



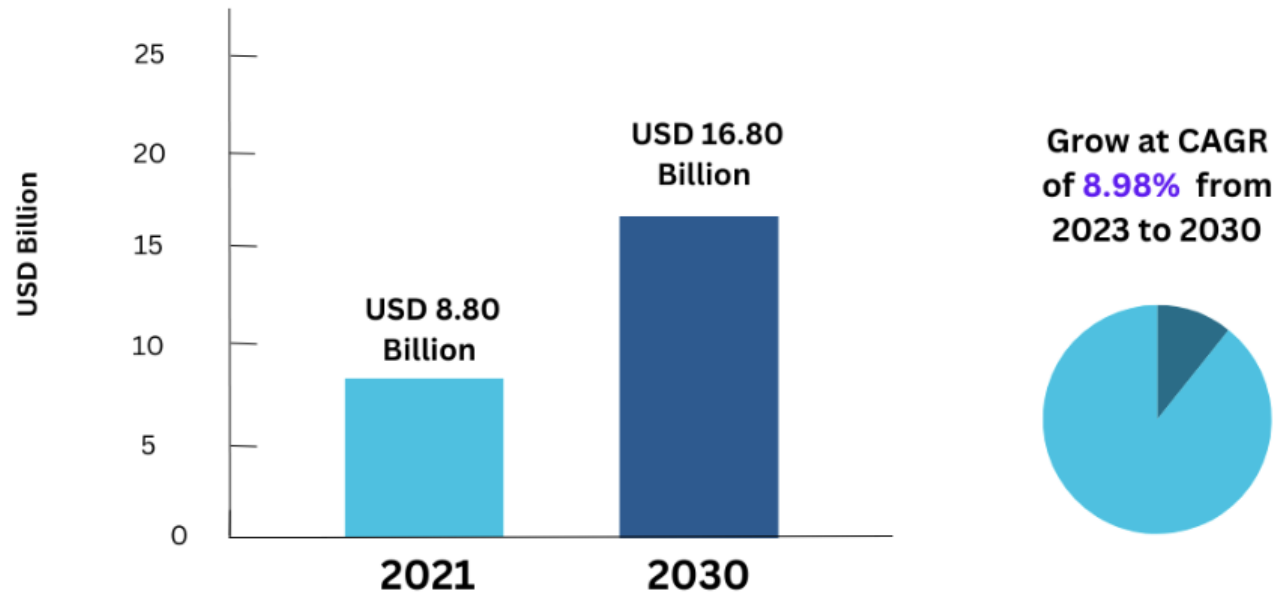
Dispensing Skincare and Cosmeceuticals

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Global Physician Dispensed Market



Global Physician Dispensed Cosmeceuticals Market



www.stringentanalytics.com

Physician Dispensed Cosmeceuticals Market

E commerce for Dispensed Brands



Up 21.9% in first half of 2024!



Consumer preference for online sales



Brands like Alastin now on Amazon



More brands utilizing influencers for marketing



Social media influencers for social selling

Market Trends Professional Skincare Sales

Consumers want professional advice

Innovation in formulations and ingredients

Telemedicine and ecommerce integration

Focus on anti-aging and prevention

Customization and personalization

Clinical evaluation

Partnerships with brands and physicians

Adherence to regulatory and safety standards

Focus on inclusivity and diversity



Consumer Interest in Skincare

- Social media, Tiktok
- Skincare is now part of daily routine
- Skincare viewed as self-care
- More informed patients
- Plenty of misinformation to dispel
- Younger patients including Millennials, Gen Z and even tweens

New Skincare Trends

- Double cleansing
- Skin Cycling
- Skin Flooding
- Slugging
- Glass Skin
- Korean skincare
- Skinamalism
- Collagen Banking



HCPs Value Skincare

No longer just an afterthought

- Cosmetic procedures
 - Energy Based Devices
 - Injectables
 - Microneedling
 - Chemical peels
- Medical conditions
 - Acne and rosacea
 - Xerosis and eczema
 - Actinic damage and hyperpigmentation
- Surgical patients
 - Wound healing and mitigating scar formation



Clinical Trial > Ital J Dermatol Venerol. 2023 Dec;158(6):429-436.

doi: 10.23736/S2784-8671.23.07533-3. Epub 2023 Nov 6.

