAYER	1.1%	10.0%

DIFFERENCE BETWEEN COSMETIC AND COSMECEUTICALS.

SR.NO	COSMETIC	COSMECEUTICALS
1	Cosmetic products are not designed to effect any long term change deep within the skin.	Cosmeceuticals contain active ingredients in high enough concentrations to create change by reaching the deeper dermal levels of the skin.
2	Over the counter medication.	Prescribed by cosmetologists and dermatologists.
3	Intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions.	Combination of cosmetic pharmaceuticals. Cosmeceuticals are cosmetic products with biologically active ingredients purporting to have medical or drug-like benefits.

COMMONLY USED SKIN COSMECEUTICALS

1) **Hydroxy Acid:** Hydroxy acid also referred to as fruit acids; they are a common ingredient found in many cosmeceutical products. Examples include citric acid, malic acid, and lactic acid. AHAs improve skin texture and reduce the signs of aging by promoting cell seeding in the outer layers of the epidermis and by restoring hydration. One hypothesis suggests that AHAs reduce the calcium ion concentration in the epidermis and, through chelation, remove the ions from the cell adhesions, which are thereby disrupted, resulting in desquamation. This is enhanced by cleavage of the endogenous stratum corneum chymotryptic enzyme on the catherins, which are otherwise protected from proteolysis by conjugation with calcium ions. The resulting reduction of the calcium ion levels tends to promote cell growth and slow cell differentiation, thus giving rise to younger looking.

2) **Botanicals:** Botanicals comprise the largest category of cosmeceutical additives found into the market place today. Some botanicals that may benefit the skin include green tea extract, ferulic acid, and grape seed extract. **Ferulic acid:** This compound, which is derived from plants, is considered to be a potent antioxidant, and has been shown to provide photo protection to skin. Furthermore, when ferulic acid is combined with vitamins C and E, the product has been shown to provide substantial UV protection for human skin. **Grape Seed Extract:** This botanical has been established as a potent antioxidant and has been shown to speed wound contraction and closure. Topical application of grape seed extract has also been shown to enhance the sun protection factor in humans.

3) **Depigmenting Agent:** Skin-lightening agents added to product formulations have become increasingly popular and such products are in demand. Common depigmenting ingredients include hydroquinone, ascorbic acid (vitamin C), kojic acid, and licorice extract (glabridin). **Hydroquinone:** Hydroquinone has been the popular agent of choice for skin lightening. The US FDA has proposed concentrations between 1.5% and 2% in skin lighteners. A recent study suggests that this concern has been based mainly on studies with animal models utilizing long-term exposure at high dosages are carcinogenic. Routine topical application may pose no greater risk than that from levels present in common foods.

4) **Exfoliants:** Exfoliants promote skin turnover by removing adherent cells in the stratum corneum. Common exfoliants found in cosmeceutical preparations include salicylic acid (SA), lactic acid, and glycolic acid. There are concerns that repeated use of SA and AHAs could cause the dermis and epidermis to be more vulnerable to penetration by UV radiation.

5) **Moisturizers:** Moisturizers restore water content to the epidermis, and provide a soothing protective film. They improve the appearance and tactile properties of dry and aging skin, restore the normal barrier function of the skin, and reduce the release of inflammatory

cytokines. Moisturizers comprise an important therapeutic component in the management of various skin conditions (e.g. eczema, psoriasis, pruritus, and aged skin).

6) **Topical Peptides:** Topical peptides are regarded as cellular messengers that are formed from amino acids and are designed to mimic peptide fragments with endogenous biologic activity. These pentapeptides (e.g. KTTKS) are comprised of a subfragment of type I collagen propeptide, and play a role in signalling fibroblasts to produce collagen in the skin, which can improve the appearance of wrinkles.

7) **Retinoids:** Retinoids are among the most common ingredients found in cosmeceuticals. In fact, they are the most studied and have the most data behind them. They consist of natural and synthetic derivatives of vitamin A that reduce hyperpigmentation and inhibit enzymes from breaking down collagen.

8) **Sunscreen:** Sunscreens are the single most important cosmeceutical, because they protect skin against solar radiation, which is the most important damaging environmental agent. As a result, they help to prevent the signs of aging. To be effective, sunscreens should provide broad spectrum coverage that includes both UVA and UVB blocking agents to inhibit photoaging and be part of a daily skin care regimen. Sunscreens contain active ingredients that act as ultraviolet filters.

9) **Antioxidants:** Antioxidants reduce free radical damage, thereby preventing impairment at the cellular level. They inhibit inflammation, which leads to collagen depletion, and they offer protection against photodamage and skin cancer. Common antioxidants include alpha-lipoic acid (ALA), L-ascorbic acid (vitamin C), niacinamide (vitamin B3), N-acetyl-glucosamine (NAG), α -tocopherol, and ubiquinone.

CLASSIFIED COSMECEUTICAL INGREDIENTS

COSMECEUTICALS FOR THE TREATMENT OF ACNE VULGARIS		
INGREDIENTS	MECHANISM OF ACTION	SPECIFIC FEATURES
ASCORBIC ACID(VITAMIN C)	It prevent the oxidation of serum which contribute to inflammation and follicular keratinization. Vitamin C has been shown to prevent UV-A induced sebum oxidation upto 40%.	1.Important co-factor for the production of healthy collagen. 2.Anti-oxidant ,quenching free radical damage to DNA. 3.Strong anti-microbial effect against p.acnes. 4.Sodium ascorbyl phosphate(SOP)is a stable vitamin C precursor. 5.SAP 5% used for treating acne as amonotherapy and in combination with topical retinol 0.2% cream
ZINC	It decreases sebum production and acts a bacteriostatic against P.acnes.	1.Co-factor for cellular development and homeostatis. 2.Anti-oxidant,anti-inflammatory properties.
NIACINAMIDE(vitamin B3)	P.acnes on the skin activates interleukin-8(IL-8),Nicotinamide is shown to decrease significantly IL-8 production in a dosdependent manner.Nicotinamide exerts this anti-inflammatory effect through regulation of NF-kappaB and MAPK pathways.	1.Important role for cellular function. 2.Precursor for nicotinamide adenine dinucleotide (NAD),co-enzyme for cellular production. 3.Soothing and anti-

		inflammatory properties.
TEA TREE OIL(MELALEUCA OIL)		1.Antiseptic properties. 2.Reduce both inflammatory and non inflammatory skin lesions.
RESVERATROL	It inhibit the growth of P.acnes.It reduces keratinocyte hyperproliferation and suppress inflammation.	1.Anti-oxidant,anti-inflammatory,cardio-protective.
GREEN TEA		1.Contains potent polyphenolic compounds called catechins that possess antioxidant and anti-inflammatory properties.
SALICYLIC ACID	Acts as a chemical exfoliator that dissolves the connections between keratinocytes of the stratum corneum leading to desquamation of dead cells.	1.As a lipophilic molecule,it penetrates easily into the oily environment to the pilosebaceous unit, making it ideal for treating acne. 2.It is comedolytic.
ALPHA HYDROXY ACIDS	It weakens the strength of corneocyte intercellular bonds,they thereby reduce skin hyperkeratinization by increasing corneocyte desquamation.Besides thinning the stratum corneum ,it has shown to disperse basal layer melanin and increase dermal collagen synthesis.By creating a controlled wound and allowing reepithelialization,glycolic acid has been shown to reduce excessive	

	pigmentation.	
COSMECEUTICAL SKIN LIGHTENERS.		
HYDROQUINONE(PHENOLIC COMPOUND)		1.Effective in melasma and post inflammatory hyperpigmentation.
ALOESIN	Inhibition of tyrosinase activity,it acts as competitive inhibitor of dopa oxidation and non-competitive inhibitor of tyrosine hydroxylase activity.	1.Antioxidant.anti-inflammatory properties.
ARBUTIN(hydroquinone-beta-D-glucopyranoside)	Inhibitor of melanosomal tyrosinase activity.	
AZELAIC ACID	Inhibits DNA synthesis,as well as tyrosinase activity.	1.Effective in treatment of melasma,rosacea, and solar keratosis.
GLABRIDIN	Inhibits tyrosinase activity and UV-B induced pigmentation and also exert anti-inflammatory properties by inhibiting free radical formation.	
GLYCOLIC ACID	Cause rapid desquamation of pigmented keratinocytes under small concentration while cause epidermolysis under large concentration.	
KOJIC ACID	Inhibiting the tyrosinase activity.	1.Alongwith HQ and glycolic acid hepls in reduce irritant contact dermatitis.
LIGNIN PEROXIDASE	Breaks down melanin	
MELATONIN	Inhibit cyclic AMP driven process in melanocytes.	1.Antioxidant
MEQUINOL(4-HYDROXYANISOL)	Inhibit tyrosinase substrates	1.Used in combination of tretinoin used in treatment of solar lentigenes.
NIACINAMIDE	Inhibit transfer of melanosomes to epidermal keratinocytes.	1.Transdermal water loss,improves barrier function.
PAPER MULBERRY EXTRACT	Inhibit tyrosinase activity.	

