

Market Perception of Doctor's Towards Black Peel and Its Competitive Analysis in Patna

By

Rahul Kumar

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020



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TO WHOMSOEVER MAY CONCERN

This is to certify that Rahul Kumar, student of MBA Pharmaceutical Management at The IIHMR University, Jaipur has undergone internship training at Aakaar Medical Technologies from 12/02/2020 to 12/05/2020.

The Candidates has successfully carried out the study assigned to him during internship training and his approach to the study has been sincere, scientific and analytical. The Internship is in fulfilment of the course requirements.

I wish him all success in all his future endeavours.

Dr. Sandeep Narula

Associate Professor,

School of Pharmaceutical Management,

IIHMR University, Jaipur

To be obtained on official stationery

This certificate is awarded to

Rahul Kumar

In recognition of having successfully completed his Dissertation in the
department of

MBA Pharmaceutical Management

And has successfully completed his Project on

**Market Perception of Doctor's towards Black Peel and Its Competitive
Analysis in Patna.**

Date: 12/02/2020 to 12/05/2020

Aakaar Medical Technologies Pvt Ltd

He comes across as a committed, sincere & diligent person who has a strong
drive and zeal for learning

We wish him all the best for future endeavours

Training & Development

Zonal Head-Human Resources

THE IIHMR UNIVERSITY, JAIPUR

CERIFICATE BY SCHOLAR

This is to certify that the dissertation titled “**Market Perception of Doctor’s towards Black Peel and Its Competitive Analysis in Patna**” and submitted by Rahul Kumar, 0147 under the supervision of Dr. Sandeep Narula for award of MBA in Pharmaceutical Management of the University carried out during the period from 12/02/2020 to 12/05/2020 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature

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Preface

Any data is inadequate while not direct aptitude with respect to it. Inside the wellbeing area especially entering to rub of the things is extremely basic as its issues square measure confused and profound unmoving. To deal with the issues inside the wellbeing segment MBA understudy of pharmaceutical administration need to get a handle on the working of the different associations be it non-open or open, for this reason postulation of a quarter of a year is booked written to second year.

For the point of postulation, I'm happy that I got opportunity to figure underneath **Aakaar Medical Technologies Pvt Ltd** as I accepted, I may get the chance to get a handle on the working of deals division that prepared the elevating group the best approach to handle their clients.

In the Aakaar Medical Technologies complete watchfulness was given to Pine Tree State for selecting of field of our choice to concentrate upon and that I settled on the specialist's desire from Aakaar clinical Technologies officials.

Acknowledgment

I might want to offer my true thanks towards **Aakaar Medical Technologies Pvt Ltd.** for choosing me as a learner for my thesis task and allowing me a chance to chip away at this undertaking and for giving a decent working feel to fruitful finishing of this venture.

I might likewise want to offer my earnest thanks towards my Mentor **Dr. Sandeep Narula** for helping me in my undertaking. His direction and instructing have been of an incredible assistance during my venture.

At long last, I might want to offer uncommon expression of Thanks towards **Mr Rajesh Sahay and Mr. Pawan Yadav** of Aakaar Medical Technologies Pvt ltd. Without his direction it wouldn't have been workable for me to glance into specialty openings in my venture.

Last however not the least; I might want to communicate my true gratitude to my Institute **IIHMR** for giving me all sort of help in my paper venture at Aakaar Medical Technologies Pvt Ltd.

Rahul Kumar

**Trainee at Aakaar Medical Technologies Pvt Ltd
Patna.**

Purpose of Dissertation

Paper is partner essential a piece of the graduate degree course of study. As an area of the course, understudies of Second year space uncaused in holds at any alleged association to actuate intensive presentation of different offices at stretches the association and better comprehension of the medicinal services framework and its capacities.

The significant goals of the late spring program unit of estimation as follows:

- To higher comprehend this wellbeing conveyance framework related to open and individual segments.
- To watch the execution of different national wellbeing segments at national/state/locale levels.
- To comprehend differed elements of wellbeing framework by cooperation's with key partners, approach producers, program chiefs, academicians and specialists.
- To deal with the undertaking/task doled out by summer work association.

Company Profile

Built up in the year 2000, "Aakaar Medical Technologies Pvt Ltd Formerly Coherent Medical Systems ", are one of the unmistakable wholesalers and providers of a wide scope of Skin and Hair Care Treatment Products and Medical Equipment. Our range incorporates Body Sculpting, Intense Pulse Light Technology, Acne Therapy, Electroporation, Fine Thread-lift, Psoriasis Therapy, Skin Care Counter and Laser. Furthermore, we give Radio medical procedure Machine, Hydrogel, Whitening Cream, Reducer Treatment, Skin Care Cream, Esthetic and Meso Hair Revival. The items offered by association are obtained from the confided in partners of the market. These partners procedure the offered product offering utilizing characteristic fixings that ensure that the items are skin cordial and liberated from any response. The Medical Equipment that organization give are utilized to perform tasks, medical procedure and medicines in human services habitats, emergency clinics and nursing homes. Organizations scope of Hair Care Treatment Products are generally utilized for their capacity to support the scalp, revive hair, lessens hair fall and gives them brilliance. Further, our scope of Skin Care Treatment Products is impeccable treatment answer for skin break out and scar, skin fixing, stretch imprint, photograph revival, photograph facial, fillers, vascular and pigmented sores, tattoo expulsion and dermal lasting fillers.