An easy to use, ceramide-containing skincare routine: effectiveness and improvement of quality of life in elderly patients with xerosis

Federica Filippi^{1 2}, Marco A Chessa^{3 4}, Federico Bardazzi^{3 4}, Alessandro Pileri^{3 4}, Annalisa Patrizi^{3 4}

Review > J Drugs Dermatol. 2020 Nov 1;19(11):1069-1075. doi: 10.36849/JDD.2020.5536.

Choosing the Right Partner: Complementing Prescription Acne Medication With Over-the-Counter Cleansers and Moisturizers

Edward Lain, Anneke E Andriessen

PMID: 33196748 DOI: 10.36849/JDD.2020.5536

Review > J Cosmet Dermatol. 2024 Aug;23(8):2516-2523. doi: 10.1111/jocd.16396. Epub 2024 Jun 10.

Challenges and real-world solutions for adoption of holistic skincare routine (cleansing, treatment, moisturization, and photoprotection) in acne, rosacea, atopic dermatitis, and sensitive skin: An expert consensus

Chee-Leok Goh¹, Yan Wu², Belinda Welsh³, Ma Flordeliz Abad-Casintahan⁴, Chung-Jen Tseng⁵, Jaishree Sharad⁶, Sungkyu Jung⁷, Pailin Puangpet⁸, Hau Ngai Kingsley Chan⁹, Khen Kon¹⁰

Affiliations + expand

> J Drugs Dermatol. 2024 Sep 1;23(9):757-763. doi: 10.36849/JDD.8460.

A Cosmetic Regimen Formulated to Address the Multi-Modal Pathogenesis of Rosacea Demonstrates Efficacy for Treating Facial Redness and Skin's Appearance

Patricia K Farris, Francine H Gerstein, Hilary E Baldwin, Zoe Diana Draelos

PMID: 39231085 DOI: 10.36849/JDD.8460

Review > J Drugs Dermatol. 2022 Oct 1;21(10):1111-1118. doi: 10.36849/JDD.7010.

Treatment and Maintenance of Cutaneous Rosacea in Latino Skin Types With Prescription Medications and Non-Prescription Cleansers and Moisturizers as Adjuncts: A Review

Carmen Gonzalez, Anneke Andriessen, Daniela Antelo, Silmara Cestari, Charles McKeever, Ana Laura Valencia Hernandez

