



# SUZANOBAGIMD

Product Line and Clinical Overview

OBAGI<sup>™</sup>  
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# 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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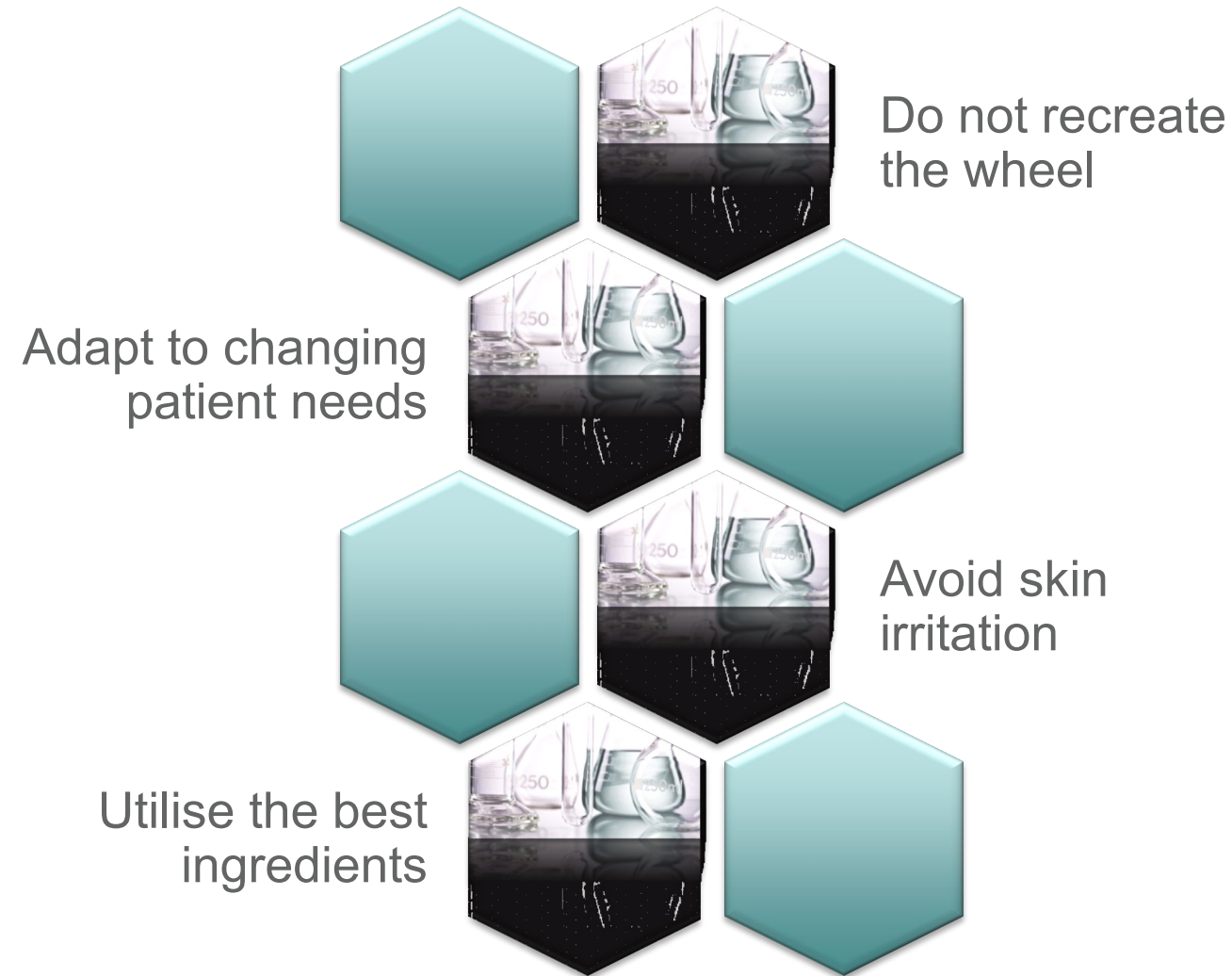
**Integration options | Obagi products and systems**

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# Product development philosophy



