



# SUZANO BAGIMD

Product Line and Clinical Overview



# Introducing Dr. Suzan Obagi



Dr. Suzan Obagi is recognised as one of the world's most respected cosmetic surgeons and dermatologists, committed to training medical students, residents, fellows and other physicians. Her interest in skin health and restoration has led to multiple peer-reviewed journal articles and chapters in premier textbooks on dermatologic, plastic and cosmetic surgery.

In partnership with Obagi Medical, she has developed the brand's newest product line, **Suzan Obagi, MD.**

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# Introducing the Suzan Obagi, MD line

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**Product development philosophy**

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**Product line overview | 3-step philosophy**

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**Key ingredients**

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**Clinical study**

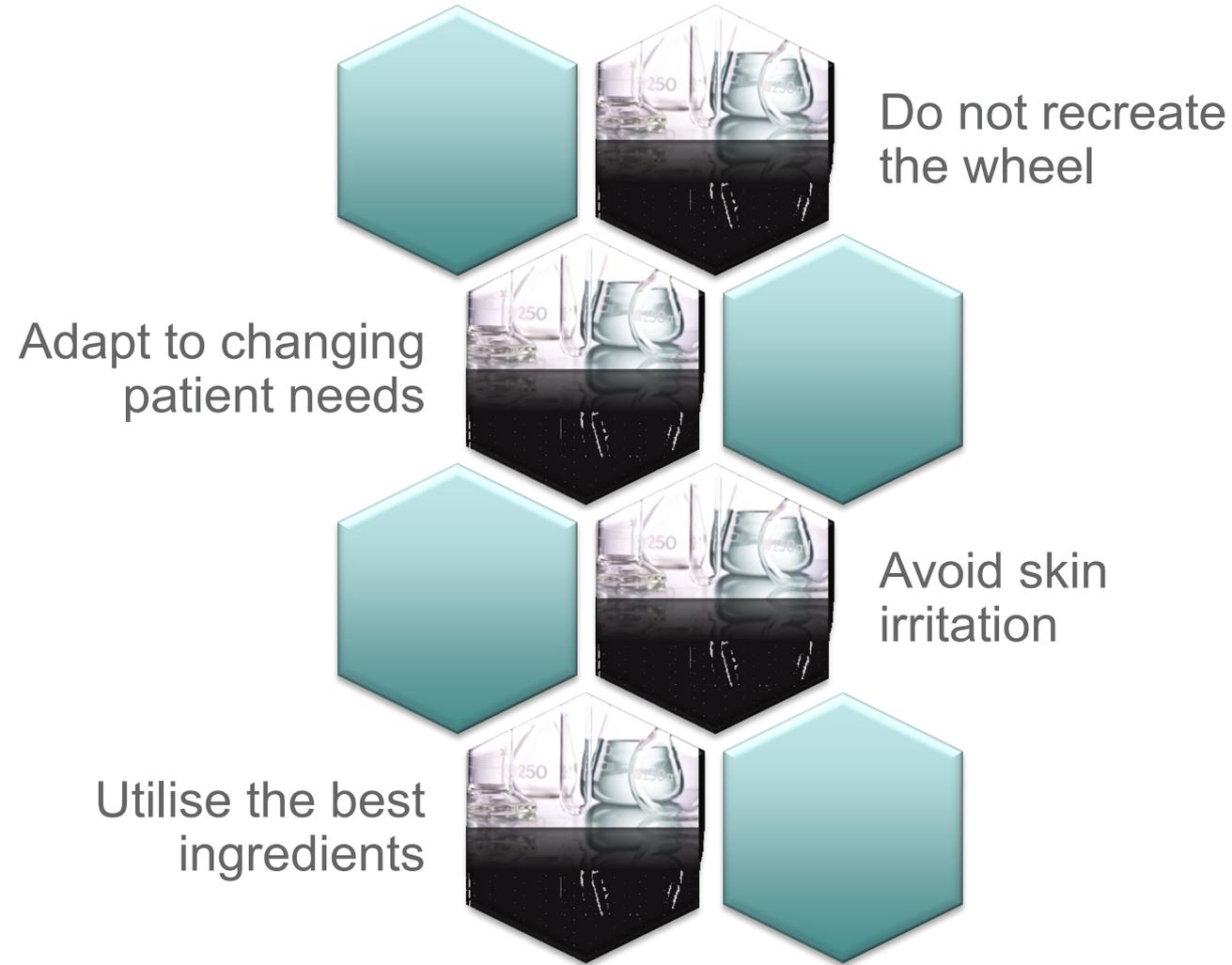
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**Integration options | Obagi products and systems**