PMID: 36219059 DOI: 10.36849/JDD.7010

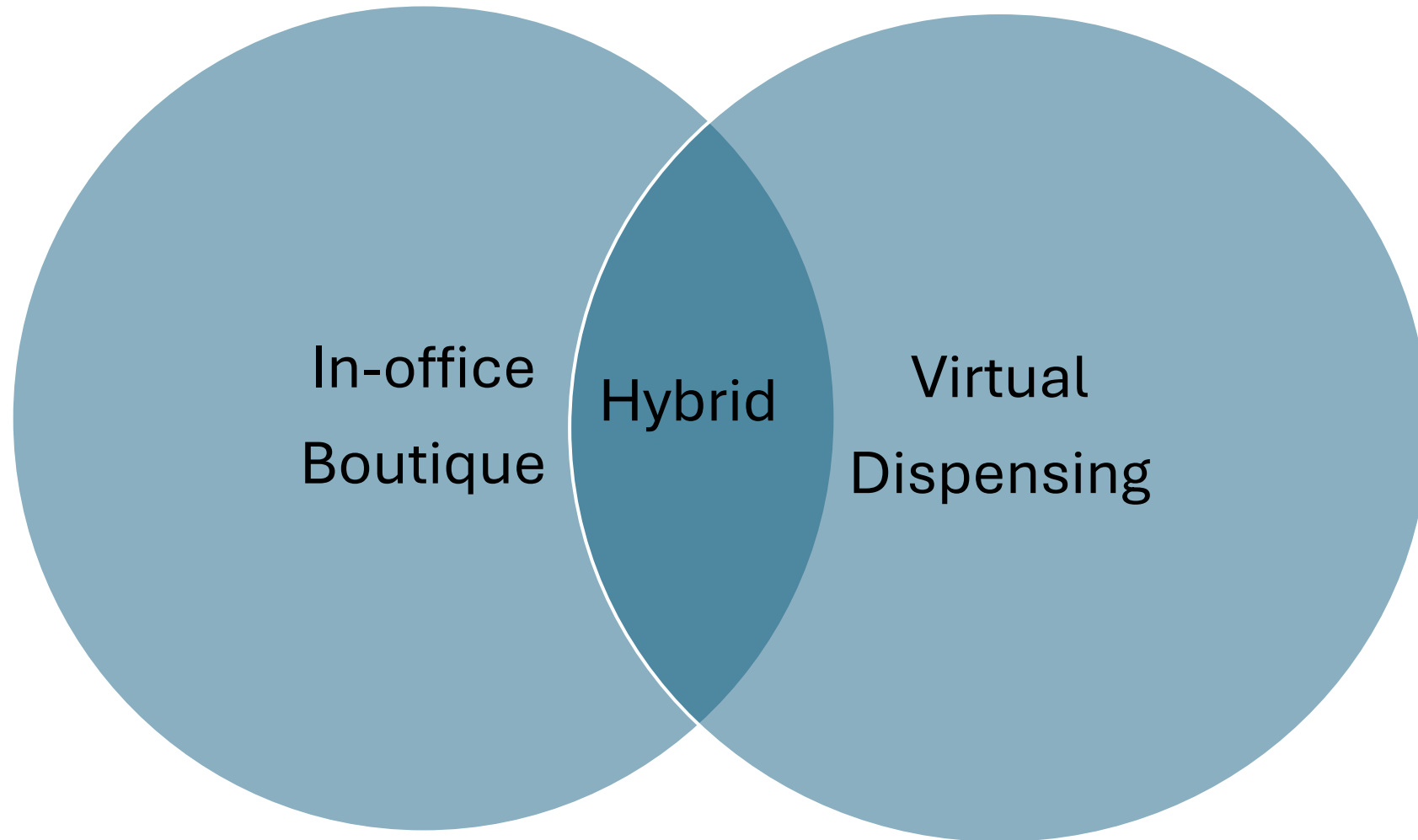


Dispensing Challenges

- Space Constraints
- Product selection
- Limited inventory
- Staffing
- Overhead
- Internet competition



Dispensing Models



In-Office Boutique

- Requires office space
- Take inventory
- Select product lines and products
- Use staff to complete sales
- Do your own marketing for products
- Margins are not what they appear
- Many lose sales to internet



Ecommerce Dispensing

- Launch your own ecommerce site
 - Inventory costs
 - You do the pick, pack and ship
 - Need some mechanism to capture refills
- Sell from brand websites
 - They pay you a royalty on sales
- Use virtual platforms for dispensing
 - Capture repeat sales, auto-refills
 - Marketing programs
 - Algorithms and facial imaging to diagnose and engage patients



What Does Dispensing Success Look Like?