VITAMIN A(RETINOLS)	Inhibit tyrosinase activity, interfere with pigment transfer to keratinocytes and accelerate pigment loss by causing the epidermis to be shed more quickly.	
TRETINOIN		1.Used for treating melasma,postinflammatory hyperpigmentation.
SOY-DERIVED EXTRACTS	Unpasteurized soymilk contains Bowman-Birk and soybean trypsin inhibitors, two serine protease inhibitors that interfere with the protease activity receptor 2 pathway which reduce melanin transfer.	
VITAMIN C	It interacts with copper ions at tyrosinase active site and reduce dopaquinone production. The stable derivative is magnesium L-ascorbic acid 2-phosphate(MAP) have skin lightening activity.	1.Protects against UV-B radiation therapy.
COSMECEUTICALS USED FOR SKIN AGEING		
GREEN TEA	Green tea polyphenols(epigallocatechin, epigallocatechin 3-o-gallate, epicatechin 3-o-gallate) are potent antioxidants inhibit glycation. It effectively blocks collagen cross linking and inhibits AGE accumulation associated with ageing.	
SILYMARIN	Inhibit late stage glycation and blocks collagen cross linking.	1.Flavanoid complex contains the antioxidants silybin A and B, isosilybin A and B, silychrin, silidianin used in treatment for liver and gallbladder disease.
PHLORETIN AND PHLORIDZIN(APPLE)	Inhibit intestinal absorption of glucose and prevent AGE formation by trapping reactive dicarbonyl compounds.	Along with vitamin C and ferulic acid has been shown to confer photoprotective effects and photoageing.
QUERCITIN	Inhibit glycation of DNA	Has rejuvenating

		effects on fibroblasts and tyrosinase inhibiting activity.
BLUEBERRY	Inhibit glycation of DNA	1.Improve photoageing in type 2 diabetic patient.
POMEGRANATE	Pomegranate seed oil stimulates keratinocyte proliferation in culture while pomegranate peel extract stimulates procollagen 1 production and inhibits metalloproteinases.An isolate of a polysaccharide fraction from pomegranate rind inhibited tyrosinase, neutralized free radicals, and inhibited AGE formation.	Polyphenols extracted from pomegranate have antioxidant,anti-glycating,anti-inflammatory and anti-cancer activity.
COSMECEUTICALS USED IN SUN PROTECTION		
PABA		Sensitive towards PH which shows its effectiveness as a UV chemical absorbing agent.
GLYCEROL PABA	Both the amino and carboxyl of Padimate O(N,N-dimethyl PABA octyl ester)are protected make it less sensitive to PH chages ,resulted in decreased intermolecular hydrogen bonding.	
SALICYLATES	The otho- and para-arrangement of salicylates allow hydrogen bonding within the molecule itself,leading to UV absorbance of 300nm, this increases molecular stability.	
BENZOPHENONE		Primary protective range in UV A range and the secondary protective range in UV B range.
ANTHRANILATES		Menthylantranilate provide broad spectrum coverage.
DIBENZOYLMENTHANES	Isopropyldebenzoylmethane and tertbutylmethoxydibenzoylmethane are widely used in US and Europe.Octocrylene and diethylhexyl 2,6-naphthalate used to	

	increased their stability.	
COSMECEUTICALS USED FOR HAIR LOSS		
PROCYANIDIN B-2	An epicatechin dimer exhibited the greatest in vitro growth promoting activity for hair epithelial cells.	
TGF-BETA, FGF-5, TNF-ALPHA, IL-1ALPHA, IL-1BETA.		
RASPBERRY KETONE		
ISOFLAVONE & SOY	Increases the number of hair follicles	
GINSENG	Inhibition of 5A- reductase enzyme	Promote hair growth.
FINASTERIDE	Inhibition of 5-alpha reductase	Promote hair growth.

LOREAL – A Premium Brand

Set up in 1994, Loreal has been present in India for close to 20 years and in 2009 celebrated its global centenary. Today, Loreal India is one of Loreal's fastest growing subsidiaries and employs over 1500 people across eight sites including: four regional offices, a factory in Pune, Research and Innovation Centre in Mumbai, Advance Research Centre in Bengaluru and headquarters in Mumbai. To ensure its development, L'Oréal relies on global Research and Innovation, a unique portfolio of brands organized by distribution channel, and integrated industrial production.

Mission: For more than a century, Loreal has devoted itself solely to one business: beauty. It is a business rich in meaning, as it enables all individuals to express their personalities, gain self-confidence and open up to others.

Ambition: Our ambition for the coming years is to win over another one billion consumers around the world by creating the cosmetic products that meet the infinite diversity of their beauty needs and desires.

In India, Loreal brands are present in the following four main categories:

CONSUMER PRODUCTS : Loreal Paris, Garnier, Maybelline New york

LUXURY PRODUCTS: Kiehl's, Lancôme, Ralph Lauren, Giorgio Armani, Diesel

PROFESSIONAL PRODUCTS: Loreal Professional, Matrix, Cheryl's Cosmeceuticals, Kérastase, Kéraskin

ACTIVE COSMETICS: Vichy, La Roche Posay

BODY SHOP PRODUCTS



KEY PLAYERS IN THE INDIAN MARKET AND THEIR MARKETING STRATEGIES:

1. VICHY

Vichy is a premium brand of skincare, bodycare, make-up and anti-aging products owned by L'Oréal under its Active Cosmetics division. The tagline of Vichy is "Health is beautiful".

Vichy thermal spa water is enriched with optimum combination of nature's 15 well doing minerals. This exceptional richness allows wonders on the skin, even when sensitive.

- With anti-inflammatory properties, it reduces discomfort and soothes redness and irritation.
- Maintains skin's natural pH & protects it against imbalances caused by external damaging factors.
- Anti-oxidants neutralize free radicals that are harmful to the skin. It thus protects and prevents ageing and damaging effects of the sun on the skin.

MARKETING MIX:

1. PRODUCTS

FACE AND BODY CATEGORY	
CLEANSING	PURETE THERMALE Promises high tolerance & efficient cleansing against impurities like dead skin cells, sebum and dirt which must be gently removed without stripping the skin off its natural oils. Soothing & fortifying Vichy thermal spa water provides exceptional skin care benefits.
HYDRATION & RADIANCE	AQUALIA THERMAL Works on skin that looks dehydrated, dull & has lost its glow due to stress, pollution, poor diet, lack of natural oils, sleep or fatigue. It provides rehydrating, repairing & fortifying skincare solution with mineral rich Vichy thermal spa water. Skin locks in moisture, looks supple, is refreshed and radiant.
WHITENING	BI-WHITE MED Promotes skin radiance & improves clarity against complexion flaws like pigmentation, dark skin caused by pollution & sun exposure. Breakthrough DRM-WHITE controls melanin synthesis in deeper layers of skin & cell whitening de-pigments skin cells in the epidermis. LHA gently exfoliates skin reducing brown spots.
ACNE CARE/OILY SKIN	NORMADERM

	Range for oily & acne prone skin targets imperfections like open pores, blackheads and uneven skin texture. It contains effective ingredients like salicylic acid, LHA & glycolic acid that work on 3 different layers of skin neutralizing bacteria, unblocking pores & exfoliating skin to reveal clear and luminous skin with even complexion.
ANTI-AGEING	LIFTACTIV Liftactiv retinol HA range targets first stage of ageing like expression lines, laugh lines and frown lines with its resurfacing and replumping effect. Liftactiv dermsource range powerfully enriched with rhamnose, helps in stimulating skin cell regeneration, to target deep wrinkles, loss of firmness, and elasticity.
SUN CARE	CAPITAL SOLEIL With high coverage patented MEROXYL XL, a unique combination of 5 filters reinforced with the most protective filters to protect against long UVA rays, UVA & UVB rays are equally responsible for sun damage, Capital soleil offers protection not only from UVB rays, but also from UVA rays.
HAIR CARE	DERCOS Haircare solutions for hair loss & dandruff. Over 30 years in hair environment research, developing innovative, & revolutionary hair care solutions.