Aakaar Medical Technologies Pvt Ltd have assembled a large and extensive warehousing office, which help us in putting away the offered run successfully and safely. Organization has a corporate office in Mumbai and have branch workplaces in various urban communities, for example, Delhi, Bangalore, Hyderabad and a few agent workplaces in Chandigarh, Patna, Chennai, Kolkata, Indore and Pune. So as to encourage our customers with top tier items, we have

fashioned tie-ups with believed business partners, specifically Candela, ConBio Cynosure, Reviderm, Contura, Anteis, Revivogen and Dr.Derm. These partners utilize unrivaled quality crude material in preparing Hair Care Treatment Products. Our partners has all the essential devices, machines and gear's in order to offer a subjective scope of items. These merchants test the nature of the offered items and gear on different parameters to check their credibility.

Aakaar Medical Technologies offer a scope of items and machines to address the necessities of the stylish market including. Diode Lasers, Q-Switched Nd:YAG laser, Intense Pulsed Light Technology, Multi-CORE RF innovation, Botulinum Toxin, Threads, Fillers, Fractional CO2 and Fractional Erbium Glass Laser, Chemical Peel, Mesotherapy item run, Electroporation machine, Dermaroller, Dermapen, and so on.

Our reality class machines consolidates inventive innovation with predominant outcomes for the treatment of Acne scars, fat expulsion, tattoo evacuation, cellulite decrease, body shaping, laser hair decrease, laser skin conditioning, skin restoration, skin reemerging, wrinkle decrease and significantly more.

"Everything in Esthetics" is an announcement as well as a guarantee to convey what we firmly accept.

At Aakaar, we are pleased to have upheld by qualities.

- Dedicated to Esthetics and Dermatology
- Offer internationally acclaimed Brands with demonstrated Efficacy
- Delivering imaginative Esthetic answers for Skin, Hair and Body

- Conducting select hands on workshop – MICA (Masterclass in Contouring Esthetics)

With PAN INDIA nearness, Aakaar teams up with famous corporate houses. Our dynamic deals and bolster group of more than 100 individuals meet in excess of 3000 Doctors across India from Esthetic, Cosmetology and Dermatology space. The numbers independent talks about our quality and commitment.

At Aakaar we generally stay in front of patterns by foreseeing future stylish and restorative needs and offers safe and compelling answer for address the equivalent.

Company Products

For Face Treatment

- Yellow Peel
- Black Peel
- Pumpkin Peel
- Me Line
- Siax
- Threads
- Fillers

For Hair Treatment

- Hair Revival
- Balback
- Balback M
- BCC Hair Serum

- Meso peel
- PRP Tubes

Home Care Products

- TubeliteClenz
- Tubelite Silk
- Tubelite C20
- TubeliteRaypro
- Tubelite night Cream
- Tubelite gold

Abstract

The point of the examination is to know the specialist's discernment towards Black peel and the treatment done by peel for various signs. In this examination I have done the overview of 120 specialists. By this review I attempted to know for which signs specialists needs to utilize peel and what different things specialists anticipate from peel. I have done my review with the assistance of poll. The outcomes acquired from the overview is useful and useful.

In this review I additionally attempted to know the contenders of Black Peel and why specialists lean toward Black peel over different peel. The examination encourages me a great deal to know various parts of feel advertise.

Introduction

Aesthetics is a branch of philosophy that deals with the nature of art, beauty and taste and with the creation or appreciation of beauty. In its more technical epistemological perspective, it is defined as the study of subjective and sensori-emotional values, or sometimes called judgments of sentiment and taste.

Style is a part of theory that manages the idea of workmanship, excellence and taste and with the creation or valuation for magnificence. In its increasingly specialized epistemological point of view, it is characterized as the investigation of abstract and sensory-passionate qualities, or occasionally called decisions of opinion and taste. Aesthetic medication is a comprehensive word for claims to fame that emphasis on improving restorative appearance by the treatment of various conditions identified with skin which incorporates Scars, Skin laxity, wrinkles, almost negligible differences, acnes, maturing, overabundance fat, undesirable hair, skin discolouration, skin pigmentation, skin tanning. Generally tasteful drugs incorporate dermatology, cosmetology, reconstructive, medical procedure, plastic medical procedure and wellbeing focuses.

Aesthetic medication incorporates both surgery (liposuction, cosmetic touch ups by strings, bosom inserts, radio recurrence removal). Non-surgery (Radio recurrence skin fixing, non-careful liposuction, synthetic peel like yellow peel, dark peel, glycolic peel, salicylic peel, lactic peel, party peel, AHA kojic peel, pumpkin peel, retinol-based peel and so on.

Albeit tasteful medication techniques are commonly elective, they can fundamentally improve personal satisfaction prosperity and social commitment.

The Nature and Scope of Aesthetic:

Aesthetic is more extensive in scope than the way of thinking of craftsmanship, which involves one of its branches. It bargains not just with the nature and estimation of human expressions yet in addition with those reactions to common articles that discover articulation in the language of the excellent and the monstrous. An issue is experienced at the beginning, nonetheless, for terms, for example, excellent and monstrous appear to be excessively unclear in their application and excessively emotional in their importance to isolate the world effectively into those things that do, and those that don't, embody them. Nearly anything may be viewed as lovely by somebody or according to some perspective, and various individuals apply the word to very divergent articles for reasons that frequently appear to share close to nothing or nothing for all intents and purpose. It might be that there is some single fundamental conviction that inspires every one of their decisions. It might likewise be, in any case, that the term excellent has no sense except for as the declaration of a demeanor, which is thus joined by various individuals to very various conditions of issues.

ChemicalPeel and Your Skin

Chemicalpeel can improve the skin's appearance. In this treatment, a substance arrangement is applied to the skin, which makes it "rankle" and in the end peel off. The new skin is typically smoother and less wrinkled than the old skin.