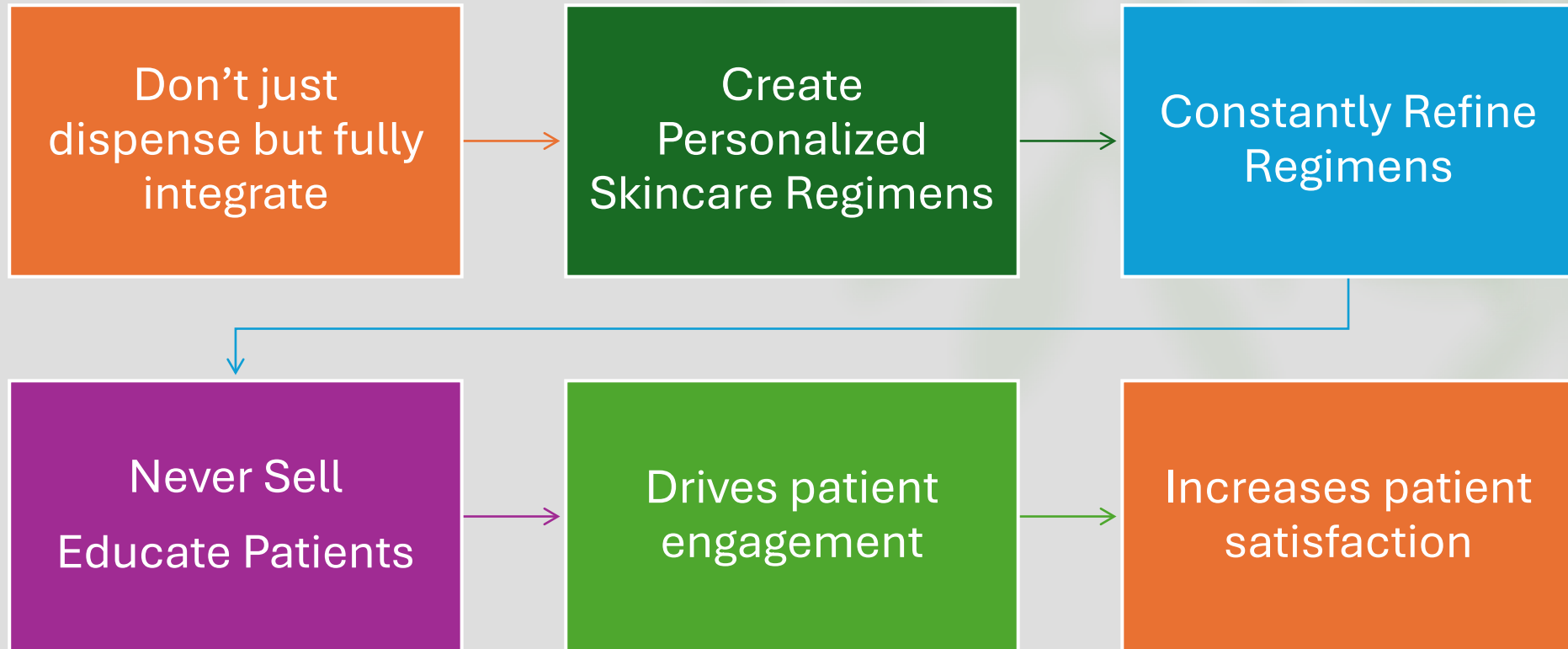
1M + Dispensing Revenue

Create an ongoing revenue stream

Double-digit growth year on year

Capture both initial and repeat sales

Dispensing Success





“Be the Genius Bar of Skincare”

Ruth Tedaldi, MD



Why does skincare matter?



Why medical grade skincare?



Explain ingredients and benefits



Value of treating other body zones, eye creams, neck and decollete, body products



Integrated skincare for improving outcome



Importance on compliance

Selecting Brands and Products

- Exclusivity: Is it really important?
- Backed by clinical studies
- New technologies
- Products with procedure-like benefits
- Products to improve outcome and recovery
- Pricing aligns with your patient
- Brands with value added services like education, staff training and samples
- Private labeled products

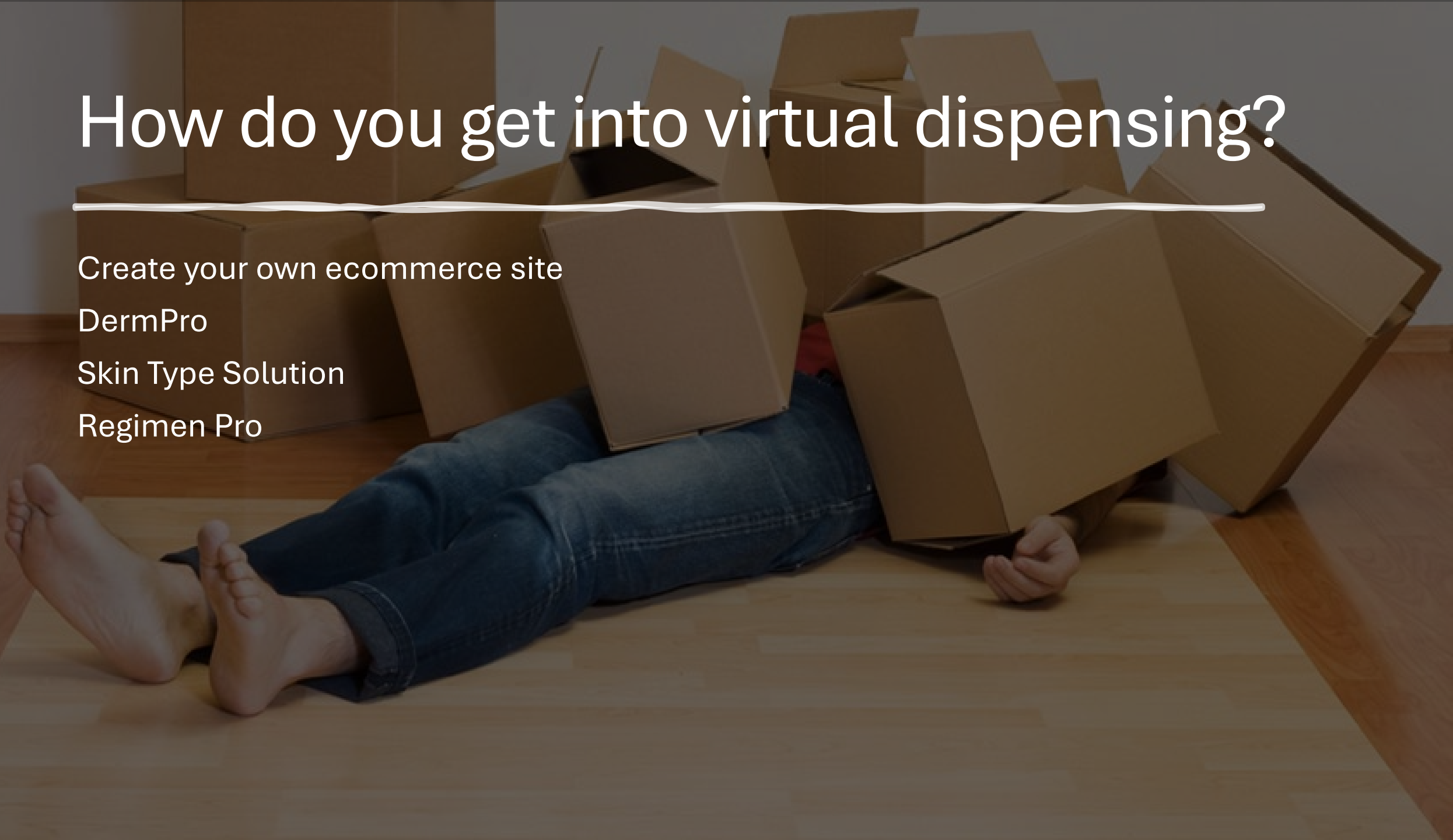
How do you get into virtual dispensing?