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# Product development philosophy



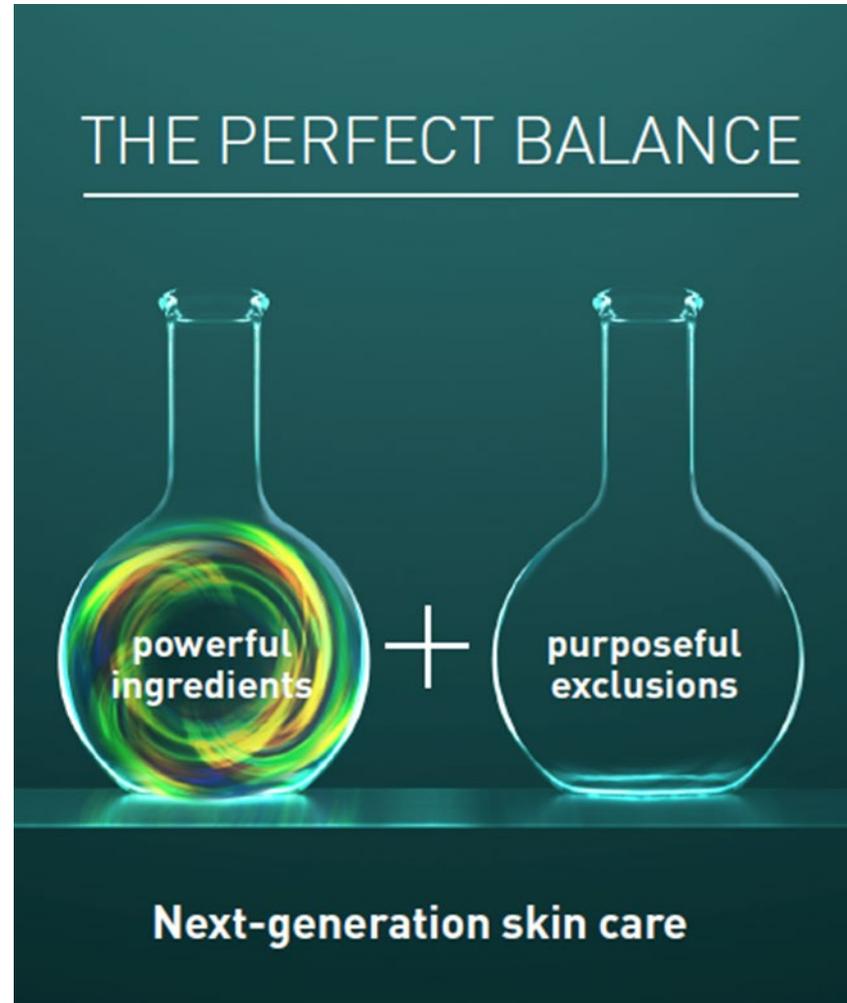
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The perfect balance:

powerful ingredients

+

purposeful exclusions



OBAGI  
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The perfect balance:

powerful ingredients

+

purposeful exclusions

The Suzan Obagi, MD products are scientifically formulated to cleanse dirt and other impurities.

The combination of clinically proven ingredients and antioxidants reveals healthier-looking, more radiant skin.



**Every product is dermatologist tested, hypoallergenic, non-sensitising and free of parabens, synthetic fragrances and dyes**

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# A 3-step process for individualised skin care

**CLEANSE** the skin of dirt and other impurities to create a clean base on which to apply products



**RENEW** and rejuvenate skin complexion and texture with clinically proven ingredients<sup>1-6</sup>

**PROTECT** against UV rays<sup>7</sup> to proactively minimise the visible signs of skin ageing\*

\*Following a comprehensive sun protection program including applying a broad-spectrum sunscreen, wearing sun-protective clothing including hats and sunglasses and avoiding the sun between 10:00 AM and 2:00 PM decreases the risk of certain types of skin cancer and premature aging of the skin.