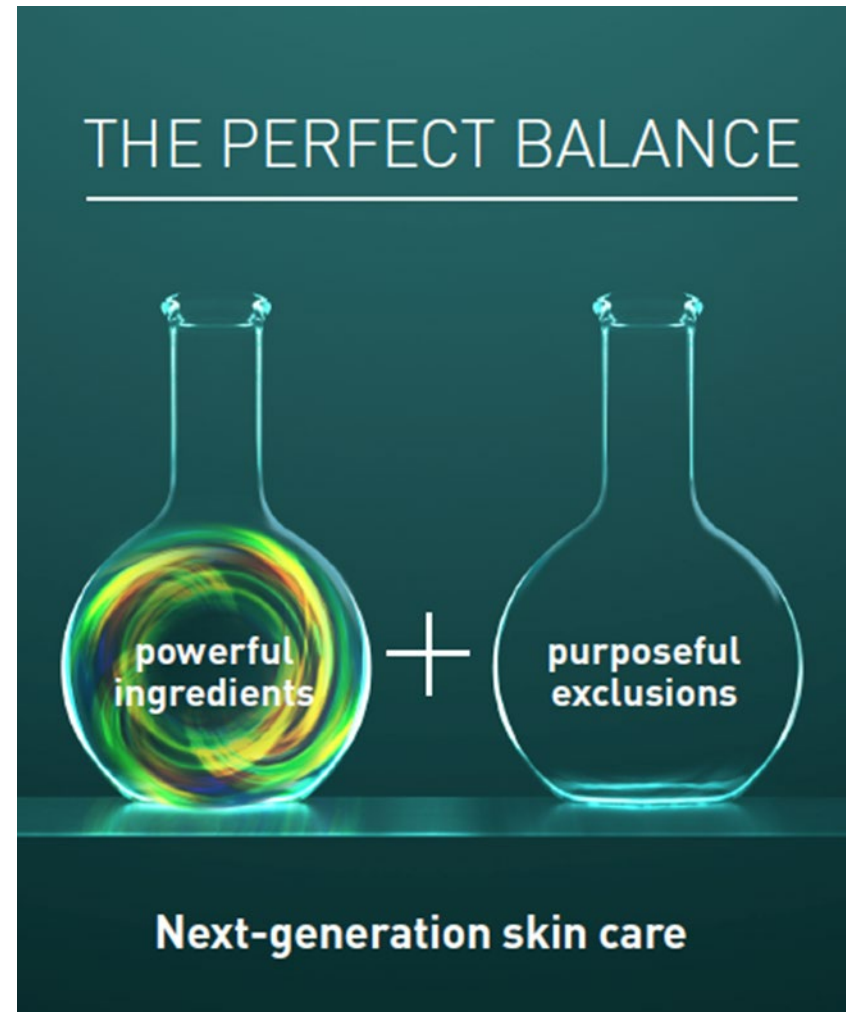


**The perfect balance:**

**powerful ingredients**

**+**

**purposeful exclusions**



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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



\*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



# Clinically studied ingredients



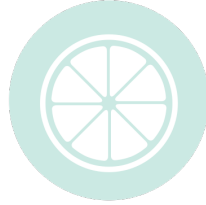
## Aloe<sup>1,2</sup>

This naturally derived ingredient helps to moisturise and soothe the skin



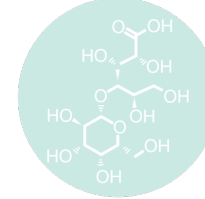
## *Brassica oleracea italica* (broccoli) extract<sup>3-7</sup>

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.

