



SUZANOBAGIMD

Product Line and Clinical Overview

OBAGI[™]
MEDICAL

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, **SUZANOBAGIMD**.

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Introducing the SUZANOBAGIMD line

Product development philosophy

Product line overview | 3-step philosophy

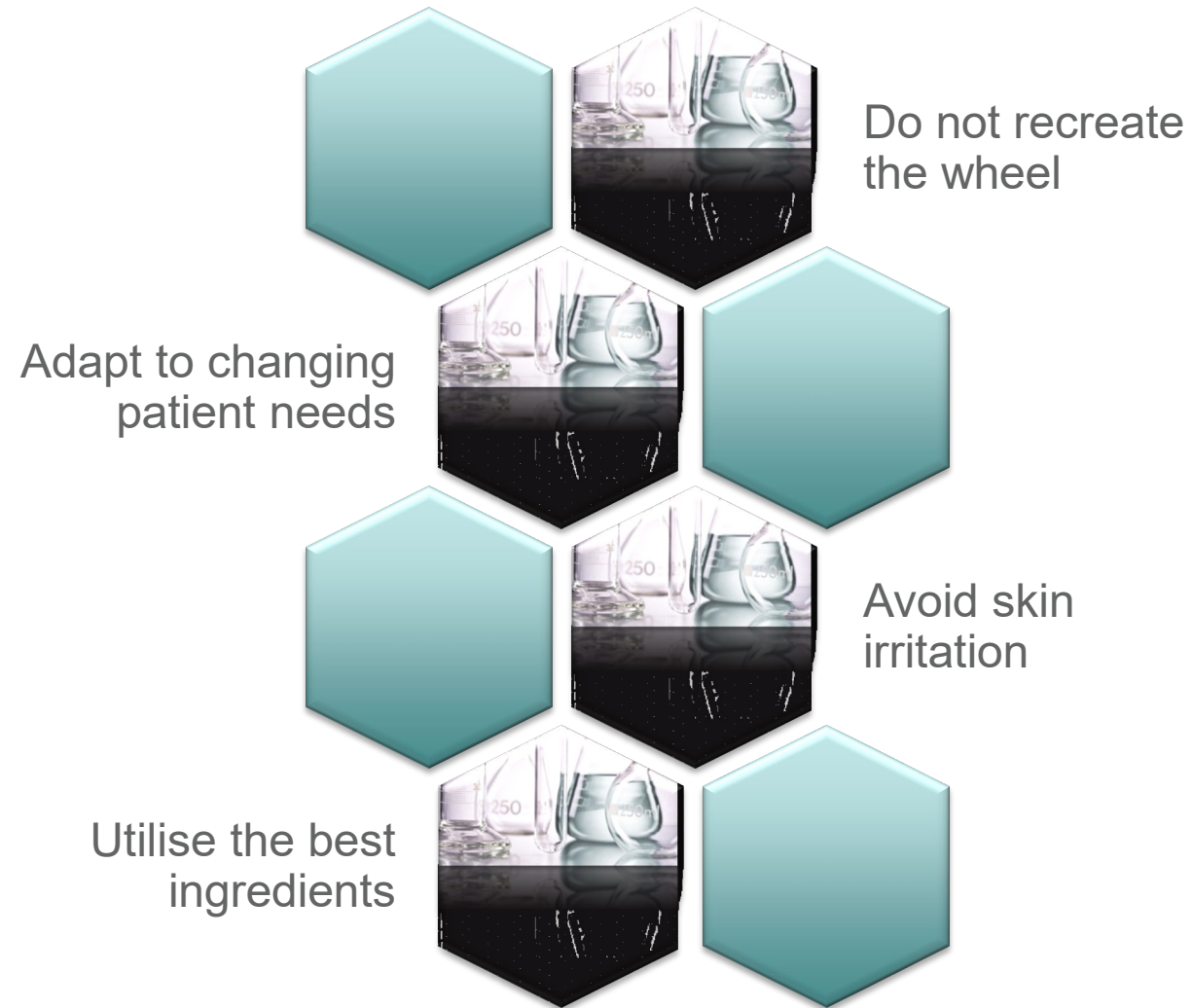
Key ingredients

Clinical study

Integration options | Obagi products and systems

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Product development philosophy