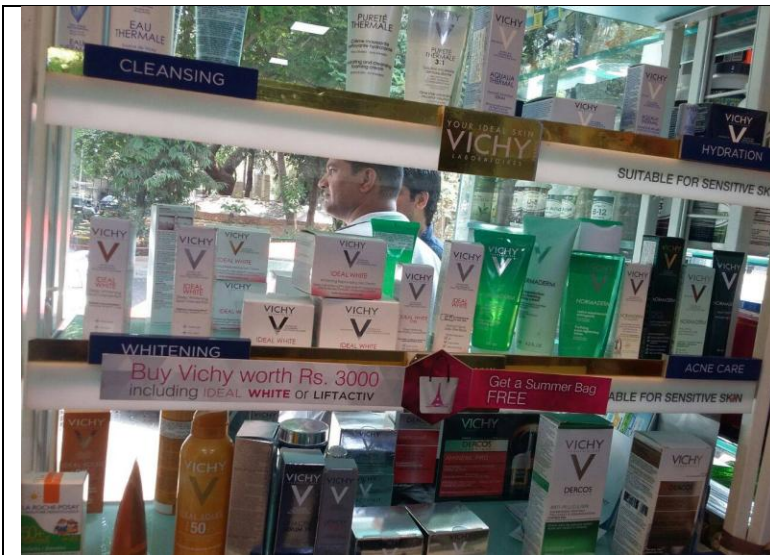
2. PRICE

- ✓ The price of vichy products ranges from Rs 500-2800 in Indian market. The price of the individual products are discussed in the table mentioned below.

3. PLACE

- ✓ The products of vichy are generally sold in metro cities only.
- ✓ Distribution: Major supermarkets, department stores, and most pharmacies
- ✓ Premium chemist shops are having a separate shelf for the vichy products.

📷 SNAPSHOTS(At chemist shop)





4. PROMOTION:

- ✓ Promote products through pamphlets and create awareness about their products through written multiple choice skin test that shows the benefits of each category products and which product should be used under which skin condition.
- ✓ Adopt the strategy of clean, correct, prevent and repair through a wide range of products.

PRODUCTS RANGE

AREA		PRODUCT	BENEFITS	VARIANT	PACKAGING	PRICE
FACE AND BODY CATEGORY						
SOOTHING MICELLAR GEL	CLEANSING	1.3in1 Calming Cleansing MicellarSolution & cleanser	Clean, remove make-up	GEL	200ML	990
		2.Hydrating and foaming cleansing cream	Cleanses without rubbing or drying effect	CREAM	150ML	990

		3.Purifying foaming skin cleanser	Clean and purifies the skin	GEL	50ML, 150ML	650/1400
SKINCARE MOISTURIZER	HYDRATION	1.Aqualia thermal dynamic hydration light cream.	long-lasting effective and sensorial hydration	CREAM	50ML	1390
		2.Aqualia thermal dynamic hydration light serum.	long-lasting effective and sensorial hydration	SERUM	30ML	1800
		3.Aqualia thermal night spa.	infuse skin with moisture and minerals during the night, when it is most prone to get replenished	CREAM	75ML	1690
ANTI-AGEING EYE CONTOUR CREAM GEL	ANTI-AGEING	1.Liftactiv eyes total anti wrinkle daily renovating cream.	For women over 30 who want to treat different types of wrinkles in the specific area of the eye contour.	CREAM	15ML	2100
		2.Liftactiv retinol HA eyes	Anti-wrinkle treatment for the sensitive eye area.	GEL	15ML	2100
CONCENTRATED ANTI-AGEING SERUM	ANTI-AGEING	Life Activ Serum 10	Treat wrinkles, loss of firmness, skin quality and glow	SERUM	30ML	2750
ANTI-WRINKLE LIFTING CREAM	ANTI-AGEING	Advanced filler	Correct deep and vertical wrinkles.	CREAM	20ML	2750
		Supreme anti-wrinkle and firming care	For women over 40, who want to combat ageing.	CREAM	50ML	2350

		Supreme day cream total anti-wrinkle daily renovating care	For women over 30, who want to combat ageing.	CREAM	50ML	2350
		Lift Activ night cream	For all women over 40 who want complete action against even the deepest wrinkles, loss of firmness and the ageing of their skin texture	CREAM	50ML	2350
DEPIGMENTATION EMULSION SPF 20	DEPIGMENTATION	Deep corrective white emulsion	the n°1 whitening active ingredient with Ellagic Acid, LHA and Adenosin	EMULSION	100ML	2300
		Ideal white sleeping mask	deeply replenish moisture level and repair skin damage while you sleep	CREAM	75ML	2350
		Deep cell whitening spot intervention	5 times more concentrated, and Ceramide White	EMULSION	15ML	1500
		Meta whitening essence	Hyperpigmentation and dull complexion.	EMULSION	30ML	2500
		Anti sun spot daily ultra block spf 40	Sensitive to UV rays. Ceramide White and LHA in an instant-light texture	CREAM	15ML	1450
		Whitening replumping cream gel	Ceramide White and LHA in an instant-light texture	GEL	50ML	2300

LIP CARE STICK SPF 20	HYDRATION	Aqualia themal soothing and repairing balm	Repairing the cracked lips	BALM	3ML	500
ANTI-STRETCH MARK CREAM	HYDRATION	Complete action anti- stretch mark cream	Correction and prevention of stretch mark for women aged 18- 55	CREAM	125ML	1800
SUN CARE						
FACIAL SUNSCREEN CREAM 50+		Ideal soleil velvety cream spf 50	UV protection & ideal for Luminous tan, Smoother skin & anti sun induced wrinkles & spot	CREAM	50ML	1200
		Ideal soleil mattifying face fluid dry touch spf 50	For men and women with pale combination or oily skin, looking for sun protection	CREAM	50ML	1200
TINTED FACIAL SUNSCREEN CREAM 50+		Ultra light sunscreen fluid	Provides the highest level of FDA recognized sun protection in a supremely elegant formulation	GEL	50ML	1190
HAIR CARE						
ANTI-OILY DANDRUFF SHAMPOO		Dercos-anti dandruff treatment shampoo	Eliminates dandruff and soothes the scalp.	LIQUID	200ML	1500
		Dercos-anti dandruff treatment shampoo	Eliminates dandruff and itchiness.	LIQUID	200ML	1500

2. LA ROCHE POSSAY

La roche possay comes under the Loreal group. For over 40 years, La Roche-Posay has worked with dermatologists throughout the world to invent skincare and make-up products that meet their needs and requirements. Recommended by 25,000 dermatologists worldwide, La Roche-Posay Laboratoire develops skin care products with La Roche Posay Thermal Spring water for a better life for sensitive skin.

Tagline: LA ROCHE POSAY, a better life for sensitive skin.