- Reduce scarcely discernible differences under the eyes and around the mouth
- Treat wrinkles brought about by sun harm and maturing
- Improve the presence of mellow scars
- Treat specific sorts of skin break out
- Reduce age spots, spots, and dim patches (melasma) because of pregnancy or taking anti-conception medication pills
- Improve the look and feel of skin

Zones of sun harm may improve after concoction peeling.

After a substance peel, skin is briefly progressively touchy to the sun, so wear sunscreen consistently. It should state "wide range" on the mark, which means it ensures against the sun's UVA and UVB beams. Likewise, it ought to be a physical sunscreen and be above SPF 30. Breaking point your time in the sun, particularly between the long periods of 10 a.m. furthermore, 2 p.m., and wear a wide-overflowed cap.

Who is the acceptable contender for a peel?

For the most part, lighter looking and light-haired patients are better contender for synthetic peel. On the off chance that you have darker skin, you may likewise have great outcomes, contingent on the sort of issue being dealt with. Be that as it may, you additionally might be bound to have a lopsided skin tone after the technique.

Skin droops, lumps, and increasingly serious wrinkles don't react well to synthetic peel. They may require different sorts of corrective surgeries, for example, laser restoring, a facelift, forehead lift, eyelid lift, or delicate tissue filler (collagen or fat). A dermatologic specialist can help decide the most proper sort of treatment for you.

What is Chemical Peel?

Chemicalpeeling is the utilization of a synthetic specialist to the skin, which causes controlled devastation of a piece of or the whole epidermis, with or without the dermis, prompting shedding and evacuation of shallow injuries, trailed by recovery of new epidermal and dermal tissues.

Signs for substance peeling incorporate pigmentary issue, shallow skin break out scars, maturing skin changes, and generous epidermal developments.

Contraindications incorporate patients with dynamic bacterial, viral or parasitic disease, propensity to keloid arrangement, facial dermatitis, taking photosensitizing meds and ridiculous desires.

Doctors' capabilities:

The doctor performing substance peeling ought to have finished postgraduate preparing in dermatology. The preparation for Chemicalpeeling might be procured during post-graduation or later at an inside that gives instruction and preparing in cutaneous medical procedure or in centered workshops giving such preparing. The doctor ought to have sufficient information on the distinctive peeling specialists utilized, the procedure of wound mending, the method just as the recognizable proof and the executives of entanglements.

Office: Chemical peeling can be performed securely in any center/outpatient day care dermatology careful office.

Preoperative advising and Informed assent:

A nitty gritty assent structure posting insights regarding the strategy and potential intricacies ought to be marked by the patient. The assent structure ought to explicitly express the confinements of the methodology and ought to plainly make reference to if more systems are required for appropriate outcomes. The patient ought to be furnished with satisfactory chance to look for data through pamphlets, introductions, and individual conversations. The

requirement for postoperative clinical treatment ought to be accentuated. Shallow peels viewed as sheltered in Indian patients. Medium profundity peel ought to be performed with incredible alert, particularly in darker looking patients. Profound peels not suggested for Indian skin. It is fundamental to do prepeel preparing of the patient's skin with sunscreens, hydroquinone and tretinoin for 2 a month.

Endpoints in peel:

For glycolic corrosive peel: The peel is killed after a foreordained term of time (normally three minutes). In any case, if erythema or epidermolysis happens, seen as grayish white appearance of the epidermis or as little rankles, the peel must be quickly killed with 10-15% sodium bicarbonate arrangement, paying little mind to the span of utilization of the peel. The endpoint is icing for TCA peel, which are killed either with a killing specialist or cold water, beginning from the eyelids and afterward the whole face. For salicylic corrosive peel, the end point is the pseudo ice framed when the salicylic corrosive solidifies. For the most part, 1-3 coats are applied to get an even ice; it is then washed with water following 3-5 minutes, after the consuming has died down. Gessner's answer is applied in 1-3 coats until icing is accomplished or erythema is seen. Postoperative consideration incorporates sunscreens and lotions Peel might be rehashed week after week, fortnightly or month to month, contingent upon the sort and profundity of the peel.

Black Peel



The advertisement for Theraderm Black Peel features a woman's face in the center, with chemical structures of acetic acid (CH_3COOH) and salicylic acid ($\text{C}_6\text{H}_4(\text{OH})\text{COOH}$) overlaid. The text includes the brand name 'theraderm®' and the tagline 'Therapy and Dermatology'. The main title 'BLACK PEEL' is in large, bold letters, followed by 'Natural Organic Peel by Black Acetic Acid' and 'Innovative, Easy & Safe' in red. A list of products is provided on the left, and a photograph of the product packaging is on the right.

theraderm®
Therapy and Dermatology

BLACK PEEL

Natural Organic Peel by Black Acetic Acid
Innovative, Easy & Safe

Black Acetic Acid, used topically as a skin dressing, shows the strongest bactericidal activity against all strains tested. / J Food Prot. 2007 May;70(5):1194-9
Black Acetic Acid increases antioxidant activity and reduces oxidative stress; J Nutr Health Aging. 2010.
Black Peel resurfacing
Black Peel clear
Black Peel acne spot
Sebo Hydra Infused Mask
Acne Kit



Ingredients:

- Black Acetic Acid
- Tetrahydro Jasmonic Acid
- Salicylic Acid

- d. Potassium Iodide
- e. Castor oil and Bio Sulphur

Why it is called Black Peel?

Black Rice fermented Black Acetic Acid (black Vinegar) - The major active ingredient is Black Acetic Acid. Hence the name Black Peel.

Black peel protocol

- a. Cleanse the face (degreasing)
- b. Extract the comedones if any
- c. Apply thin single coat of 1ml black peel on the face.
- d. Leave on minimum 2 minutes to 3 minutes, frosting is the end point.