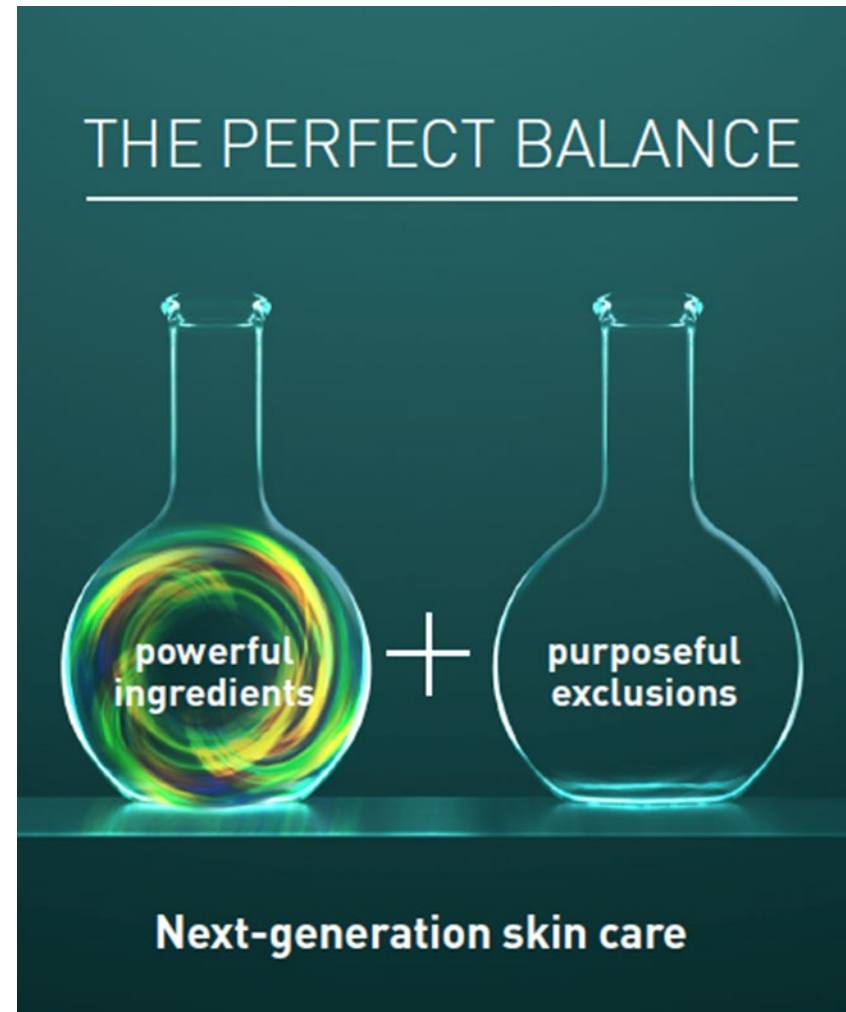


The perfect balance:

powerful ingredients

+

purposeful exclusions



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The perfect balance:

powerful ingredients

+

purposeful exclusions

The SUZANOBAGIMD 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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Skincare



*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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SUZANOBAGIMD products and your practice

SUZANOBAGIMD products can be used together in a customised 3-step routine, or integrated with other Obagi products or systems



SUZANOBAGIMD 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 routines 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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SUZANOBAGIMD product portfolio: “3 Cs” for patients

Condition

- Appearance of photoageing, 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^{1,2}

This naturally derived ingredient helps to moisturise and soothe the skin



Brassica oleracea italica (broccoli) extract³⁻⁷

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



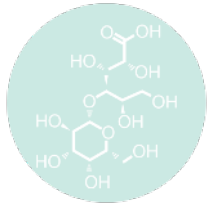
Citrus bioflavonoids⁸⁻¹⁰

Bioactive compounds with antioxidant properties that help defend against free radicals

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.

Clinically studied ingredients



Polyhydroxy acids¹¹⁻¹⁵

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



Retinaldehyde¹⁶⁻¹⁸

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,^{19,20} making it an attractive option for patients with sensitive or delicate skin.

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 ± 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 Foaming Cleanser, Balancing Toner, Cleansing Wipes 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%

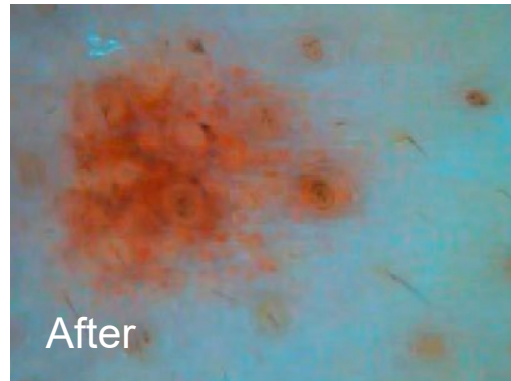
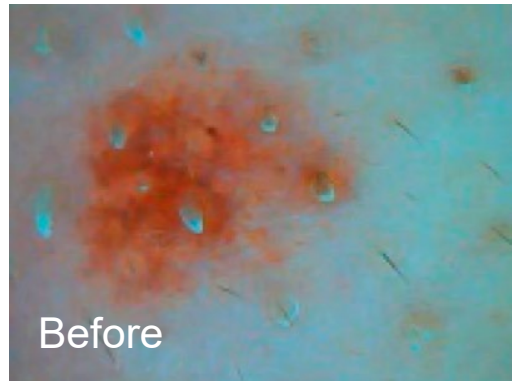
Moisture
levels