Create your own ecommerce site

DermPro

Skin Type Solution

Regimen Pro



DermPro™

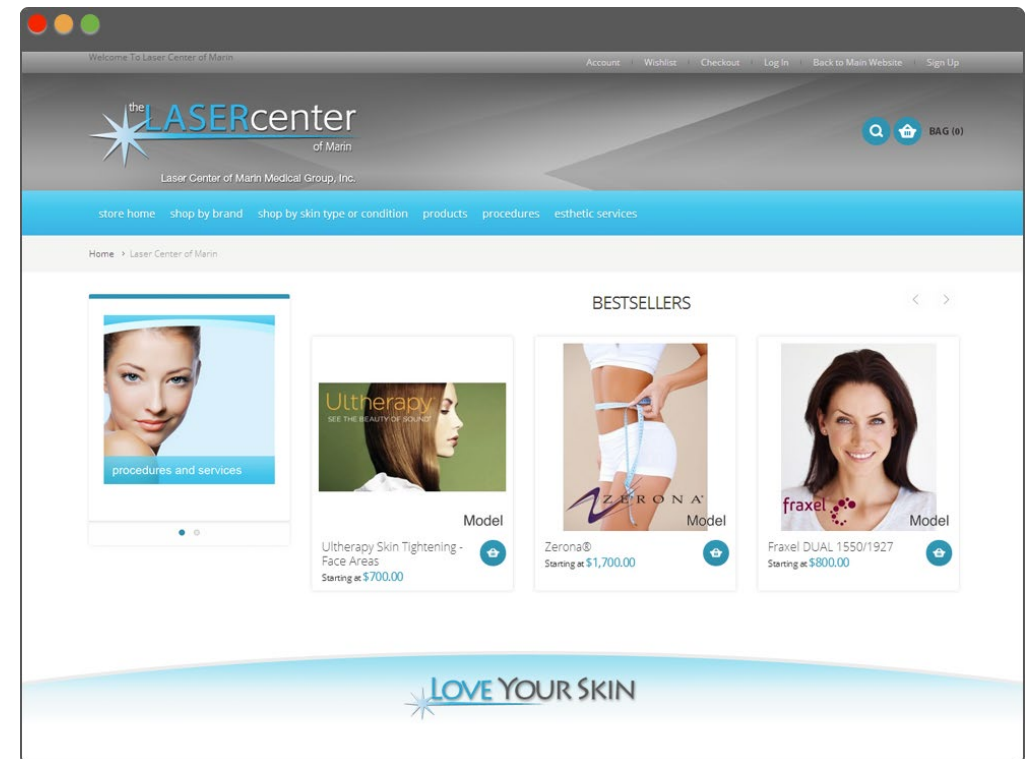
Provides you with a turnkey
ecommerce site

Customize your site

Market cosmetic procedures and
skincare products to your patients

Marketing of product and procedures

Promotions



Skin Type Solution™

- STS Algorithm for product selection
- Hybrid model
- Purchase in-office inventory from STS
- Patients can order from STS website
- You earn a % of the profit on those sales



RegimenPro®

Regimen Pro is a FREE e-commerce solution that makes selling skincare easy and compensates you on every sale.