Do not leave the peel more than 3 minutes.

- e. Neutralize with plenty of water
- f. Apply moisturizer and sunscreen.
- g. Avoid direct sun exposure to avoid PIH.

What is the down time?

5 to 7 days. but Some clients have less peeling.

Face Zone where it can be used

- a. T zone is forehead and nose
- b. Ozone is around the lips
- c. U zone is chin and cheeks till temple

When to do black peel?

- a. Comedone extraction must
- b. Once you have done apply as per protocol and wash
- c. Within 24 hrs you expect drying of lesion
- d. Scaling
- e. Skin peel in most cases in 72 hrs last for 7-8 days
- f. Peeling is variable as most patients are on retinoids for new treatments so their skin is high turnover so peeling may be less
- g. In steroid induced acne never do the peel

Which precaution needs to be taken before procedure?

- a. Know where it is acne or steroid induced acne
- b. History of steroid or skinlite like product abuse must be confirmed
- c. If client is on steroids or retinoid ask them to stop as Skin will burn 100%
- d. Let skin heal

For face protocol

- a. 1 ml full face after degreasing
- b. Leave on for 3min
- c. If frosting happens
- d. Wash with water
- e. If frosting does not happen
- f. One more coat apply of 0.5 to 1ml
- g. Wash as soon as frosting appears

- h. If no frosting wash after 3 min.
- i. Like for face or using for body acne
- j. 4 min first coat
- k. And if no frosting 4 min second coat

Only Black Peel can be used for all grades of Acne because

- a. Works on all grades of Acne
- b. Comedolytic
- c. Helps in healing
- d. Prevents scar
- e. Prevents PIH
- f. Treats PIH and scar

Before & After:



Literature Review

Efficacy and safety of superficial chemical peeling in treatment of active acne vulgaris

Skin inflammation vulgaris is an incredibly normal condition influencing the pilosebaceous unit of the skin and described by nearness of comedones, papules, pustules, knobs, sores, which may bring about perpetual scars. Skin break out vulgaris regularly include teenagers and youthful age gatherings. Dynamic skin break out vulgaris is generally connected with a few inconveniences like hyper or hypopigmentation, scar development and skin distortion. Past examinations have focused on the proficiency and wellbeing of nearby and fundamental specialists in the treatment of dynamic skin break out vulgaris. Shallow substance peeling is a skin-injuring strategy which may cause some possibly unwanted antagonistic occasions. This examination was led to audit the adequacy and security of shallow Chemicalpeeling in the treatment of dynamic skin inflammation vulgaris. It is an organized audit of a previous seven articles meeting the consideration and avoidance models. The clinical evaluations depended on pretreatment and post-treatment examinations and the job of shallow synthetic peeling in decrease of papules, pustules and comedones in dynamic skin inflammation vulgaris. This investigation indicated that practically all patients endured well the concoction peeling strategies regardless of a mellow distress, consuming, disturbance and erythema have been accounted for; additionally, the occurrence of major antagonistic occasions was exceptionally low and effectively sensible. All in all, Chemicalpeeling

with glycolic corrosive is a very much endured and safe treatment methodology in dynamic skin inflammation vulgaris while salicylic corrosive peel is a progressively helpful for treatment of darker skin patients and it indicated noteworthy and before progress than glycolic corrosive.

Synthetic peel for skin breaks out and skin inflammation scars in asians:

Synthetic peeling is a generally utilized method in the administration of skin inflammation and skin inflammation scars, yet there are not many examinations on Asian populaces who are progressively inclined to create hyper pigmentation. This article intends to sum up and assess the current investigations on the job of concoction peel in the treatment of skin break out and skin inflammation scars among Asians. An online pursuit was directed to recognize imminent examinations distributed in English that assessed the utilization of substance peel in dynamic skin break out and skin break out scars in Asian populaces. There were six investigations for skin inflammation and eight examinations for skin break out scars that were recognized utilizing our pursuit parameters. Most were single-focus, open mark and with little example sizes. Skin break out seriousness was not consistently revealed, and the target result proportions of certain investigations were not expressly detailed also. The general pattern of the consequences of the investigations bolster the security and adequacy of substance peel for skin break out and skin break out scars including those of darker skin types. The current examinations bolster the utilization of substance peel in the treatment of skin inflammation and skin break out scars in Asians. Further clinical preliminaries with better investigation plan and more subjects are expected to additionally set up the job of Chemicalpeel in Asian skin inflammation patients.

Marta I. Rendon, MD, Diane S. Berson, in the journal of Clinical and Aesthetics dermatology(J Clin Aesthet Dermatol. 2010 Jul; 3(7): 32–43) states that:

Chemical Peel is a well-known, moderately modest, and for the most part safe strategy for treatment of some skin issue and to invigorate and revive skin. This article centers around substance peel and their utilization in routine clinical practice. Concoction peel are grouped by the profundity of activity into shallow, medium, and profound peel. The profundity of the peel is related with clinical changes, with the best change accomplished by profound peel. Nonetheless, the profundity is additionally connected with longer recuperating occasions and the potential for difficulties. A wide assortment of peel are accessible, using different topical specialists and focuses, including an ongoing salicylic corrosive subordinate, β -lipohydroxy corrosive, which has properties that may grow the clinical utilization of peel. Shallow peel, entering just the epidermis, can be utilized to upgrade treatment for an assortment of conditions, including skin break out, melasma, dyschromias, photodamage, and actinic keratoses. Medium-profundity peel, entering to the papillary dermis, might be utilized for dyschromia, various sunlight based keratoses, shallow scars, and pigmentary issue.