↑ 5%

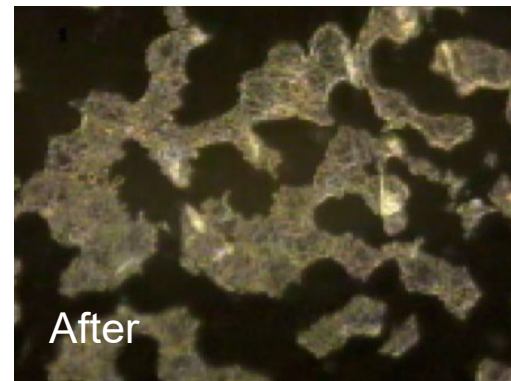
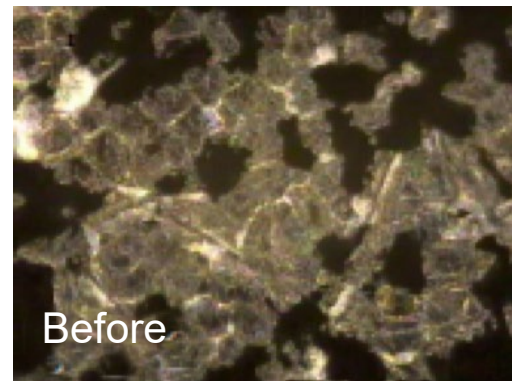
*Study results for a clinical evaluation of formulation effectiveness; N=30. BioDTox is included in Foaming Cleanser, Balancing Toner, Cleansing Wipes, Acne Cleansing Wipes. BioDTox is not included in Retivance® Skin Rejuvenating Complex and Intensive Daily Repair (IDR). BioSpectrum, Inc. A clinical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

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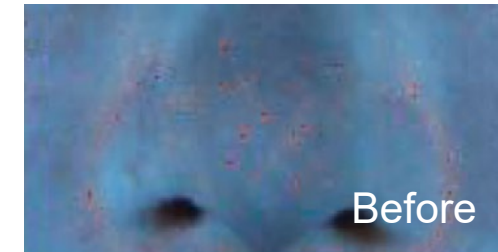
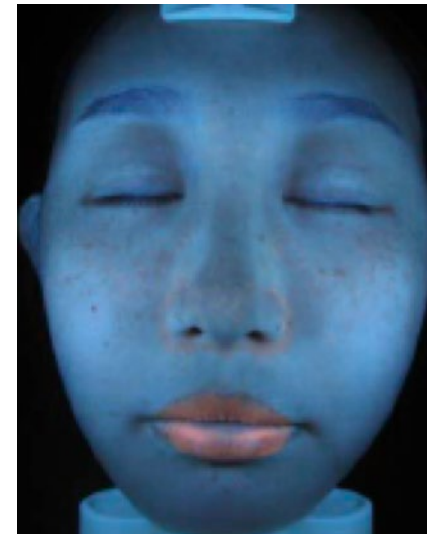
Clinical study of BioDTox formulation



Change of pore cleanliness



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



Analysed images of sebum (red spots)
Tightens pores temporarily



Significant, immediate results

SUZANOBAGIMD™



Before After
(26 years old woman)



Before After
(31 years old woman)

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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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
- Balancing Toner



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^{1,2}



Brassica oleracea italica (broccoli) extract contains sulforaphane, a compound that helps to scavenge free radicals³⁻⁷



Citrus bioflavonoids have antioxidant properties that help defend against free radicals⁸⁻¹⁰



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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Cleanse – Balancing Toner

Helps restore the skin's natural pH

Lightly scented with white grapefruit

Antioxidant-enriched to protect the skin against environmental impurities and stress factors



Aloe helps to moisturise and soothe the skin^{1,2}



Brassica oleracea italica (broccoli) extract contains sulforaphane, a compound that helps to scavenge free radicals³⁻⁷



Citrus bioflavonoids have antioxidant properties that help defend against free radicals⁸⁻¹⁰



Witch Hazel removes excess oil and impurities to minimise the look of pores^{8,9}



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. Trüeb RM. Int J Trichology. 2014;6(3):100-103. 9. Assessment report on Hamamelis virginiana L., cortex. Committee on Herbal Medicinal Products, EMEA. November 2009; London, UK. OBAGI and the OBAGI MEDICAL logo are trademarks of Obagi Cosmeceuticals LLC. RETIVANCE and the diamond shaped logo are trademarks of Nextcell Medical Company used under license. Distributed by Obagi Cosmeceuticals LLC.

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Protect

2. Protect

Skin is exposed to harmful ultraviolet radiation (UVR) and infrared radiation (IR) on a daily basis, regardless of climate or geographic location.

Protecting the skin against UVR and IR is the most effective, proactive step you can take to minimise the visible signs of ageing.



Renew

3. Renew

Complete the cycle by incorporating a “renew” step into a skin care routine.

Our scientifically formulated products will help rejuvenate ageing and damaged skin, revealing a healthy and radiant glow

- Retivance®
- IDR – Intensive Daily Repair®



“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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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)

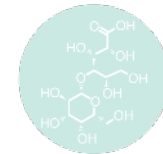
Hydrating and rejuvenating daily lotion containing polyhydroxy acids (PHAs) that gently exfoliate to improve skin clarity, texture and the visible signs of skin ageing



Allantoin helps hydrate to allow for a better skin healing environment^{1,2}



Chamomilla recutita (matricaria) flower extract acts as a calming agent³



PHAs gluconolactone and lactobionic acid help protect the skin barrier while reducing signs of photoageing with their humectant and exfoliating properties⁴⁻⁸