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# 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**, Foaming Cleanser, Balancing Toner and Acne 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:

Pore  
cleanliness

↑ 25%

Sebum  
spot number

↓ 15%

Sebum  
area

↓ 12%

Skin  
scaling

↓ 35%

Moisture  
levels

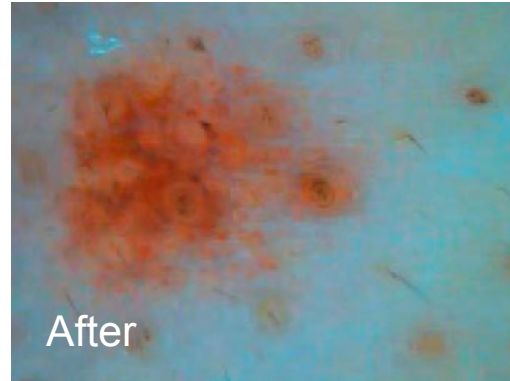
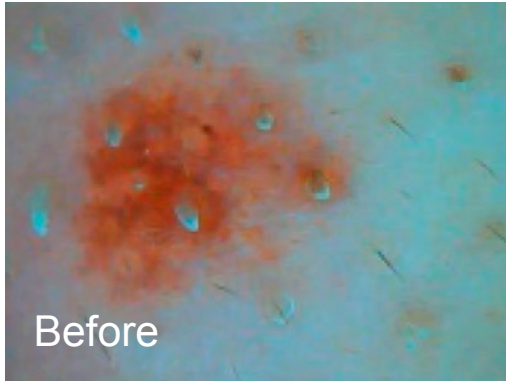
↑ 5%

\*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.

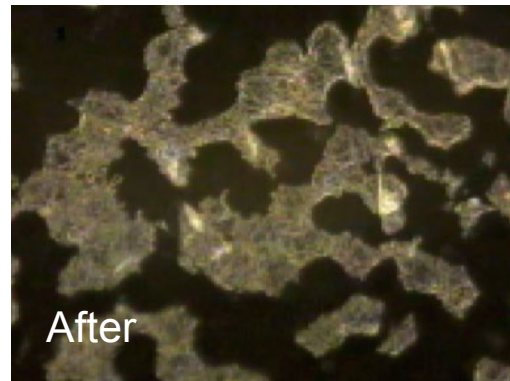
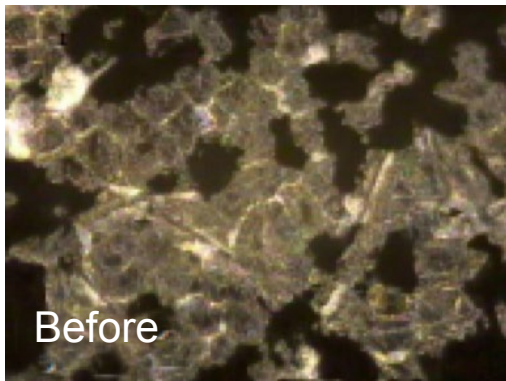
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# Clinical study of BioDTox formulation



Change of pore cleanliness



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



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



# CLEANSE

## 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'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. 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.

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# RENEW

## 3. RENEW

Complete the cycle by incorporating a “renew” step into a skin care routine. Our scientifically formulated products will help rejuvenate aging and damaged skin, revealing a healthy and radiant glow

- Retivance®
- IDR – Intensive Daily Repair®



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# Current patient users are highly satisfied



*After using **Intensive Daily Repair** for 6 weeks, my skin is much softer and looks smoother. The product absorbs quickly and my makeup applies well after using it.*

*— HS*



***Retivance® Skin Rejuvenating Complex** completely diminished the appearance of fine lines and wrinkles. I'm able to use a retinoid on a daily basis without any redness the following day.\* — BAF*

\*Results may vary.

Testimonials from non-study patients.

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# RENEW – Intensive Daily Repair (IDR)

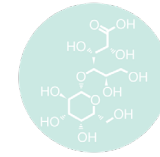
Hydrating and rejuvenating daily lotion containing polyhydroxy acids (PHAs) that gently exfoliate to improve skin clarity, texture and the visible signs of skin aging



Allantoin helps hydrate to allow for a better skin healing environment<sup>1,2</sup>



*Chamomilla recutita* (matricaria) flower extract acts as a calming agent<sup>3</sup>



PHAs gluconolactone and lactobionic acid help protect the skin barrier while reducing signs of photoageing with their humectant and exfoliating properties<sup>4-8</sup>