Landau M in the journal (Clin Dermatol. 2008 Mar-Apr;26(2):200-8. doi: 10.1016/j.clindermatol.2007.09.012) states that:

Synthetic peel are significant instruments for skin restoration. Their fame is identified with their flexibility and relative effortlessness. Concoction peel are delegated shallow, medium, and profound as per the profundity of entrance of the peeling arrangement. The consequences of the methodology rely upon the Chemical utilized and its fixation, technique for application, contact time, skin

condition, planning, and so on. The profundity of the peel decides the patient's bother during and after the technique, recuperating time, the pace of the potential reactions, and the outcomes. In this article, we talk about the essential techniques for skin peeling, the assortment of synthetic substances utilized, the potential reactions, and how to keep away from them.

Ryan F, La Fourcade C in the journal PlastSurgNurs. 1995 Fall;15(3):167-71 states that:

Chemical peel is the utilization of answers for the face to lift off different layers of the skin and evacuate wrinkles. Three kinds of concoction peel are as of now accessible. Alpha hydroxy corrosive (AHA) peel are the mildest and, in lower focuses, can be applied by medical caretakers. Trichloroacetic corrosive (TCA) peel are intended for peel of medium profundity. Phenol peel are the most established type of concoction peel and are utilized to expel further wrinkles. Healthy skin, including sun square, is critical to the accomplishment of every one of the three kinds of peel.

Matarasso SL, Glogau RG In the journal Dermatol Clin. 1991 Jan;9(1):131-50 states that:

Utilization of burning synthetic Chemicals to improve cosmesis and invert actinic harm has been utilized for a considerable length of time. Albeit still not a precise science, it was not until the last piece of this century that peeling turned out to be more organized. The signs, quiet choice, armamentarium, histology, understanding of the systems of activity, and security parameters of peel have as of late become more broadly characterized. Phenol, when utilized in the Baker's recipe, gives the most emotional outcomes yet in addition holds the most potential for foundational confusions. Obviously appropriate for lighter looking ladies, a phenol peel can give considerable improvement in rhytidosis

and actinic harm. Even though the consequences of medium-profundity peel approach those of Baker's peel, they are not exactly as significant.

Research Methodology

Objectives:

- 1.To find out the effectiveness of peel in treating all grade of acne problems?
- 2.To find out doctor's perception on Black peel treatment?

Mode of data collection:

Study type:Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique:Purposive sampling

Data collection: Primary data is collected with help of questionnaire.

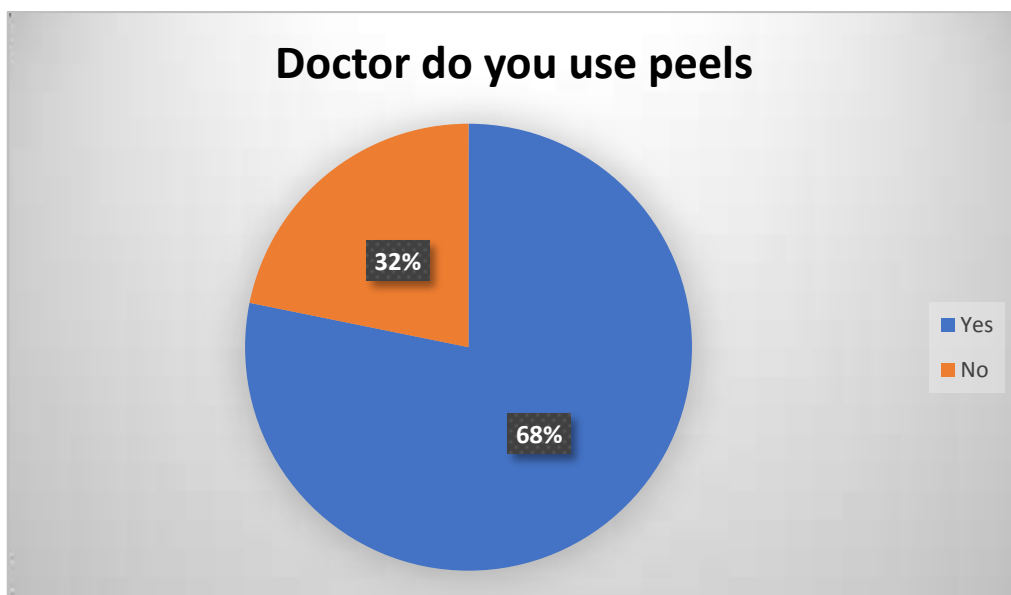
Study Timeline: Three months (February 2020-May 2020).

Sampling Unit:Data collected from the 120 doctors located in Patna.

Sample size: Doctors:120

Data compilation, analysis and interpretation

Q.1) Doctor do you use peel?