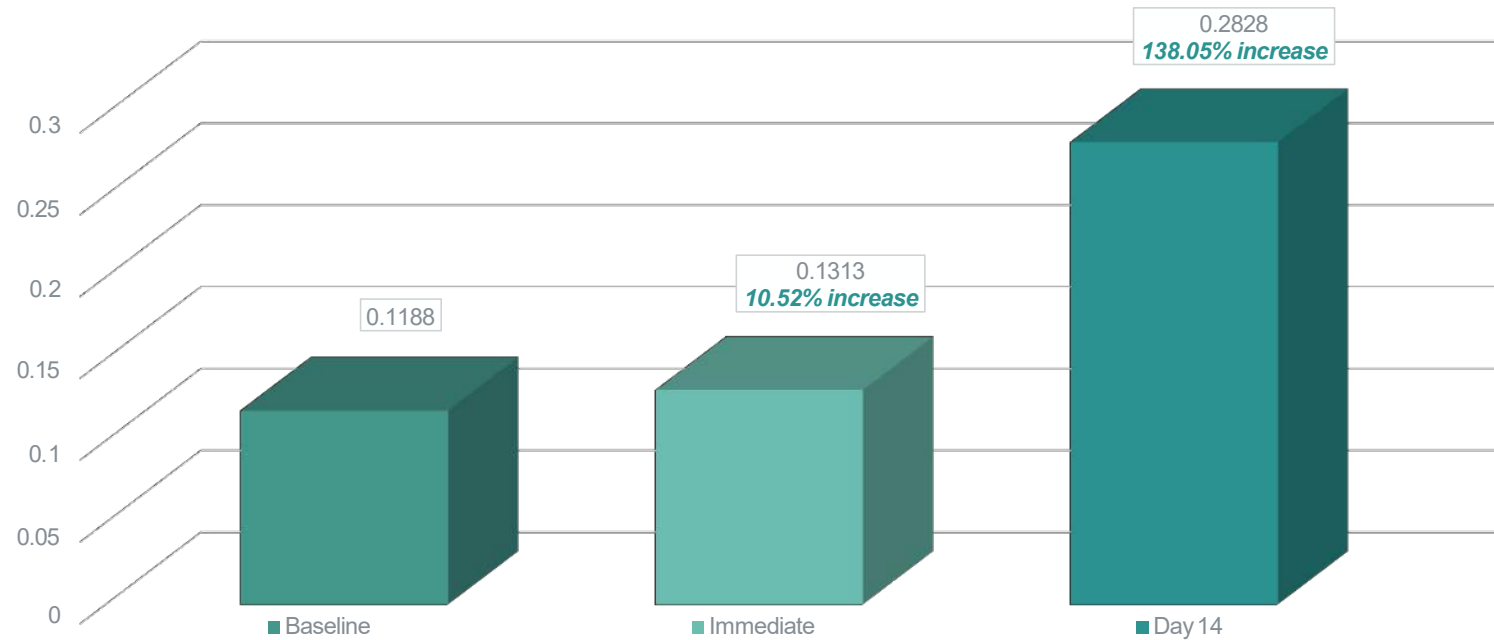
Sodium hyaluronate helps retain moisture and condition the skin^{9,10}



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.

Intensive Daily Repair (IDR)

Preliminary Clinical Studies Skin Elasticity via Cutometer [R0]