Marketing mix

1. PRODUCT S

FACE AND BODY CATEGORY	
ACTIVE C	Pure Vitamin C skin care to help visibly reduce the first signs of aging by smoothing the appearance of wrinkles and visibly improving overall complexion.
CICAPLAST BAUME B5	Multi-purpose soothing balm for dry skin irritations that's suitable for adults, children, and babies. • With Panthenol, Shea Butter and Glycerin, Cicaplast Baume B5 helps nurturing and soothing dry, visibly irritated areas on the skin. • Rich, nourishing texture with a matte finish that's non-oily and non-sticky.
EFFCLAR	Effaclar offers a comprehensive line of medicated acne treatments and complementary non-medicated skincare to provide dermatologists and our consumers with effective solutions for oily and acne-prone skin.
HYDRAPHASE	Provides 24-hour moisturization to dehydrated skin with hyaluronic acid for intensive rehydration.
LIPIKAR	Used to moisturize dry skin.
MELA -D PIGMENT	Concentrated serum targets visible dark spots, evening skin tone and enhancing skin clarity. • Glycolic Acid and Lipo-Hydroxy Acid help visibly reduce the appearance of dark spots • Lightweight, fast-absorbing texture
MICELLAR WATER	Good Housekeeping award winner! Cleanses, tones, and removes make-up while respecting skin's natural pH balance. • Dirt-encapsulating micelles cleanse the skin of dirt & oil • Gentle water-like texture that's mildly scented • Quickly removes impurities and makeup from the skin with the

	swipe of a cotton pad
PIGMENTCLAR	Powerful complex of ingredients brightens skin and reduces the appearance of dark spots.
REDERMIC	Reduce visible wrinkles with Redermic, a unique range of anti-aging skincare developed with dermatologists. Discover the latest technologies with Retinol, Vitamin C or Fragmented Hyaluronic Acid.
TOLERIANE	La Roche-Posay is committed to offering soothing skincare solutions for sensitive skin that are recommended by dermatologists worldwide. Developed against a strict formulation charter with minimal ingredients, the Toleriane range of products are allergy tested, fragrance free, and paraben free.
SUBSTIANE	Substiane + firming anti-aging skin care are daily replenishing products that combats signs of sagging skin.
THERMAL SPRING WATER	Soothing, Softening Thermal Spring Water. • Rich in Selenium, a powerful natural antioxidant • Gentle, fine mist of micro-droplets • Last step in cleansing, first step in caring, to tone and refresh skin
SUN CARE	
ANTHELOIS	For over 15 years, Anthelios has been at the forefront of UV protection research developing revolutionary textures, enjoyable to wear to help stay safe in the sun.

2. PRICE:

- ✓ Price of la roche products ranges from Rs.800-1400. The price of the individual products are discussed in the table mentioned below.

3. PLACE:

- ✓ **Pharmacies:** A majority of independent stores in metro cities.
- ✓ **Para-pharmacies:** Outlets focused on dermo-cosmetics-no Rx
- ✓ **Drugstore:** Standardized and centralized chain stores with a broad product offer.
- ✓ **Department store**
- ✓ **Dispensing Doctors:** Doctors and physicians who provide a medical service and prescribe premium cosmetic product.

📷 **SNAPSHOTS (At chemist shops)**



4. PROMOTION:

- ✓ The products of la roche possay are generally prescribed by doctors. These products are promoted by high profile cosmetologists and dermatologists.

Product range

AREA		PRODUCT	BENEFITS	PACKAGING	VARIANT	PRICE
FACE AND BODY CATEGORY						
PURIFYING CLEANSING GEL	CLEANSING	Medicated Gel cleanser: for oily acne prone skin Micronized Benzoyl Peroxide(5.5%) +Micro-Exfoliating LHA	Gel cleanser targets excess oil, black heads, and acne.	GEL	200ML	1340
SKINCARE MOISTURIZER	HYDRATION	Duo lotion	Lotion that reduces the number and severity of acne blemishes.& reduces clear even stubborn blackheads and whiteheads.	LOTION	40ML	1300
		Mat	Targets excess oil for a dual action: mattifies skin and refines pores.	LOTION	50ML	1450
ANTI-AGEING EYE CONTOUR CREAM GEL	ANTI-AGEING	Pigmentclar eyes	Contains phe-resorcinol, caffeine, and light reflective pigments.	SERUM	15ML	2514
		Redermic C eyes	Anti-wrinkle Firming Concentrate.With	CREAM	30ML	5889

			Fragmented Hyaluronic Acid to visibly plump skin			
		Redermic R eyes	Anti-aging Concentrate With Pure Retinol	CREAM	30ML	5889
		Substiane eyes	Fundamental replenishing anti-ageing care .With PRO-XYLANE 3% and LINACTYL 4%	GEL	15ML	5709
CONCENTRATED ANTI-AGEING SERUM	ANTI-AGEING	Active C	Vitamin C to visibly reduce the look of wrinkles & boost skin's radiance	CREAM	30ML	1500
		Redermic R	Anti-aging Concentrate Intensive With Pure Retinol	CREAM	15ML	3250
		Substiane serum	Pro-Xylane™ and Linactyl help replenish to visibly restore bounce	GEL	30ML	4056
DEPIGMENTATION EMULSION SPF 20 DEPIGMENTATION		Mela-D pigment control	Glycolic Acid and Lipo-Hydroxy Acid help visibly reduce the appearance of dark spots	SERUM	30ML	5115
		Pigmentclar serum	With Phe-Resorcinol and LHA to reduce the appearance of dark spots	SERUM	30ML	6500
SUN CARE						
FACIAL SUNSCREEN CREAM 50+		Spf 60 dry touch sunscreen	Absorbs pore-clogging oil, even in heat and humidity. Won't cause breakouts.	GEL	50ML	1294

TINTED FACIAL SUNSCREEN CREAM 50+		Ultra light sunscreen fluid	Provides the highest level of FDA recognized sun protection in a supremely elegant formulation	GEL	50ML	1190
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3. BIODERMA

BIODERMA has always sought to reconcile perfect effectiveness and better tolerance for each skin type and each condition. In order to guarantee the greatest dermatological safety, BIODERMA products contain a very limited number of ingredients and optimally dosed active ingredients. These commitments are reflected in a formulation charter that applies to all product developments and grounds their superiority in a scientific method. That is why they all benefit from the DAF (Dermatological Advanced Formulation) patented natural complex. The BIODERMA chapter is made up of 8 exclusive Principles - (Biological Patents, Skin tolerability, Dermatological safety, Scientifically recognized active ingredients, Principle of precaution, Safety and efficacy tests, Clinical trials, Total traceability)

- ✓ Atoderm intensive baume is the most superior solution to dryness in Atopic dermatitis. It provides following benefits:
 - Strengthen lipid layer by stimulation the production of intercellular lipids.
 - Reduce itching sensation by inhibiting release pruritic inflammatory substances.
 - Strengthen lipid layer by stimulating the production of NMF, prolong remission period.
 - Anti-inflammatory by stimulating the natural cortisone of the skin.
 - Anti-bacterial & soothing action.
 - Ultimate O/W emulsion that provides lightweight & rapid absorption.
- ✓ Offers wide range of products in different categories.

MARKETING MIX

1. PRODUCT

FACE AND BODY CATEGORY	
MATRICIANE	BIODERMA has formulated the Matricium® patent found in all of the Matriciane treatments. It recreates a biomimetic micro-environment which provides nutrients essential for cellular renewal and tissue regeneration.
SENSIBIO	Sensitive skin expresses itself through sensations of heat and widespread or localized redness. It becomes dehydrated easily and the ensuing dryness auto-maintains its fragility and leads to unpleasant feelings of tightness. Depending on the cause, severity and stage of sensitivity, Sensibio offers combinations of active ingredients with appropriate textures.
ATODERM	Through its Atoderm range, BIODERMA has an original solution for very dry to atopic sensitive skin. Thanks to its dermo-patented formulas, Atoderm biologically and lastingly restores the hydrolipidic film of skin lacking moisture and lipids.
CICABIO	Our skin is our primary barrier against external stress; it insulates and protects us. When it is damaged, irritated skin is more sensitive and permeable to external stress and its appearance is also damaged. It is therefore necessary to accompany the various stages of epidermal reconstruction for high-quality skin repair. Cicabio guarantees high-quality epidermal repair.
HYDRABIO	Every day, pollution, stress, cold weather, etc. disrupt the skin's cellular activity. It no longer knows how to deeply generate or retain on the surface the water it needs for its natural balance. The skin becomes dehydrated, uncomfortable and more sensitive and loses its radiance. Found in the full range of Hydrabio products, the Aquagenium® patent stimulates the skin's cellular capacities and reactivates its natural hydration process*.
SEBIUM	The skin changes during puberty: it becomes thicker, shiny and less soft. The more or less significant blemishes that appear sometimes continue through to adulthood. BIODERMA offers a new generation of anti-blemish treatments that directly act on sebum quality thanks to the Fluidactiv® patented complex found in all of the range's products.
WHITE OBJECTIVE	With White Objective, BIODERMA offers a comprehensive depigmenting programme for sensitive skin wanting to effectively combat pigmentation problems. White Objective acts on all phases of melanin production.
SUN CARE	
PHOTODERM	Depending on your skin type, the amount of sunshine (season, time of day) and the geographic conditions (altitude, latitude), Photoderm offers a

	solution tailored to your needs to protect you from the harmful effects of the sun. Through its Photoderm range, BIODERMA is committed to skin health by offering the best UVA/UVB balance on the market with innovative textures. Exclusive to BIODERMA, the Cellular Bioprotection® patent, found in all of the range's products*, protects the skin's cells and DNA. Photoderm is prescribed by dermatologists.
HAIR CARE	
NODE	Depending on your hair and scalp needs, Nodé offers combinations of active ingredients and appropriate textures guaranteeing extreme tolerance. Bioderma invented NOn DEtergent shampoos in 1977 with Nodé to protect sensitive scalps. Nodé is now a dermatological reference for the treatment of dandruff.