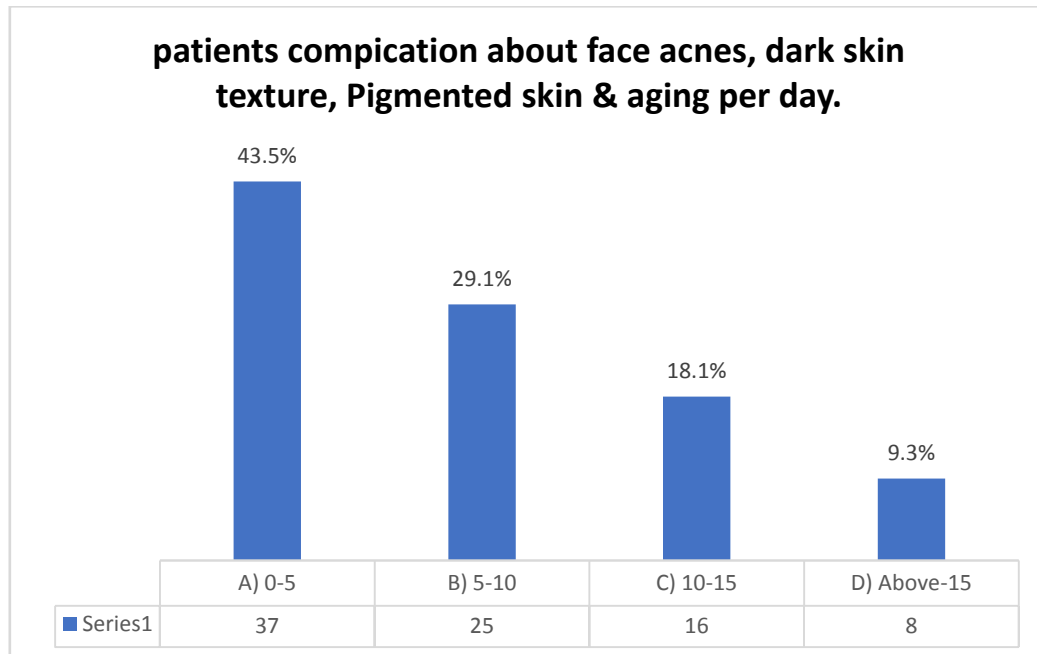
Interpretation: Most of the doctors use peel for skin treatment.

Q.2) How many patients complain about face acnes, dark skin texture, Skin Pigmentation& aging per day?

- A) 0-5
- B) 5-10

C) 10-15

D) Above 15



Interpretation:Practically all the specialists from centers and medical clinics went over patients who have skin issues. The quantity of patients differs specialist to specialist. In this overview 43.5% respondent's reaction that approx. 5 patient and 9.3% respondent's reaction that over 15 patients go over the specialists with skin issues.

Q.3) What are the age groups most complain?

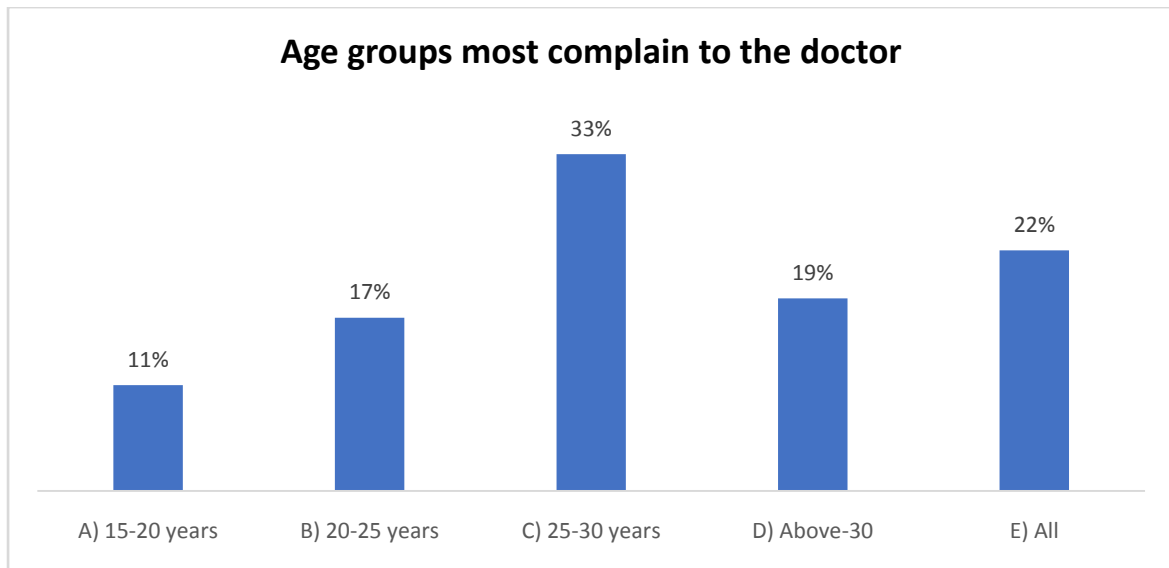
A) 15-20 years

B) 20-25 years

C) 25-30 years

D) Above-30

E) All



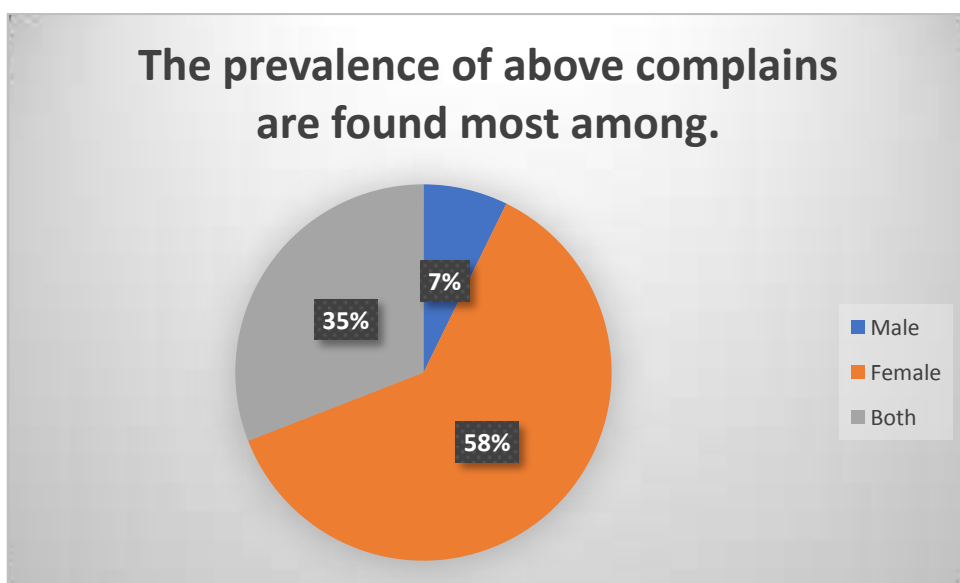
Interpretation: Practically all the age bunches have the skin related issues. In any case, in the age gathering of 25-30 years the greater part of the patient grumble has seen.