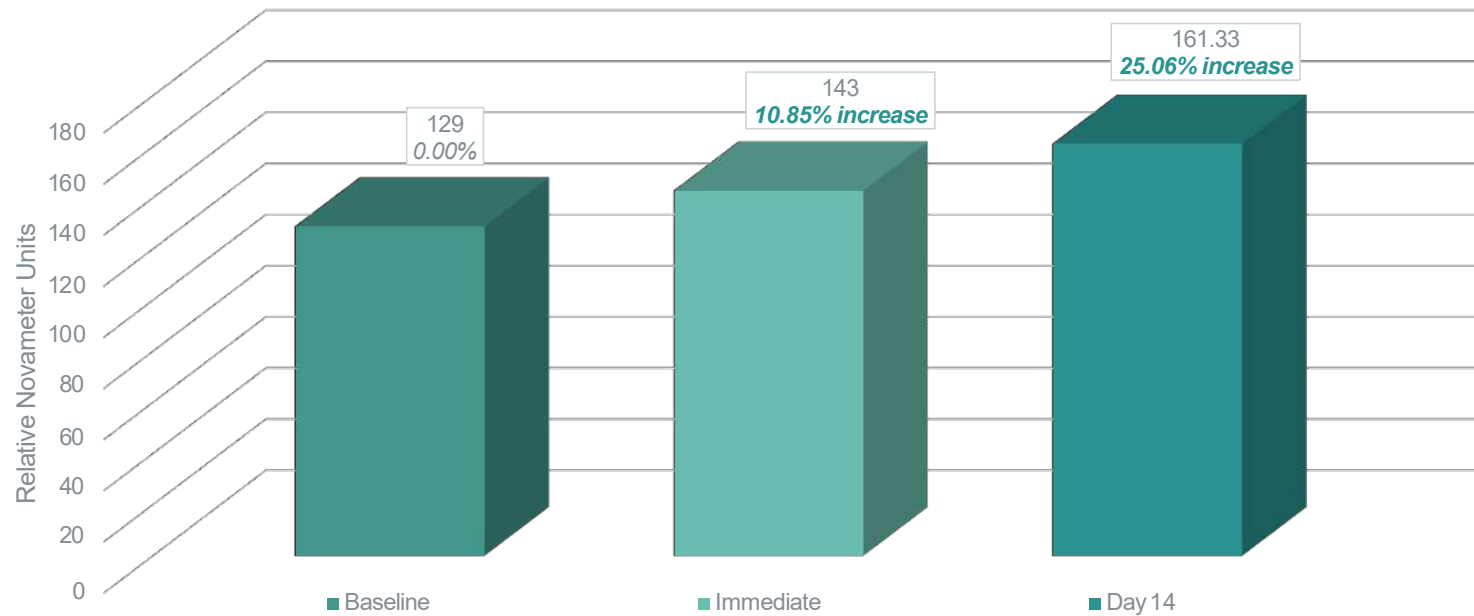


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Intensive Daily Repair (IDR)

Preliminary Clinical Studies Electroconductivity via Novameter – Moisturisation

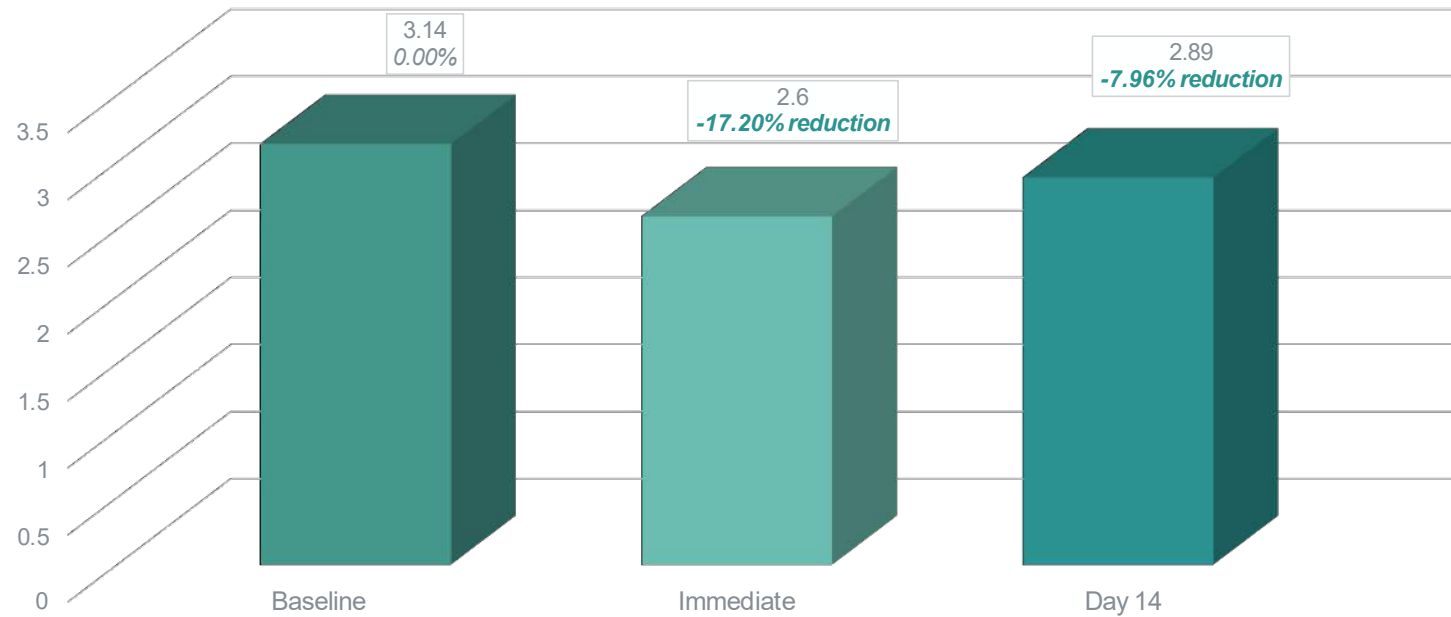


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Intensive Daily Repair (IDR)

Preliminary Clinical Studies Roughness Reduction [SEr] via Visioscan



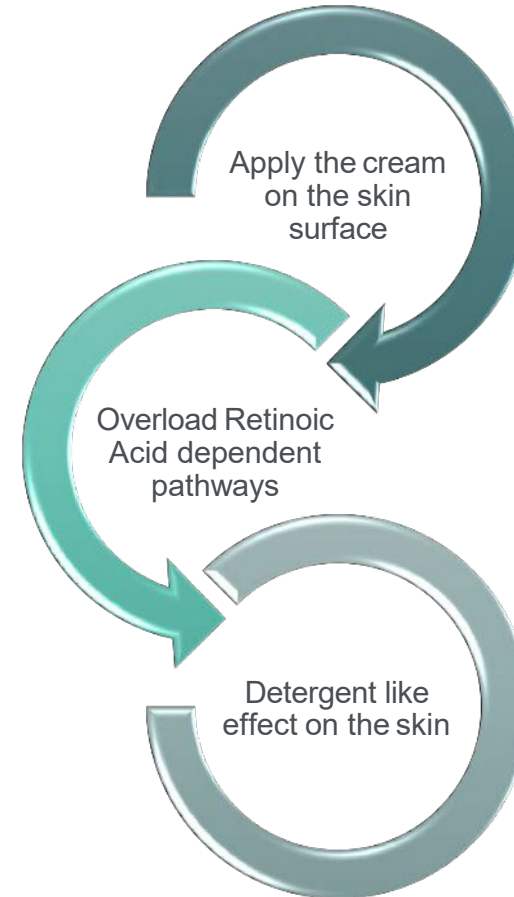
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Retinoid Dermatitis