No upfront costs or ongoing fees. RP PAYS YOU!

RP provides you with:

- Co-branded webpages
- Patient engagement toolkit
- Reporting platform
- Marketing tools and expertise
- Hybrid model
- Also private label available

Authorized Dealer of Medical Grade SkinCare

NEOCUTIS®

ZO® SKIN HEALTH

ALASTIN®
SKINCARE

Est. 2014
AMP Medical
— Medical Grade Skincare —

QYK™
SONIC

OBAGI®
MEDICAL HydroPeptide®

SKINCEUTICALS

LUMISQUE
s k i n c a r e

MM
SKINCARE

biopelle®

RATIONALE

NUTRAFOL

ÆTHERN®

skinbetter
SCIENCE®

SkinMedica®
AN ALLERGAN COMPANY

A⁰²®
CLEAR

ISDIN
LOVE YOUR SKIN

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MD®
SKINCARE

PCA
S K I N®
Clinical Care Products

skinQ_{Rx}

NŪFACE®

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REVISION
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Disruptive Innovation. True Visible Results.™

PHOTOZYME MD

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LIFE

DS DERMASENSA

Jane MARINI
SKIN RESEARCH®

GLOWBIOTICS
PROBIOTIC SKINCARE

CLn® Skin Care
A TopMD Brand

U.Sk | under skin
SKINCARE HIGH PERFORMANCE

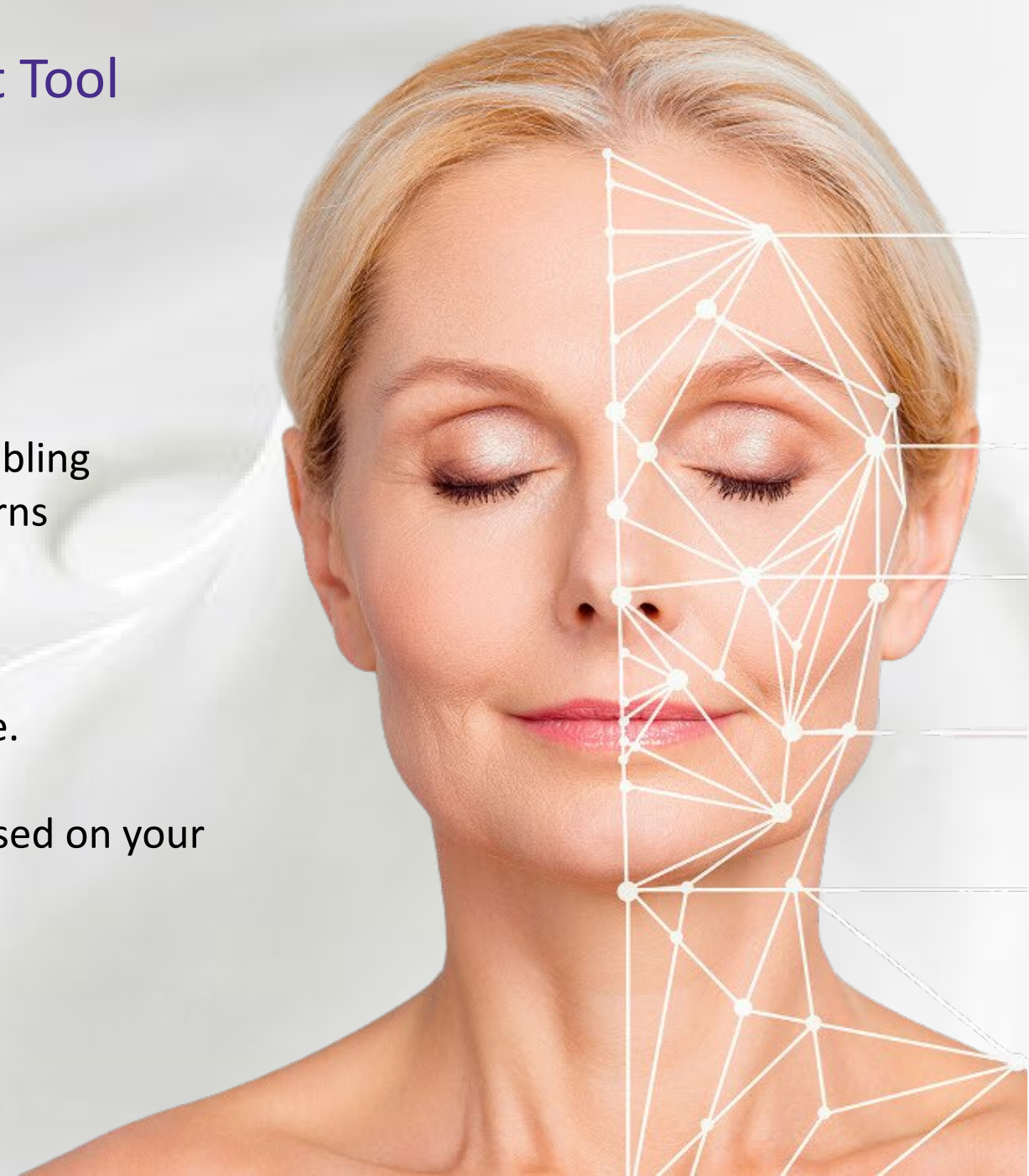
RegimenLogic® AI SkinCare Engagement Tool

