



# 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, **SUZANOBAGIMD**.

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# Introducing the SUZANOBAGIMD 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**

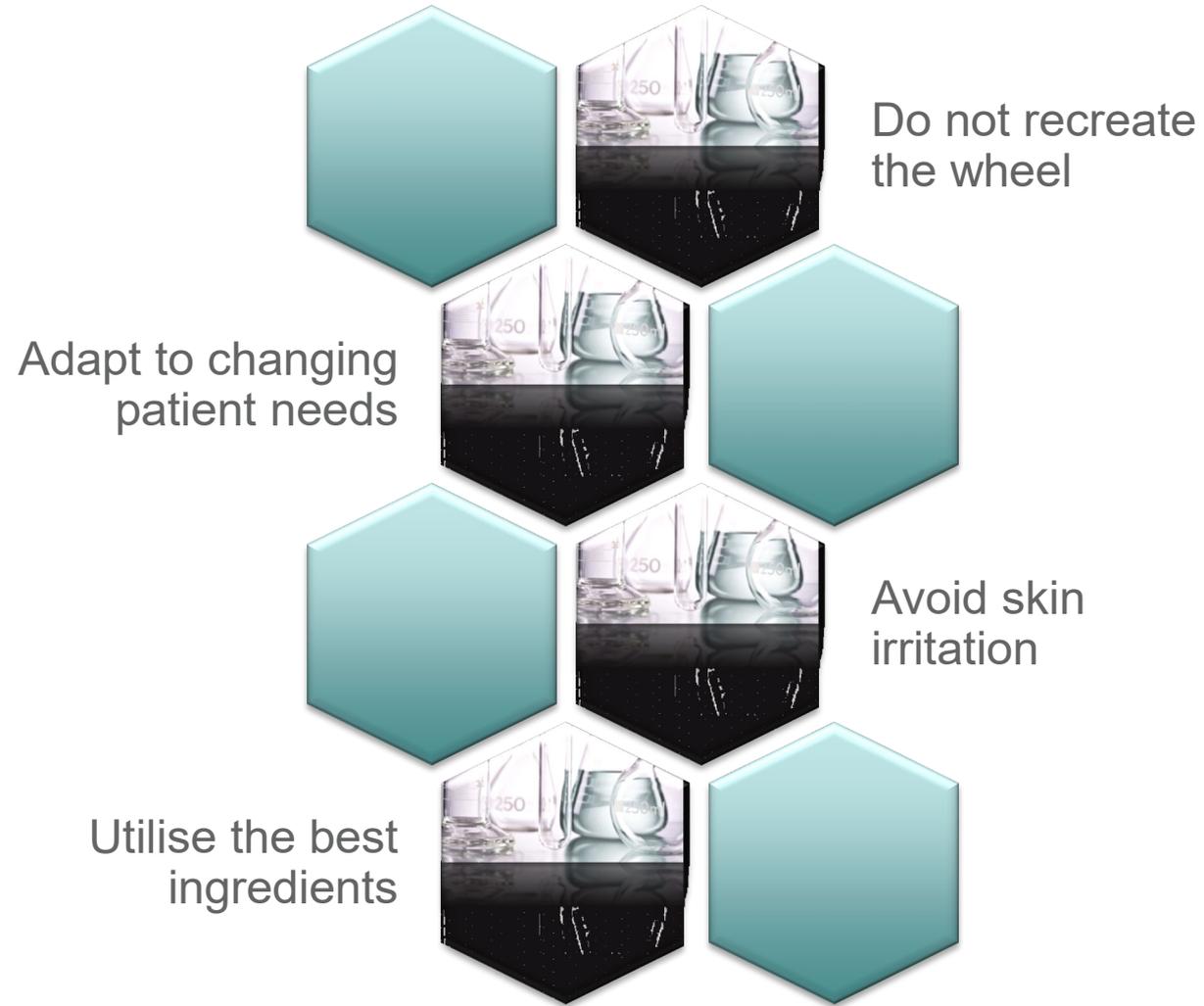
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**Integration options | Obagi products and systems**

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# Product development philosophy



The perfect balance:

powerful ingredients

+

purposeful exclusions

THE PERFECT BALANCE

powerful ingredients + purposeful exclusions

Next-generation skin care

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The perfect balance:

powerful ingredients

+

purposeful exclusions

The SUZANOBAGIMD products are scientifically formulated to cleanse dirt and other impurities while defending against UV rays\* and rejuvenating the skin.