Q.4) The prevalence of above complains are found most among?

A) Male

B) Female

C) Both



Interpretation: The female is having prevalence rate than male.

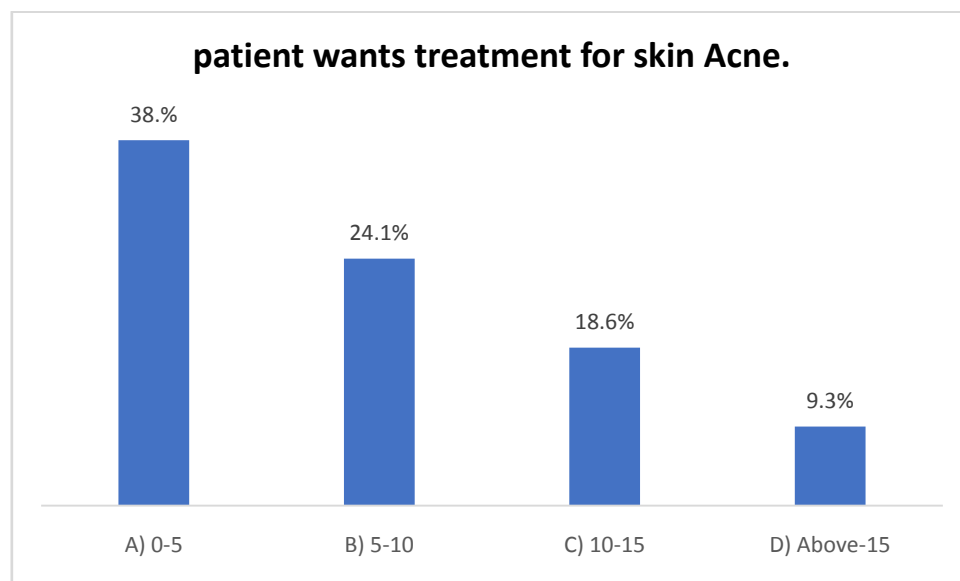
Q.5) Out of these how many patients wants treatment for skin Acne problem?

A) 0-5

B) 5-10

C) 10-15

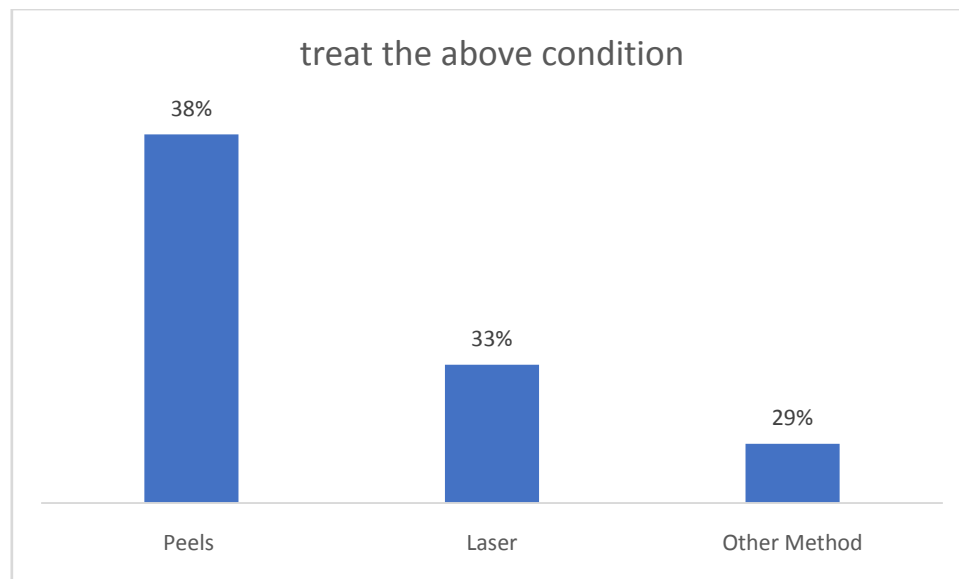
D) Above 15



Interpretation: Greatest No. of patient and practically all patients the individuals who has run over to the specialists for skin issue they were prepared for the skin lighting treatment.

Q.6) How do you treat the above condition?

Peel	45%
Lasers	16%
Other Methods	39%



Interpretation: Most of the treatment done by Black peeli.e. 39% for the skin issues like face acnes, brown complexion surface and maturing.