RegimenLogic®
is an AI assisted skin assessment tool

This tool prompts your patient to register, enabling them to 'self-discover' their skincare concerns and become familiar with the products that you recommend.

RegimenLogic® is fast, fun and informative.

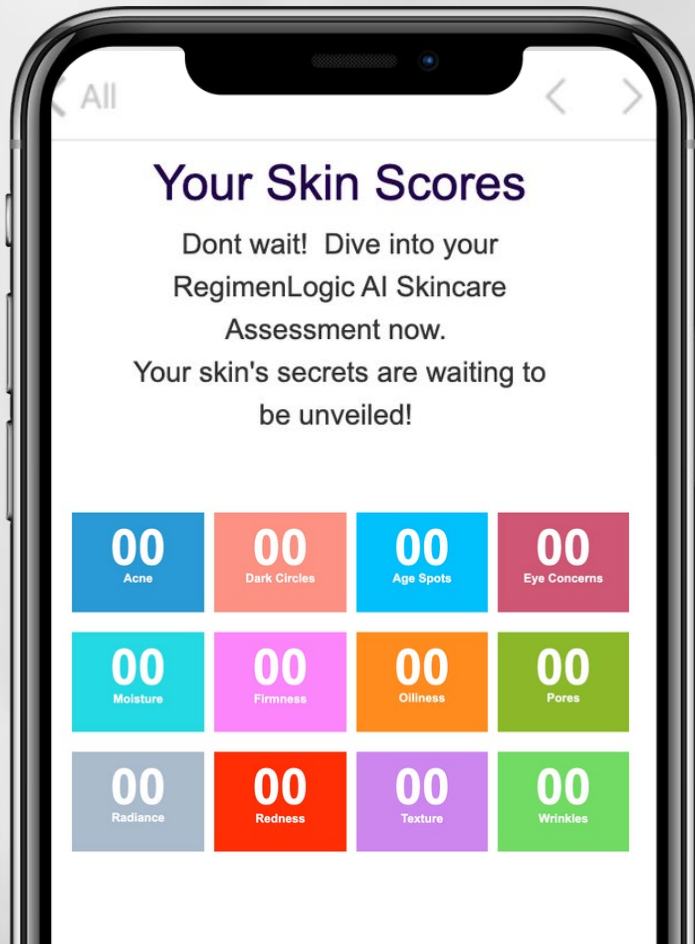
The assessment is based on AI, and the output is based on your expert recommendations.