1. Grimes PE, et al. *Cutis*. 2004;73(suppl 2):3-13. 2. Berardesca E, et al. *Br J Dermatol*. 1997;137(6):934-938. 3. Green BA, et al. *Cosmet Dermatol*. 2008;21(2):76-82. 4. Diridollou S, et al. *Dermatology*. 1999;199(suppl 1):37-41. 5. Creidi P, et al. *J Am Acad Dermatol*. 1998;39(6):960-965. 6. Creidi P, Humbert PH. *Dermatology*. 1999;199(suppl 1):49-52. 7. Smijs TG, Pavel S. *Nanotechnol Sci Appl*. 2011;4:95-112.

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# Suzan Obagi, MD products and your practice

**Suzan Obagi, MD products can be used together in a customized 3-step regimen, or integrated with other Obagi products or systems**



Suzan Obagi, MD is an ideal stand-alone line for patients with early signs of skin ageing. It is also excellent for patients with sensitive skin, who may better tolerate its gentler formulations:

- Younger patients with oily or acne-prone skin who can't handle more intense therapies
- Older patients with delicate skin, or those with sensitising conditions
- Patients who are sensitive to certain common skin care ingredients (dyes, fragrances, preservatives) or who express an interest in more naturally derived, plant-based compounds that are free of synthetic ingredients
- Patients who are between cycles of other regimens such as Obagi Nu-Derm® or Obagi-C® Rx, who want maintenance options that will continue to deliver skin improvement without skin irritation or skin drying

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# Suzan Obagi, MD product portfolio: “3 Cs” for patients

## Condition

- Appearance of photoaging, such as fine lines and wrinkles
- Rough skin texture and lackluster complexion
- Sensitive skin
- Desires a gentle, effective, maintenance skin care protocol

## Concern

- Address signs of skin ageing and bring back radiance and healthier-looking skin
- Delicate, sensitive skin that needs a gentle routine
- Desires a routine they can customise to their own needs (not a “one-size-fits-all” system)
- Expresses interest in more naturally derived, plant-based compounds, free of synthetic fragrance

## Commitment

- Is willing to commit to a consistent daily 3-step process to **cleanse, protect** and **renew** their skin

# CLEANSE

## 1. CLEANSE

Proper skin cleansing is essential for removing oil buildup, makeup and environmental pollutants.

Cleansing the skin and removing these pollutants sets the stage for enhanced results.

- Cleansing Wipes



# Cleanse – Cleansing Wipes



On-the-go solution to quickly cleanse and refresh the skin with soft, pre-moistened, textured wipes



Aloe helps to moisturise and soothe the skin<sup>1,2</sup>



*Brassica oleracea italica* (broccoli) extract contains sulforaphane, a compound that helps to scavenge free radicals<sup>3-7</sup>



Citrus bioflavonoids have antioxidant properties that help defend against free radicals<sup>8-10</sup>

1. Dal'Bel SE, et al. *Skin Res Technol.* 2006;12(4):241-246. 2. West DP, Zhu YF. *Am J Infect Control.* 2003;31(1):40-42. 3. Bidchol AM, et al. *Food Bioprocess Technol.* 2011;4(7):1137-1143. 4. Talalay P, et al. *Proc Natl Acad Sci USA.* 2007;104(44):17500-17505. 5. Zhang Y, et al. *Proc Natl Acad Sci USA.* 1992;89(6): 2399-2403. 6. Bonetto JH, et al. *Can J Physiol Pharmacol.* 2016;94(5):508-516. 7. Prasad AK, Mishra PC. *J Phys Chem B.* 2015;119(25):7825-7836. 8. Anand David AV, et al. *Pharmacogn Rev.* 2016;10(20):84-89. 9. Oikeh EI, et al. *Food Sci Nutr.* 2016;4(1):103-109. 10. Hou M, et al. *Exp Dermatol.* 2012;21(5):337-340. 11. Shalita AR. *Clin Ther.* 1989;11(2):264-267. 12. Zander E, Weisman S. *Clin Ther.* 1992;14(2):247-253. 13. Trüeb RM. *Int J Trichology.* 2014;6(3):100-103. 14. Assessment report on *Hamamelis virginiana* L., cortex. Committee on Herbal Medicinal Products, EMEA. November 2009; London, UK.