2. PRICE

- ✓ The price of Bioderma products ranges from Rs 600-2900. The price of the individual products are discussed in the table mentioned below.

3. PLACE

- ✓ Bioderma products are available in metro cities.
- ✓ It is available in all major chemist shops, drug stores, shopping malls.

SNAPSHOTS (At chemist shops)



4. PROMOTION

- ✓ Products are promoted by high profile cosmetologists and dermatologists.
- ✓ Provide a wide range of products by adopting the strategy of cleanse, treat, protect and maintain
- ✓ Word of mouth

Product range

AREA		PRODUCT	BENEFITS	PACKAGING	VARIANT	PRICE
FACE AND BODY CATEGORY						
SOOTHING MICELLAR GEL	CLEANSING	Atoderm creame de douche(Dry skin)	A daily nutri-protective cleanser that prevents cutaneous dryness	GEL	100ML	1410

		Atoderm Intensive Gel Moussant(Very dry,Atopic sensitive skin)	A daily soothing, purifying and lipid-replenishing cleansing gel	GEL	200ML	1400
		Sensibio DS+ Gel(Scaly skin and for redness)	A soothing and purifying cleansing gel that acts on redness and scales from the cleansing stage	GEL	500ML	1400
		Sensibio Gel Moussant(Sensitive skin)	mild cleanser with hydration	GEL	200ML	1360
PURIFYING CLEANSING GEL	CLEANSING	Sébium Gel Moussant (Combination,oily skin)	A purifying gel that gently cleanses and prevents blemishes from the cleansing stage	GEL	200ML	1360
HYDRONOURISHING CREAM SPF 20	HYDRATION	sensibio H2O		CREAM	100ML/500 ML	600/2900
SKINCARE MOISTURIZER	HYDRATION	Hydrabio masque	A purifying sebo-regulating treatment that prevents the appearance of impurities	CREAM	75ML	4068
CONCENTRATED ANTI-AGEING SERUM	ANTI-AGEING	Matriciane serum	A high-regeneration concentrate that brings the skin	GEL	30ML	3519

			strength, energy and radiance			
DEPIGMENTATION EMULSION SPF 20	DEPIGMENTATION	White objective cream	A cream that biologically corrects and prevents pigmentation, while respecting sensitive skin	CREAM	40ML	2335
		White objective serum	An overnight concentrate that biologically corrects and prevents pigmentation	SERUM	30ML	2390
LIP CARE STICK SPF 20	HYDRATION	Photoderm MAX stick spf 50+	UVA/UVB protection against the harmful effects of the sun (sunburn, sun intolerance, pigmentation marks, etc.)	GEL	4GM/8GM	2582
SUN CARE						
FACIAL SUNSCREEN CREAM 50+		Photoderm MAX crème spf 50+	Guarantees optimum UVA/UVB protection against the harmful effects of the sun (sunburn, sun intolerance, etc.)	CREAM	40ML	1099
TINTED FACIAL SUNSCREEN CREAM 50+		MAX Compact teinte claire SPF 50+	Combats premature cutaneous ageing	CREAM	40ML	1400

		and prevents the appearance of brown spots			
	Photoderm MAX Ultra-fluide teinte dorée SPF 50+	Sun-intolerant or sensitive skin Very fair skin with freckles	CREAM	40ML	1661
HAIR CARE					
EXTRA MILD SHAMPOO	Node fluide	A daily non-detergent shampoo that respects the physiological balance of even the most sensitive hair and scalps	LIQUID	200ML	1459
	Node A	A daily non-detergent shampoo that respects the physiological balance of even the most sensitive hair and scalps	LIQUID	200ML	975
ANTI-DANDRUFF SHAMPOO	NODE DS+	An intensive shampoo that prevents recurrences of persistent dandruff and soothes itching	LIQUID	125ML	1450

4. AVENE

Rooted in dermatology and hydrotherapy, Avène has over 270 years of expertise in caring for sensitive skin and is trusted by millions worldwide. Avène Thermal Spring Water, a natural soothing source clinically shown by over 150 studies to soothe, soften and calm the skin.

The EAU THERMALE is the main component of Avene's products

MARKETING MIX

1. PRODUCT

FACE AND BODY CATEGORY	
THERMAL SPRING WATER	Avène Thermal Spring Water is captured directly at its source, ensuring that all its soothing and softening properties are preserved.
D-PIGMENT FACE	Made from a trio of effective, well-tolerated, depigmenting actives. D-Pigment is the skin care expert for treatment of epidermal hyperpigmentation.
CICALFATE	Cicalfate promotes the quick repair of sensitive irritated skin.
CLEARANCE	Specifically developed for cleansing and moisturizing oily skin. It cleanses and purify the skin.
SENSITIVE WHITE	The first whitening line with avene thermal spring water to lighten and even out complexion .
YESTHEAL	The product line prevents and corrects the first line of ageing.
TRIXERA +	Dedicated to dry, atopy prone skin. The skin barrier is strengthened, irritations and itching caused by dry skin are soothed.
SUN CARE	
SUNSCREENS	Protection for competitive skin using a combination of patented photoprotective complex and optimized formulas.

2. PRICE

- ✓ The price of Avene products ranges from Rs.700-4400. The price of the individual products are discussed in the table mentioned below.

3. PLACE

- ✓ The products of avene are generally sold in metro cities only.
- ✓ Distribution: Major supermarkets, department stores, and most pharmacies
- ✓ Premium chemist shops are having a separate shelf for avene products.

Snapshots (At chemist shop):



4. PROMOTION

- ✓ Products are promoted by high profile cosmetologists and dermatologists.
- ✓ Connected to premium chemist shops.
- ✓ Word of mouth.

Product Range

AREA		PRODUCT	BENEFITS	PACKAGING	VARIANT	PRICE
FACE AND BODY CATEGORY						
SOOTHING MICELLAR GEL	CLEANSING	Clearance soapless cleanser gel	Purifying, Regulating, Soothing effect	GEL	200ML	1200

SKINCARE MOISTURIZER	HYDRATION	trixera+selecti ose emollient cream	Key ingredients reduce the need to scratch and sensations of discomfort.	CREAM	200ML	3084
		skin recovery cream	The Skin Recovery Cream contains parcerine, the new active, which acts at the source of the skin intolerance by acting against irritation and alteration of the skin barrier	CREAM	50ML	4400
ANTI-AGEING EYE CONTOUR CREAM GEL	ANTI- AGEING	Soothing Eye Contour Cream(All skin types)	Lightweigh eye cream relieves under-eye puffiness and moisturizes the eye area.	CREAM	15ML	2050
		YsthéAL Eye and Lip Contour Care(All skin types)	smooth away fine lines, reinforce skin elasticity and restore skin radiance without irritation.	CREAM	15ML	2090
		Eluage Eye Contour Care(Normal/C ombination, Sensitive/Agin g)	reduces the appearance of deep lines and wrinkles, puffiness and dark circles in the eye contour area	CREAM	15ML	2446
		Rétrinal EYES(Normal/C ombination,	Visibly reduces the appearance of deep lines,	CREAM	15ML	1600