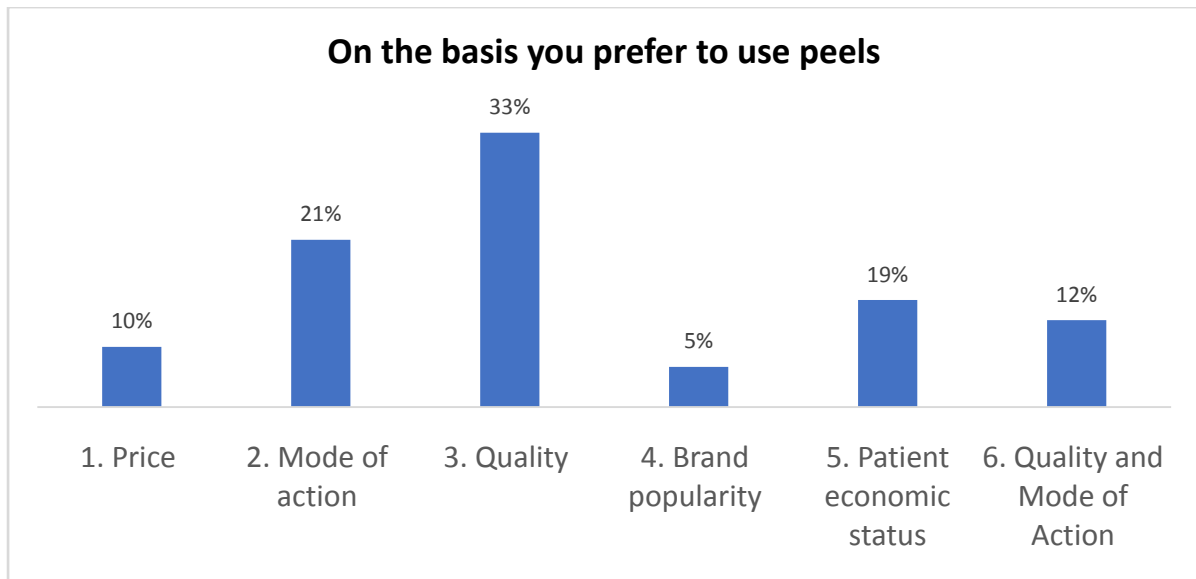
Q. 7) What are the post care suggestions you usually given to patients after peel?

Interpretation:

In my study out of 120 Respondent's 76% specialists react that they ordinarily give sunscreen and lotion to the patients after the blackpeel meetings. What is more, rest of 24% specialists react that not going into direct introduction to daylight and blue light.

Q.8) On what basis you prefer to use peel?

1. Price
2. Mode of action
3. Quality
4. Brand popularity
5. Patient economic status
6. Quality and Mode of Action



Interpretation:

Greatest number of respondents want to utilize peel brand on premise of value and method of activity

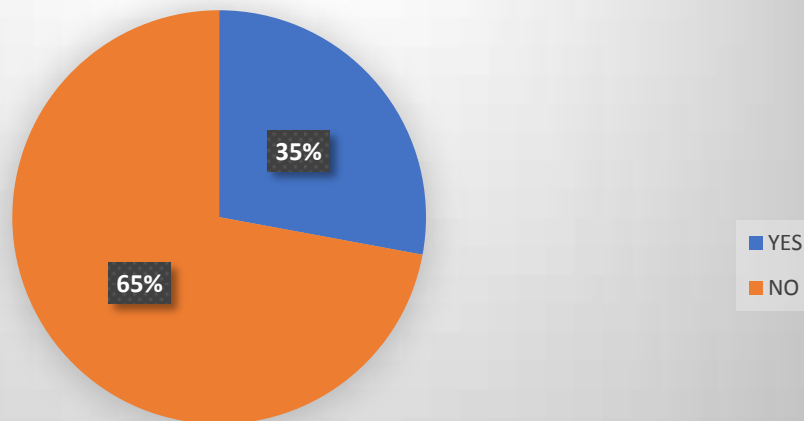
Q.9) How many days do you take between two sessions of Black peel?

- A. 15-20 days
- B. 21-25 days
- C. 25-30 days
- D. Above 30 days

Interpretation: Most of the doctors gives black peel treatment between 21-25 days

Q.10) Is any company or association is doing something to create awareness on peel therapy?

Company or association is doing something to create awareness on black peel therapy?



Interpretation: 72 Percent respondents said No, and 28 percent said numerous organizations are doing like-sisderma, Aakaar, Cosderma etc.

Q.11) What you expect from BlackPeel?

Interpretation: Out of 120 doctors 62 doctors said Blackpeel price is to be reduced, 24 doctors said its good and rest of the doctors not responded for this question.

Competitor analysis

Sr.no.	Company	Brand Name	Price	Indication
1)	Aakaar Medical Technologies	Black peel	6000	For All grade of acne
2)	Sesderma	Sali peel ds	3000	Acne
3)	La dore	Organic Black peel	8999	Acne
4)	Fasderma	Glow peel	2000	Acne

In this competitor analysis I analysed about Black peel competitor. There are four competitive products present in the market. This comparison shows that **Black peel** can be used for all grade of Acne.

Recommendations

- According to specialists' peel is significant for the face treatment. Since it gives such many advantages to the skin.
- According to specialists for making mindfulness in patients about face treatment by peel there is something to be done in the centers and medical clinics. Since numerous patients are ignorant about peel and treatment done by peel.
- Some patients be apprehensive because of shedding done by peel.
- More mindfulness programs are to be accomplished for patients about skin and face issues. Specialists need organizations ought to likewise help patients in understanding advantages of peel by recordings and stand outlines in the centers.
- Doctors likewise needs organizations ought to likewise give tests of peel to test its viability.
- Doctors additionally needs organizations ought to give video of peel convention and banners and holder, show and standee of peel related in their facility and medical clinics.
- So, patients will get mindful of peel. Furthermore, effectively needs to do peel treatment on the skin.

Conclusion

To finish up peel is viable in face medicines. In the here and now there is parcel of face issues happening because of contamination and way of life changes so individuals are not dealing with their face. Because of contamination parcel of face issues like acnes, skin pigmentation happens. In this way, these peel give the best treatment for skin condition as indicated by specialists.

As indicated by specialists the vast majority of the patient needs to fix themselves as most punctual as could reasonably be expected. Aakaar clinical innovations is perhaps the best organization in the field advertise which gives quality and viable items to specialists and patients at great cost. What's more, there is a less contenders present in the market for peel which gives quality and viable peel to the specialists.

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