# Clinically studied ingredients



## Aloe<sup>1,2</sup>

This naturally derived ingredient helps to moisturise and soothe the skin



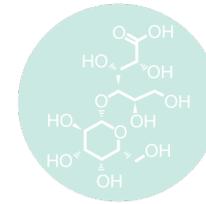
## *Brassica oleracea italica* (broccoli) extract<sup>3-7</sup>

An excellent source of sulforaphane, an organosulfur compound that has been shown to scavenge free radicals



## Citrus bioflavonoids<sup>8-10</sup>

Bioactive compounds with antioxidant properties that help defend against free radicals



## Polyhydroxy acids<sup>11-15</sup>

The humectant and moisturising properties of gluconolactone and lactobionic acid, as well as their exfoliating effects, help protect the skin barrier while reducing signs of photoageing such as the appearance of fine lines and roughness



## Retinaldehyde<sup>16-18</sup>

A Vitamin A precursor of retinoic acid that has been shown to improve the appearance of firmness and elasticity and reduce the appearance of fine wrinkles and roughness, while being well tolerated by patients.

Retinaldehyde undergoes a simple conversion process in the body that may reduce the likelihood of side effects, such as irritation,<sup>19,20</sup> making it an attractive option for patients with sensitive or delicate skin.

BioDTox

1. Dal'Belo SE, et al. *Skin Res Technol.* 2006;12(4):241-246. 2. West DP, Zhu YF. *Am J Infect Control.* 2003;31(1):40-42. 3. Bidchol AM, et al. *Food Bioprocess Technol.* 2011;4(7):1137-1143. 4. Talalay P, et al. *Proc Natl Acad Sci USA.* 2007;104(44):17500-17505. 5. Zhang Y, et al. *Proc Natl Acad Sci USA.* 1992;89(6):2399-2403. 6. Bonetto JH, et al. *Can J Physiol Pharmacol.* 2016;94(5):508-516. 7. Prasad AK, Mishra PC. *J Phys Chem B.* 2015;119(25):7825-7836. 8. Anand David AV, et al. *Pharmacogn Rev.* 2016;10(20):84-89. 9. Oikeh EI, et al. *Food Sci Nutr.* 2016;4(1):103-109. 10. Hou M, et al. *Exp Dermatol.* 2012;21(5):337-340. 11. Grimes PE, et al. *Cutis.* 2004;73(suppl 2):3-13. 12. Berardesca E, et al. *Br J Dermatol.* 1997;137(6):934-938. 13. Green B, et al. Poster. 14. Green BA, et al. *Cosmet Dermatol.* 2008;21(2):76-82. 15. Green BA, et al. *Clin Dermatol.* 2009;27(5):495-501. 16. Diridollou S, et al. *Dermatology.* 1999;199(suppl 1):37-41. 17. Creidi P, et al. *J Am Acad Dermatol.* 1998;39(6):960-965. 18. Creidi P, Humbert PH. *Dermatology.* 1999;199(suppl 1):49-52. 19. Fluhr JW, et al. *Dermatology.* 1999;199(suppl 1):57-60. 20. Saurat JH, et al. *J Invest Dermatol.* 1994;103(6):770-774.

# Clinical study of product line unique technology, BioDTox

## Study Design

Evaluation of improvement in skin moisture, sebum and scaling using BioDTox, a unique technology, on human skin

N=30 subjects, age range  $30.0 \pm 8.8$  years

Efficacy was evaluated by pore cleanliness, skin moisture, area and number of sebum spots, and skin scaling at baseline and 20 minutes after use

Subjects also completed self-questionnaires assessing efficacy

BioDTox is included in Cleansing Wipes

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BioSpectrum, Inc. A clinical study of skin moisture, sebum, scaling for BioDTox on human skin. August 6-9, 2012. OMP, Inc. Data on file.