		Sensitive/Agin g)	puffiness and dark circles around the sensitive, delicate eye contour area.			
CONCENTRATED ANTI-AGEING SERUM	ANTI- AGEING	Yestheal emulsion(dry skin)	Lightweight, preventative anti-aging emulsion for combination skin to diminish the appearance of fine lines and help stop future signs of aging.	GEL	30ML	2310
		Yestheal emulsion(nor mal skin)	Lightweight, preventative anti-aging emulsion for combination skin to diminish the appearance of fine lines and help stop future signs of aging.	EMULSION	30ML	2310
DEPIGMENTATION EMULSION SPF 20	DEPIG MENTA TION	Sensitive white	It combines a brightening ingredient, precursor ofstabilized vitamin C and a botanical myrthe extract, rich in anti-radical polyphenols, which regulates melanin production	LOTION	30ML	1450
		D-Pigment Rich(Dry) & (Normal/combi nation)	Soft, velvety dark spot corrector richly nourishes and	EMULSION	30ML	1450

			moisturizes while restoring luminosity.			
LIP CARE STICK SPF 20	HYDRATION	Cold cream lip balm	Nourish your lips with the intensely hydrating properties	GEL	4GM	650
		Cold cream lip cream	Ultra rich, long lasting lip care provides immediate remedy and protection against severely chapped, cracked lips.	CREAM	15ML	650
HAND CREAM	HYDRATION	Cicalfate HAND(Very dry)	Repairing, Purifying, soothing	CREAM	100ML	2290
SUN CARE						
FACIAL SUNSCREEN CREAM 50+		Ultra-Light Hydrating Sunscreen Lotion SPF 50+ (Face)	It contains a unique UVA/UVB filter system enhanced with powerful antioxidant protection from Vitamin E to protect against damaging sun-induced free radicals	CREAM	38.5ML	2200
TINTED FACIAL SUNSCREEN CREAM 50+		High Protection Tinted Compact SPF 50 - Beige	This sun-sensitive product helps to protect skin from the damaging effects of UVA/UVB rays.	CREAM	10GM	1375

	High Protection Tinted Compact SPF 50 - Honey	This sun-sensitive product helps to protect skin from the damaging effects of UVA/UVB rays.	CREAM	10GM	2765
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SWOT ANALYSIS OF PREMIUM COSMECEUTICAL BRANDS

Strength:

- ✓ People have a greater choice as a wide range of products available by these brands.
- ✓ Premium brands are able to maintain the balance between the cost and quality of the products.

Weaknesses:

- ✓ Awareness about the cosmeceutical products of these brands is low.
- ✓ Products are available only in the major cities.

Opportunities:

- ✓ People are more concerned about personal care. In metro cities, people have a high spending power so cosmeceutical products of premium brands are affordable by them.
- ✓ Companies can develop brand equity by using technology or internet apps.
- ✓ Social sites can be an important media through which more customers will be attracted towards the products.
- ✓ Products of these premium brands are generally prescribed by high profile dermatologists. So promotion of these products can be made among themselves.

Threat:

- ✓ Substitute for these cosmeceutical products are available in the market at cheaper rate.

LITERATURE REVIEW

1. Strategic Analysis of Cosmeceuticals by Ms Mansi Kapoor (Assistant Professor, Delhi College Of Arts And Commerce)

Discussions:

Cosmeceuticals are the latest addition to the health industry and are described as cosmetic products with drug-like benefits. With the rise of more knowledgeable, wealthy, and beauty-conscious class of urban consumers, cosmeceuticals have come a long way in recent years to become one of the fastest growing cosmetic options. Advancements in technology and emergence of new ingredients have further contributed to the progress in the commercialization of cosmeceutical products worldwide. The market that reached to the mark of US\$ 31.84 billion by 2016 is likely to augment at a rapid pace in the coming years with anti-aging skin care taking the top spot in revenue patterns, reported as per —Global Cosmeceuticals Market Outlook 2016||.The U.S. Food and Drug Administration (FDA) which regulates cosmetics in the United States defines cosmetics as: "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions."

2. Cosmeceutical market to grow significantly by 2019 by Kate Lloyd.

Discussion:

A 2013 report by RNCOS Business Consultancy Services ("The Cosmeceutical Market – Current and Future Outlook") illustrated cosmeceuticals' market share within the global cosmetics market will grow from 13 percent in 2012 to 16 percent in 2017. When broken down by region, the global cosmetics market is led by Asia Pacific (34 percent), followed by the Americas (33 percent), Europe (29 percent) and the Middle East and Africa (4 percent). In 2017, 62 percent of the cosmeceuticals market will consist of skin care, followed by hair care (15 percent) and injectables (4 percent), according to the report.

3. Indian cosmeceuticals Industry-Outlook to 2017, Rising demand for skin care products to propel growth.

Discussion:

The inclining disposable income of consumers and expansion of per person health expenditure in the past six years from 2007-2012, has escalated the overall cosmeceuticals industry in India. The dermaceuticals industry in India marked revenues of USD 512 million 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 at a stupendous compound annual growth rate of 10.9%.

RESEARCH METHODOLOGY:

Objective:

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

SR.NO	PARAMETERS	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 Mumbai.
5.	Sample size	37
6.	Sample unit	Chemists
7.	Sample design & type	Simple random sampling
8.	Analysis technique	MS-Excel

Limitation of study:

- ✓ The survey was done only in the premium cosmetics shops of Mumbai. It was observed from the shops that these products are mostly prescribed by high profile dermatologist but visit to specific doctors was not done.

Area covered for primary data collection:

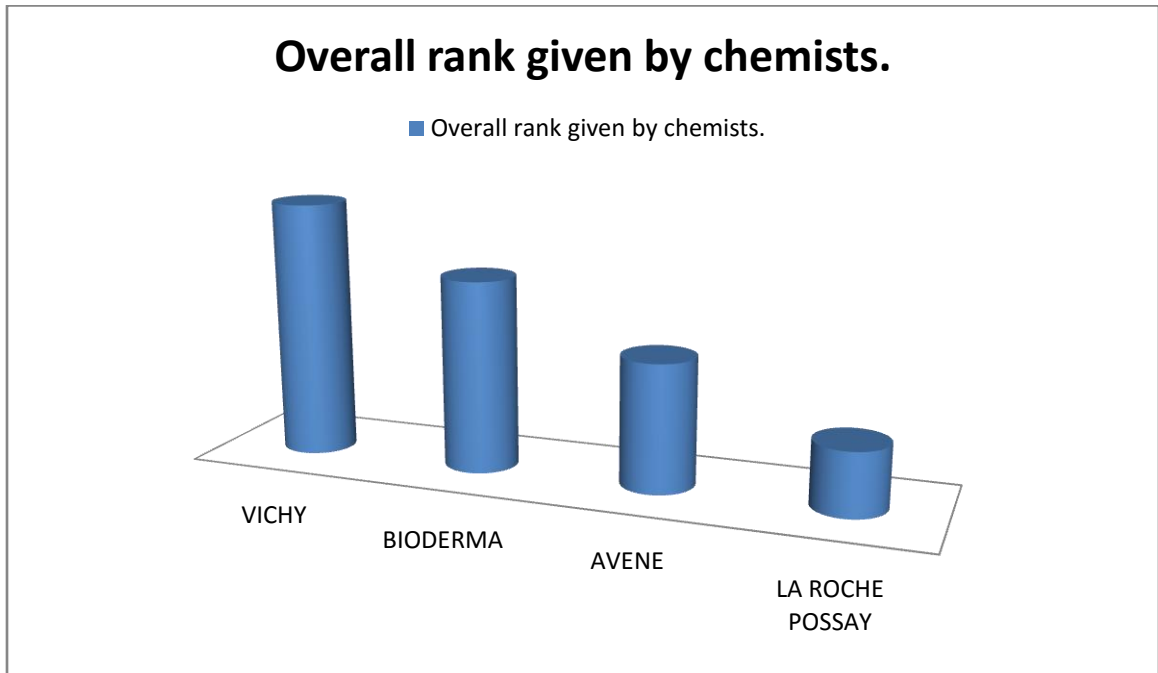
ZONE	AREAS
Central	Near Kolaba, Jaslok hospital, Bombay hospital, Parsigeneral hospital, Kambala hill hospital.
West	Bandra, Khar, Andheri, Borivali, Kandivali

Overall Analysis:

1. Are you selling following brands of cosmetic products? (Rank given)

1- Most preferable.