92% of patients that apply retinoic acid to the skin develop redness, swelling, dryness, scaling, itching, and burning

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Renew – Retivance® Skin Rejuvenating Complex



Combines Retinaldehyde and other clinically studied ingredients to improve skin complexion and texture, and minimise 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 patients¹⁻⁵



Chamomilla recutita (matricaria) flower extract acts as a calming agent to help further reduce the appearance of redness⁶

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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

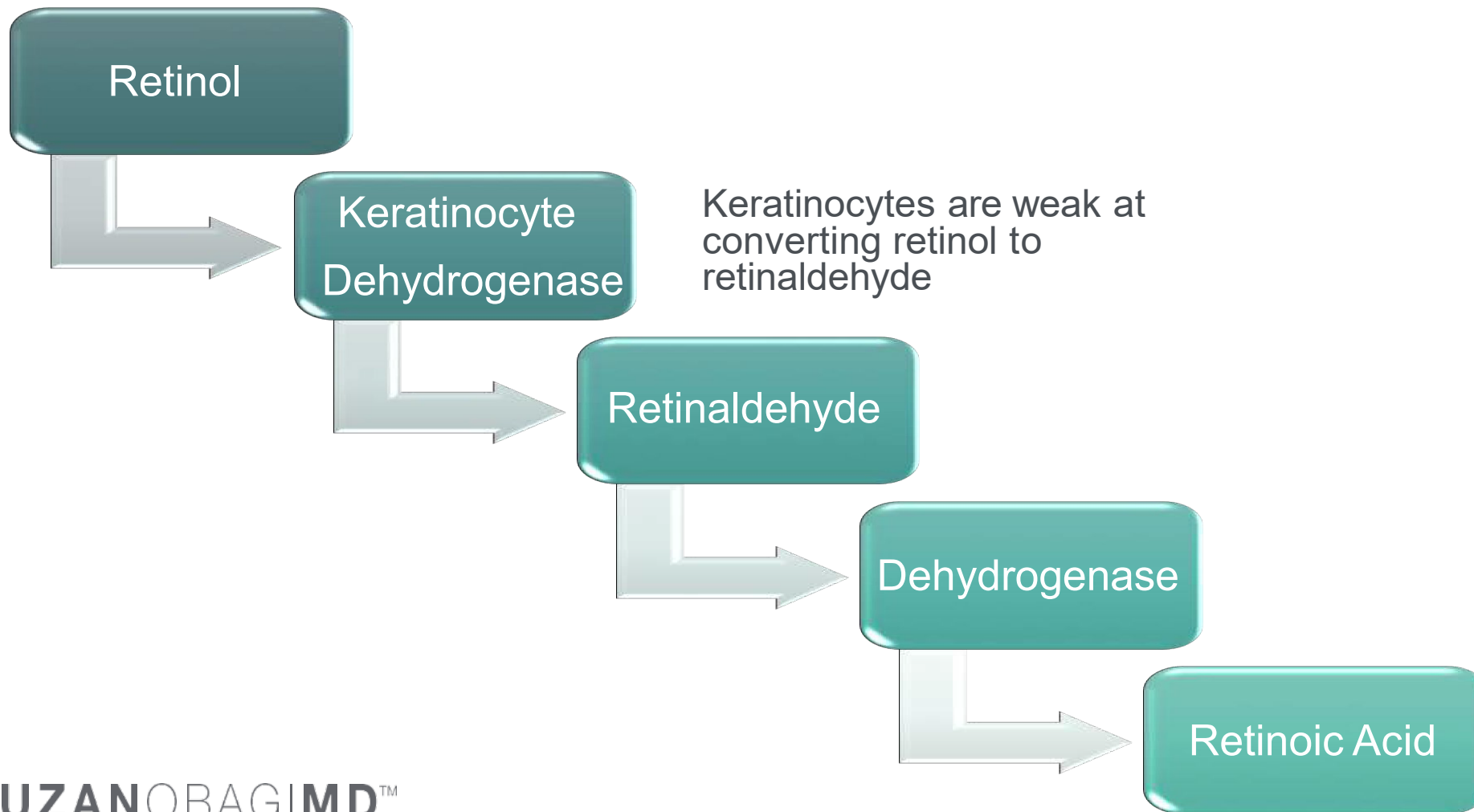
Chamomilla recutita
(matricaria) flower
extract