# Significant immediate results in skin cleanliness and shine

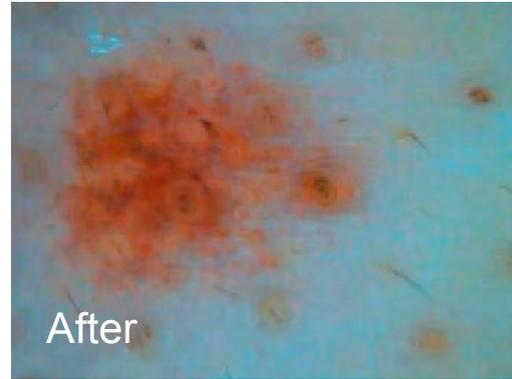
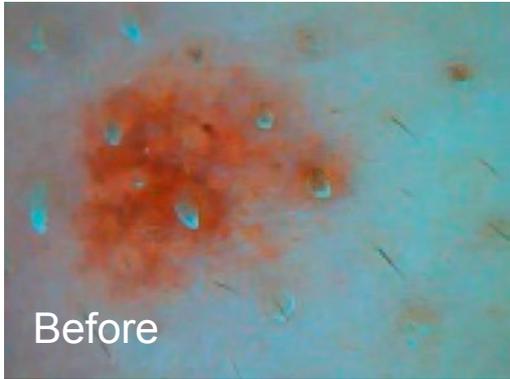
In a clinical study using BioDTox,\* significant improvements ( $P<.005$ ) were observed only 20 minutes after use in:



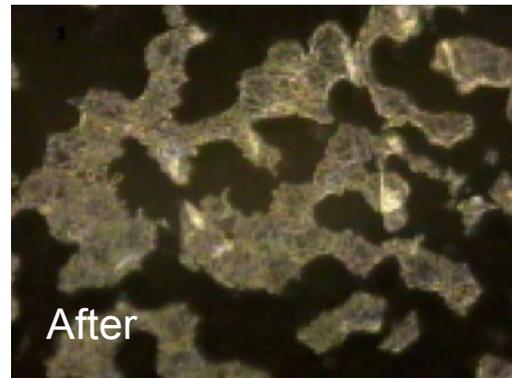
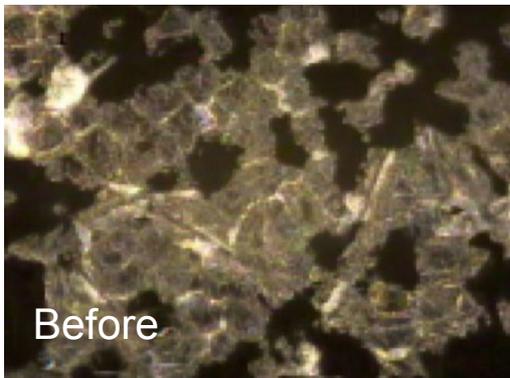
\*Study results for a clinical evaluation of formulation effectiveness; N=30. BioDTox is included in Foaming Cleanser, Balancing Toner, Cleansing Wipes, Acne Cleansing Wipes. BioDTox is not included in Retivance® Skin Rejuvenating Complex and Intensive Daily Repair (IDR). BioSpectrum, Inc. A clinical study of skin moisture, sebum, scaling for BioDTox on human skin. August 6-9, 2012. OMP, Inc. Data on file.



# Clinical study of BioDTox formulation



Change of pore cleanliness



Change of skin scale (by dead cell detection [D-Squam])



Analyzed images of sebum (red spots).  
Tightens pores temporarily.



# CLEANSE

Suzan Obagi, MD

Cleansing Wipes



Obagi®

Obagi Nu-Derm®  
Gentle Cleanser, Foaming Gel, Toner  
Obagi-C® Rx C-Cleansing Gel  
CLENZIderm M.D.™  
Daily Care Foaming Cleanser,  
Pore Therapy

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