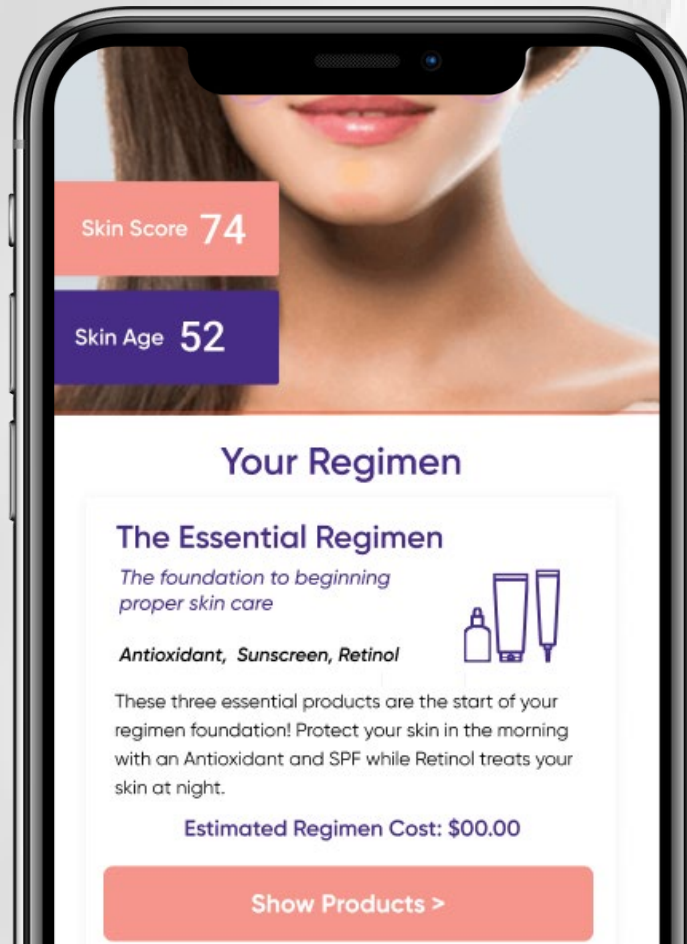
RegimenLogic® Results & Recommendations

Our e-marketing engine delivers their RegimenLogic results and product recommendations.

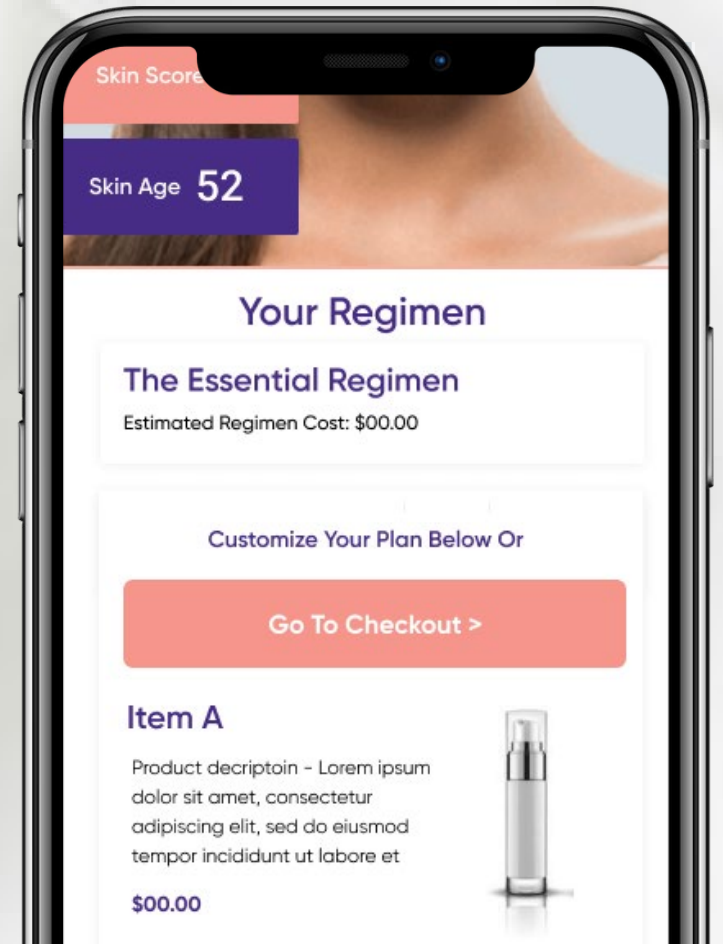
Skin Score Results



Recommendations



Personalized Regimens



Skincare Dispensing Conclusions:

- Dispensing in office, or online virtual is a must
- With ecommerce:
 - 20% of registered patients purchase
 - 40% of patients purchase their provider's recommendation
 - 70% retention rate
- Pick your version, and make it happen!! Patients want your recs



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Associate Clin Prof UCLA Dermatology

FEATURED ON



Associate Clinical Professor - UCLA