4- Least preferable.



Interpretation:

- ✓ According to chemist, Vichy products are on the top in terms of sales, followed by Bioderma, Avene, La roche possay.
- ✓ Others products in this range are as follows:

Lemollis, Foltene, Retoma, Neutogena, NMF, Blue cap, Sunkroma, Sebamed, Ducray, Uriage, Aveeno, A- derma.

2. Which are the brands which are sold by these mentioned companies?

VICHY

FACE & BODY CATEGORY									
CLEANSING	MAX. SELLING PDT.	HYDRATION	MAX. SELLING PDT.	ANTI-AGEING	MAX. SELLING PDT.	ANTI-WRINKLE	MAX. SELLING PDT.	DEPIGMENTATION	MAX SELLING PDT.
1.PURETE THERMAL 3 IN 1 CLEANSING MICELLAR SOLUTION	❖	1.AQUALIA THERMAL LIGHT	❖	1.LIFTACTIV SERUM 10	❖	1.ADVANCED FILLER		1.BI – WHITE DEEP CORRECTIVE WHITE SPOT INTERVENTION	❖
2.PURETE THERMAL HYDRATING AND FOAMING CLEANSING CREAM	❖	2.AQUALIA LIPS				2.SUPREME ANTI-WRINKLE AND FIRMING CARE		2.DEEP CELL WHITE SPOT INTERVENTION	
3.PURETE THERMAL PURIFYING FOAMING SKIN CLEANSER						3.SUPREME DAY CREAM TOTAL ANTI-WRINKLE RENOVATING CARE		3.META WHITENING ESSENCE	
						4.LIFTACTIC NIGHT CREAM	❖	4.WHITE NING REPLUMPING CREAM GEL	❖
						5.LIFTACTIV RETINOL HA EYES	❖		

SUN CARE		HAIR CARE	
PRODUCT	MAX. SELLING PDT	PRODUCT	MAX.SELLING PDT
1.IDEAL SOLEIL VELVETY CREAM	❖	1.DERCOS-ANTI DANDRUFF TREATMENT SHAMPOO	
2.DEAL SOLEIL MATTIFYING FACE FLUID			

LA ROCHE POSSAY

FACE & BODY CATEGORY									
CLEANSIN G	MAX. SELLING PDT.	HYDRATI ON	MAX. SELLIN G PDT.	ANTI- AGEING	MAX. SELLI NG PDT.	ANTI- WRINKLE	MAX. SELLIN G PDT.	DEPIGME NTATION	MAX SELLIN G PDT.
1.MEDICAT ED GEL CLEANSER: FOR OILY ACNE PRONE SKIN		1.DUO LOTION	❖	1.ACTIV E C	❖	1.ACTIVE C EYES		1.MELA- D PIGMENT	❖
2.LIPIKAR SYNDET	❖	2.MAT		2.REDER MIC -R		2.PIGMENT CLAR EYES		2.PIGME NT CLAR SERUM	
3.TOLERIA NE FOAMING GEL	❖	3.LIPIKAR BAUME AP+		3.SUBST IANE SERUM		3.REDERMI C C EYES			
		4.TOLERIA NE RICH CREME	❖	4.EFFCL AR –K	❖	4.REDERMI C R EYES	❖		
				5.EFFCL AR-H	❖	5.SUBSTIA NE EYE	❖		

SUN CARE	
PRODUCT	MAX. SELLING PDT
1.SPF60 DRY TOUCH	❖
2.ULTRARICH SUNSCREEN FLUID	

BIODERMA

FACE AND BODY CATEGORY							
CLEANSING	MAX. SELLING PDT.	HYDRATION	MAX. SELLING PDT.	ANTI-AGEING	MAX. SELLING PDT.	DEPIGMENTATION	MAX SELLING PDT.
1.SEBIUM GEL MOUSSANT	❖	1.SENSIBILO H2O	❖	1.MATRICIANE SERUM	❖	1.WHITE OBJECTIVE CREAM	
		2.HYDRABIO MASQUE				2.WHITE OBJECTIVE SERUM	❖

SUN CARE		HAIR CARE	
PRODUCT	MAX. SELLING PDT	PRODUCT	MAX.SELLING PDT
1.PHOTODERM MAX CRÈME	❖	1.NODE FLUIDE	
2.SPF 50+ MAX COMPACT TEINTE CLAIRE			

AVENE

FACE & BODY CATEGORY									
CLEANSING	MAX. SELLING PDT.	HYDRATION	MAX. SELLING PDT.	ANTI-AGEING	MAX. SELLING PDT.	ANTI-WRINKLE	MAX. SELLING PDT.	DEPIGMENTATION	MAX SELLING PDT.
1.CLEARANCE SOAPLESS GEL CLEANSER		1.TRIXERA + SELECTIOSE EMOLLIENT CREAM	❖	1.YESTHEAL EMULSION FOR NORMAL SKIN	❖	1.EYE CONTOUR CREM		1.D-PIGMENT RICH	
		2.CICALFATE HAND CREAM		2.YESTHEAL EMULSION		2.ESTHEAL EYE CARE	❖	2.SENSITIVE WHITE	

				ON FOR DRY SKIN					
				3.SUBST IANE SERUM		3.ELUAGE EYE CARE			
						4.RETRINAL EYE	❖		

SUN CARE	
PRODUCT	MAX. SELLING PDT
1.HIGH PROTECTION TINTED COMPACT SPF- 50-BEIGE	❖
2. HIGH PROTECTION TINTED COMPACT SPF- 50-HONEY	
3.ULTRARICH HYDRATING LOTION	

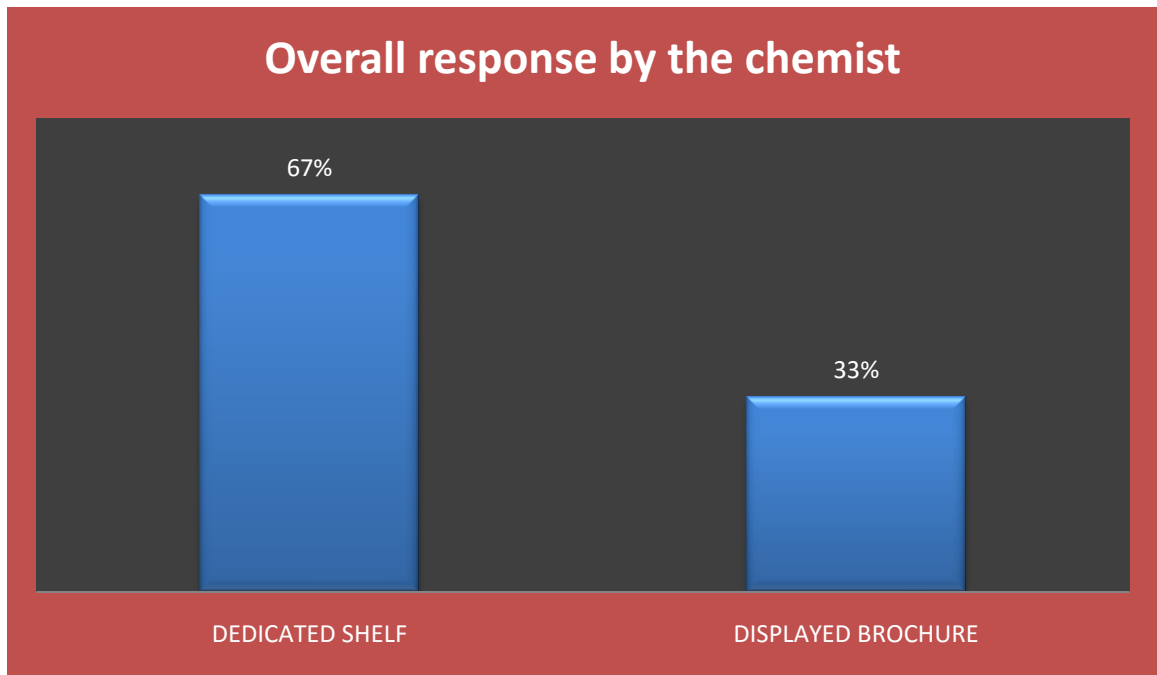
3. Which are the brands purchased by patients without prescription (direct purchase)?