Calming agent¹

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

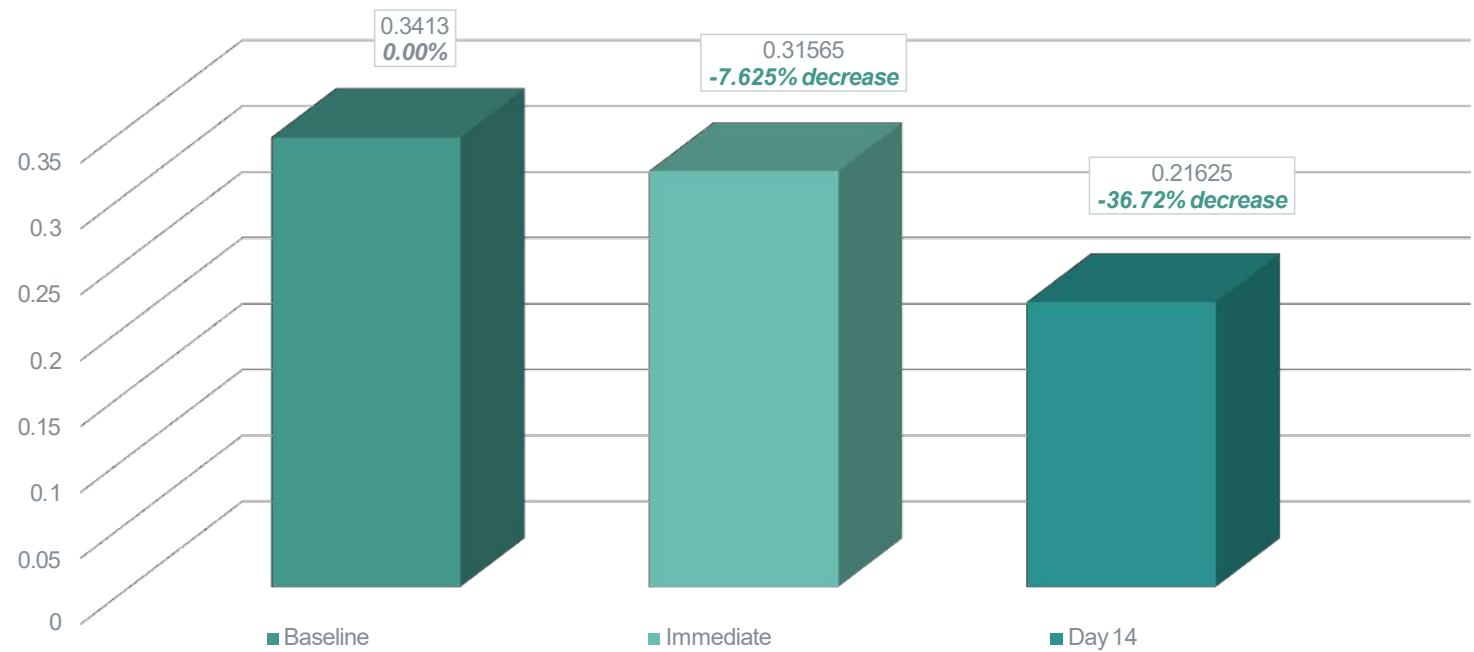
Retinoid conversion in the skin



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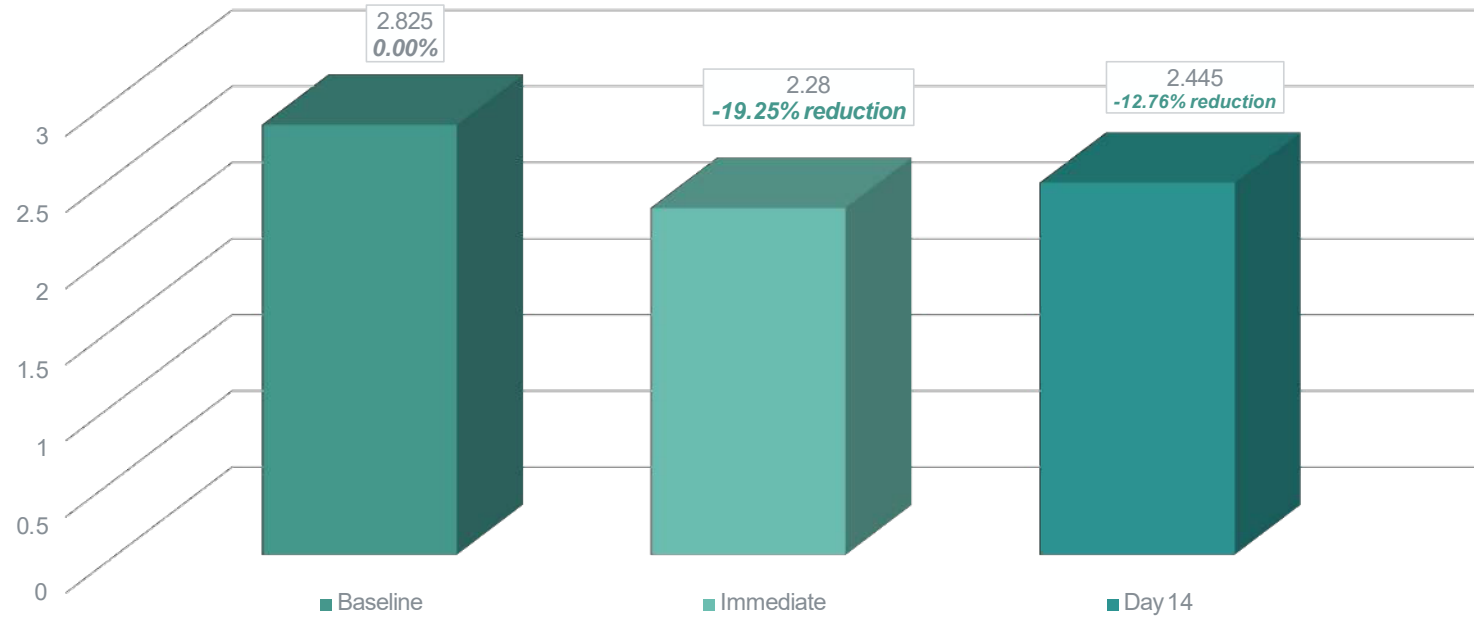
Preliminary Clinical Studies
Skin Firmness via Cutometer [R0]