Sodium hyaluronate helps retain moisture and condition the skin<sup>9,10</sup>



1. Araújo LU, et al. *Acta Cir Bras.* 2010;25(5):460-466. 2. Becker LC, et al. *Int J Toxicol.* 2010;29(suppl 2):84S-97S. 3. Flos Chamomillae. In: *WHO Monographs on Selected Medicinal Plants*. Vol. 1. Geneva, Switzerland: World Health Organization; 1999:86-94. 4. Grimes PE, et al. *Cutis.* 2004;73(suppl 2):3-13. 5. Berardesca E, et al. *Br J Dermatol.* 1997;137(6):934-938. 6. Green B, et al. Poster. 7. Green BA, et al. *Cosmet Dermatol.* 2008;21(2):76-82. 8. Green BA, et al. *Clin Dermatol.* 2009;27(5):495-501. 9. Pavicic T, et al. *J Drugs Dermatol.* 2011;10(9):990-1000. 10. Jegasothy SM, et al. *J Clin Aesthet Dermatol.* 2014;7(3):27-29.



# RENEW – Retivance® Skin Rejuvenating Complex

Combines retinaldehyde and other clinically studied ingredients to improve skin complexion and texture, and minimize the look of fine lines and wrinkles



Retinaldehyde, a Vitamin A precursor of retinoic acid, helps to improve the appearance of firmness and elasticity and reduce the appearance of fine wrinkles and roughness, while being well tolerated by patients<sup>1-5</sup>



*Chamomilla recutita* (matricaria) flower extract acts as a calming agent to help further reduce the appearance of redness<sup>6</sup>



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1. Diridollou S, et al. *Dermatology*. 1999;199(suppl 1):37-41. 2. Creidi P, et al. *J Am Acad Dermatol*. 1998;39(6):960-965. 3. Creidi P, Humbert PH. *Dermatology*. 1999;199(suppl 1):49-52. 4. Fluhr JW, et al. *Dermatology*. 1999;199(suppl 1):57-60. 5. Saurat JH, et al. *J Invest Dermatol*. 1994;103(6):770-774. 6. 3. Flos Chamomillae. In: *WHO Monographs on Selected Medicinal Plants*. Vol. 1. Geneva, Switzerland: World Health Organization; 1999:86-94.



# RENEW – Retivance® Skin Rejuvenating Complex

## Peptide- and fatty acid–rich base; non-comedogenic

Stimu-Tex AS,  
0.9%

Spent grain wax,  
*butyrospermum parkii*  
(shea butter) extract,  
*argania spinosa*  
kernel oil

Lipovol WGO  
(wheat germ oil),  
0.1%

*Triticum vulgare*  
(wheat) germ oil is an  
emollient that helps  
improve the feel and  
texture of the skin

Syn-Coll  
(glycerin, aqua,  
palmitoyl  
tripeptide-5),  
1.0%

Palmitoyl tripeptide-5,  
glycerin, aqua  
  
Palmitoyl tripeptide-5:  
inhibits MMP expression  
and pro-inflammatory  
cytokines

*Carthamus tinctorius*  
(safflower) seed oil

Hydrating to the skin

*Chamomilla recutita*  
(matricaria) flower  
extract

Calming agent<sup>1</sup>

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1. Flos Chamomillae. In: *WHO Monographs on Selected Medicinal Plants*. Vol. 1. Geneva, Switzerland: World Health Organization; 1999:86-94.



# 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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# RENEW

Suzan Obagi, MD

Retivance®  
Skin Rejuvenating Complex  
Intensive Daily Repair (IDR)



Obagi®

Obagi Nu-Derm®  
Clear, Blender®, Exfoderm® and Exfoderm® Forte  
Obagi-C® Rx  
C-Exfoliating Day Lotion, C-Therapy Night Cream  
OBAGI360®  
Retinol 0.5 and 1.0  
Professional-C™  
Peptide Complex  
Hydrate Luxe  
Blue Peel RADIANCE®

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# The importance of RENEWAL

**“Any procedure needs continued care to maintain results and keep the skin glowing and radiant.**

**It’s like going to the gym....”**

*Suzan Obagi, MD*



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