FACE & BODY CATEGORY						SUN CARE	HAIR CARE
	CLEANSING	HYDRATI ON	ANTI- AGEING	ANTI- WRINKLE	DEPIGMENTATION		
VICHY		❖				❖	
LA ROCHE POSSAY							
BIODERMA				❖			
AVENE							

INTERPRETATION:

- ✓ According to the chemist, almost all products of these brands are sold on prescription that is prescribed by Dermatologists. People are less aware about the products of these brands.

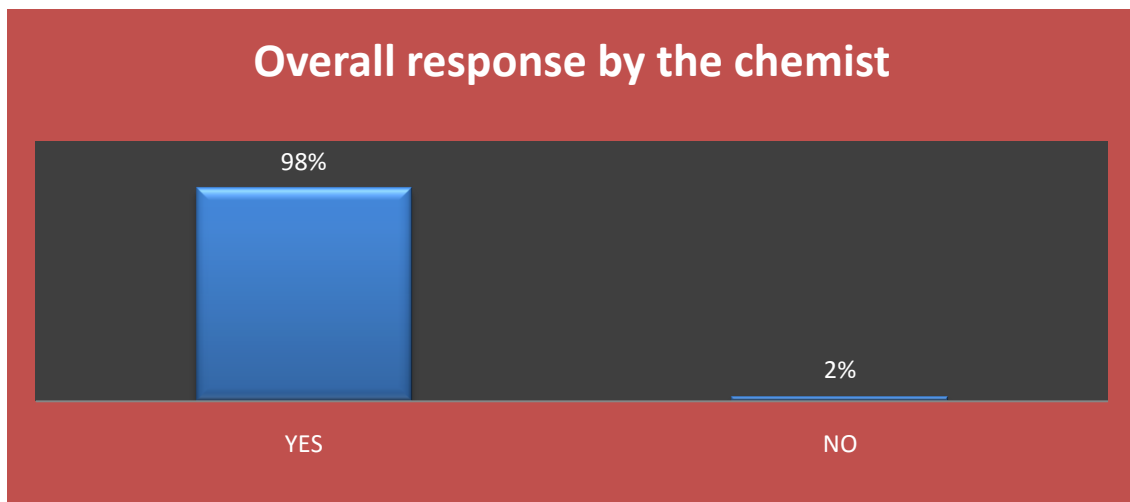
4. Is the chemist shop is having a dedicated shelf for the products of particular brands or carries a display brochure for the concerned products?



INTERPRETATION:

- ✓ According to observation, 84% of the chemist shop are having a dedicated shelf for the selling of these products. However, 16% carries a display brochure and buy the products only after getting confirmed order from the customers.

5. Do the products of the above mentioned brands are promoted through company advisor at the chemist shop?



INTERPRETATION:

- ✓ According to the data obtained, 98% of the chemist said that these products are generally promoted through company advisor.
- ✓ It is also noted that many chemist shops hire a representative from these companies to create awareness about these products among the people.

CONCLUSIONS AND RECOMMENDATION

Cosmeceuticals are one of the fastest growing segments of cosmetic industry worldwide. There is a exponential growth of cosmeceutical market in India. Cosmeceutical encompasses cosmetic actives with therapeutic, disease fighting, or healing properties serving as a bridge between personal care products and pharmaceuticals.

Cosmeceuticals have become a prospective growth area of business operating in mature cosmetic industry. The global cosmeceutical market is growing at average rate of 7.4% annually. Indian skin care market is itself registered a strong CAGR of close to 13% during the period 2009-2012.

- Entry into the market requires research and development cost associated with the products. Premium brands can cope up with the 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 through the competitive advantage over the products.
- It is recommended that these brands should modify the different categories of products as it creates confusion among the customers.
- Premium cosmetic brands keep changing their products by adding better values to them.
- 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 high equity among the consumers. So, a good opportunity lies ahead.

QUESTIONNAIRE

Name of the Chemist shop **Location & address** **Contact no**

1. Are you selling following premium brands of cosmetic products?

BRANDS	RANK
BIODERMA	
VICHY	
LA ROSCHE POSSAY	
AVENE	
Any other in this range	

2. Which are the brands which are sold from these mentioned companies?

BRANDS	FAECE&BODY CARE					SUN CARE	HAIR CARE
	CLEANSERS	HYDRATION	ANTI-AGEING	ANTI-WRINKLE	DEPIGMENTATION		
VICHY	1.3in1Calming Cleansing Micellar Solution & cleanser 2.Hydrating and Foaming Cleansing Cream 3.Purifying Foaming Skin Cleanser	1.Aqualia thermaldynami c hydration lightcream ,serum,night spa,lip balm. 2.Complete action anti- stretch mark cream	1.LIFTACTIV SERUM 10	1.ADVANCEDFILL ER 2.SUPREME ANTIWRINKLE AND FIRMINING CARE . 3.SUPREME DAY CREAM TOTAL ANTI-WRINKLE RENOVATING CARE,(EYE) 4.LIFTACTIV NIGHT CREAM 6.LIFTACTIV RETINOL HA EYES	1.Deep corrective white emulsion. 2.Deep cell white spot intervention 3.meta white essence 4.whitening replumping cream gel	1.Ideal soleil velvety cream. 2.Deal soleil mattifying face fluid.	1.Anti-dandruff treatment shampoo

	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:
LA ROSCHE POSSAY	1.MEDICATED GELCLEANSER: for oily acne prone skin	1.duo lotion	1.ACTIVE C 2.Redermic R eyes. 3.Substiane serum	1.Active c eyes 2.pigmentclareye s 3.RedermicCeye 4.RedermicReye 5.Substiane eye	1.mela D pigment 2.Pigmentclar serum	1.spf60 dry touch 2.ultrarich sunscreen fluid.	
	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	
BIODERMA	1.Sensibio Gel Moussant(Sensitive skin,oily skin)	1.Sensibio H2O 2.Hydrabio masque 3.Photoderm MAX Stick SPF 50+ (lip)	1.Matriciane serum.		1.White objective(cream, serum)	1.Photoderm MAX Crème 2.SPF 50+ MAXCompact teinte claire SPF 50+	1.Node fluide. 2.Node A
	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:
AVENE	1.Clearance soapless gel cleanser	1.Trixera+selectiose emollient cream 2. recoverycream. 3.Cold Cream Lip Balm(Dry,very dry) 4.CicalfateHAND(Very dry)	1.Yestheal emulsion (normal/dry Skin) DOCTOR NAME:	1.eye contour cream 2.esthealeyecare 3.eluageeye care 4.retrinal eye.	1.D-pigment rich 2. Sensitive white DOCTOR NAME:	1.High Protection TintedCompact SPF 50 - Beige ,honey 2.ultrarich hydratinglotion DOCTOR NAME:	
	DOCTOR NAME: QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	QUANTITY PER MONTH:	DOCTOR NAME: QUANTITY PER MONTH:	QUANTITY PER MONTH:	NAME: QUANTITY PER MONTH:	
		QUANTITY PER MONTH:					

3. Which are the brands purchased by patients without prescription (direct purchase)?(From the list mentioned above).

BRANDS	FACE & BODY CARE (NAME, QTY.SOLD / MONTH)	PRODUCTS USED REPETEDLY (NAME, QTY.SOLD / MONTH)	SUN CARE (NAME, QTY.SOLD / MONTH)	PRODUCTS USED REPETEDLY (NAME, QTY.SOLD / MONTH)	HAIR CARE (NAME, QTY.SOLD / MONTH)	PRODUCTS USED REPETEDLY (NAME, QTY.SOLD / MONTH)
VICHY						
LA ROSCHE POSSAY						
BIODERMA						
AVENE						

4. Is the chemist shop is having a dedicated shelf for the products of particular brands or carries a display brochure for the concerned products?

5. Do the products of the above mentioned brands are promoted through company advisor at the chemist shop?

a) YES b) NO

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