SUZANOBAGIMD™



Preliminary Clinical Studies Roughness Reduction [Ser] via Visioscan



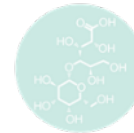
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UK and Ireland Phase 1



On-The-Go
Cleansing Wipes



IDR
Intensive Daily
Repair



Retivance®
Skin Rejuvenating
Complex

UK and Ireland Phase 2



Balancing
Toner

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SUZANOBAGIMD

Put it into Practice!



Return on investment (ROI)

Product	Cost inc VAT	No. of patients per week	Cost per week inc VAT	RRP	Profit per week	Profit per month	Profit per annum
On-The-Go Cleaning Wipes	£12.95	10	£129.50	£23.21	£102.60	£410.40	£5,335.20
Balancing Toner	£24.67	10	£246.70	£44.40	£197.30	£789.20	£10,259.60
IDR Intensive Daily Repair	£44.18	10	£441.80	£79.52	£353.40	£1,413.60	£18,376.80
Retivance® Skin Rejuvenating Complex	£85.70	10	£857.00	£154.27	£685.70	£2,742.80	£35,656.40

**SUZANOBAGIMD add-on sales of over
£89k pa (10 clients per week)**

*Prescription required



Cleanse

SUZANOBAGIMD

Cleansing Wipes
Balancing Toner



Obagi®

Obagi Nu-Derm®: Gentle Cleanser,
Foaming Gel, Toner

Obagi-C®: C-Cleansing Gel

OBAGI360: Exfoliating Cleanser

CLENZIderm M.D.™: Daily Care Foaming
Cleanser, Pore Therapy

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Protect

Obagi®

Obagi Sun Shield TINT Warm
Obagi Sun Shield TINT Cool



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Renew

SUZANOBAGIMD

Retivance®
Skin Rejuvenating Complex
Intensive Daily Repair (IDR)



Obagi®

Obagi Nu-Derm®: Clear, Blender®, Exfoderm® and Exfoderm® Forte

Obagi-C®: 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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Add-on products

Obagi Nu-Derm® System

- Apply **SUZANOBAGIMD** Cleansing Wipes to each Nu-Derm® System protocol to remove excess oil, makeup, dirt and other impurities prior to cleansing, post-workout, or on the go.
- Easy on-the-go management of downtime
- Help build patient compliance



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Add-on products

Obagi-C® Systems

- Add **SUZANOBAGIMD** Cleansing Wipes to remove excess oil, makeup, dirt and other impurities prior to cleansing, post-workout, or on the go.
- Options to add **SUZANOBAGIMD** Retivance® (Vitamin A) to Obagi-C® Systems (Vitamin C)
- Add **SUZANOBAGIMD** IDR to Obagi-C Systems
Normal – Oily



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Add-on products

OBAGI360® System

- Add **SUZANOBAGIMD** Cleansing Wipes to remove excess oil, makeup, dirt and other impurities prior to cleansing
- Titrate to **SUZANOBAGIMD** Retivance®
0.1% Retinaldehyde



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Add-on products

CLENZIderm M.D.™ System

- **SUZANOBAGIMD** Cleansing Wipes to remove excess oil, makeup, dirt and other impurities prior to cleansing, post-workout, or on the go.
- Options to add **SUZANOBAGIMD** Retivance® 0.1% Retinaldehyde
- Add **SUZANOBAGIMD** IDR for additional mild exfoliation plus hydration



Obagi Repair Foundation Kit

Obagi Repair Foundation Kit is a three-step skin care protocol

- **Obagi Nu-Derm® Gentle Cleanser** to cleanse the skin
- **Obagi Sun Shield Matte SPF50** to protect the skin with 16.5% Zinc Oxide to help block UVA/UVB rays
- **Obagi Hydrate®** with the innovative Hydromanil technology and naturally derived ingredients



**** SUZANOBAGIMD IS A GREAT ADD- ON OR STEP UP FROM OBAGI FOUNDATION REPAIR KIT ****

OBAGI
MEDICAL

Obagi Medical Products

TRANSFORMATIONAL

Obagi Nu-Derm® Systems

Obagi-C® Systems

CLENZIderm M.D.™

OBAGI360® System

TARGETED

Professional-C™ Portfolio

ELASTIderm® Collection

KèraPhine®

Obagi Men Kits

Obagi Blue Peel RADIANCE®

Obagi Blue Peel®

ESSENTIALS

Hydrate®

Hydrate Luxe®

Daily Hydro-Drops™

Sun Protection



OBAGI
MEDICAL