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**

\*Only Soothing Complex Broad Spectrum SPF 25 contains physical UVA and UVB protection.

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# Skincare

**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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# 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



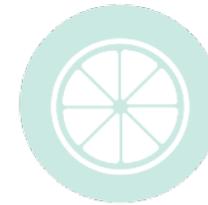
## Aloe<sup>1,2</sup>

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>

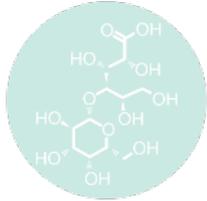
Bioactive compounds with antioxidant properties that help defend against free radicals

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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# Clinically studied ingredients



## 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.

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. 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 Foaming Cleanser, Balancing Toner, Cleansing Wipes, Acne Cleansing Wipes and Soothing Complex

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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:

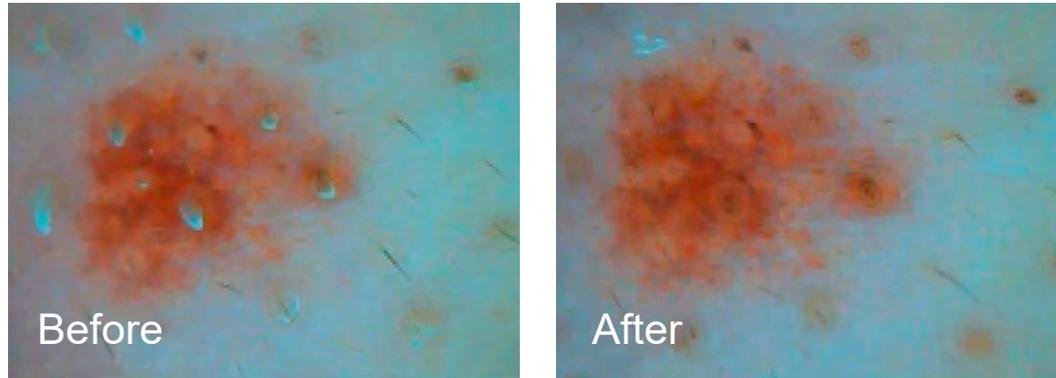


\*Study results for a clinical evaluation of formulation effectiveness; N=30. BioDTox is included in Foaming Cleanser, Balancing Toner, Cleansing Wipes, Acne Cleansing Wipes and Soothing Complex. BioDTox is not included in Retivance® Skin Rejuvenating Complex and Intensive Daily Repair (IDR).

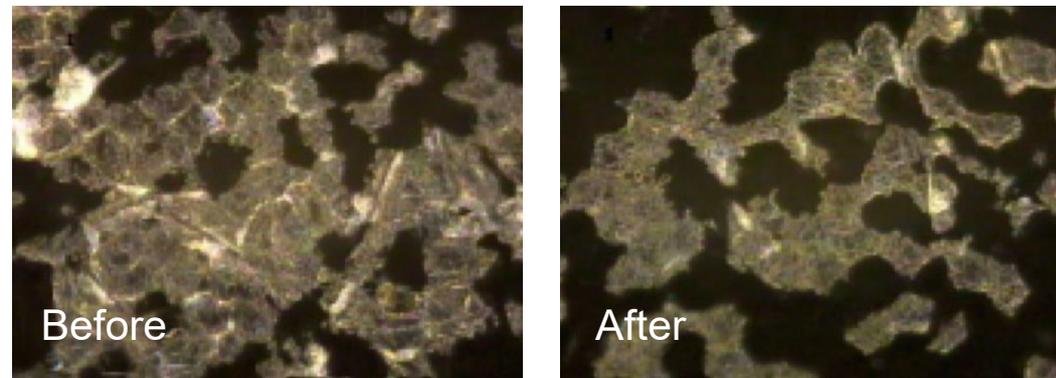
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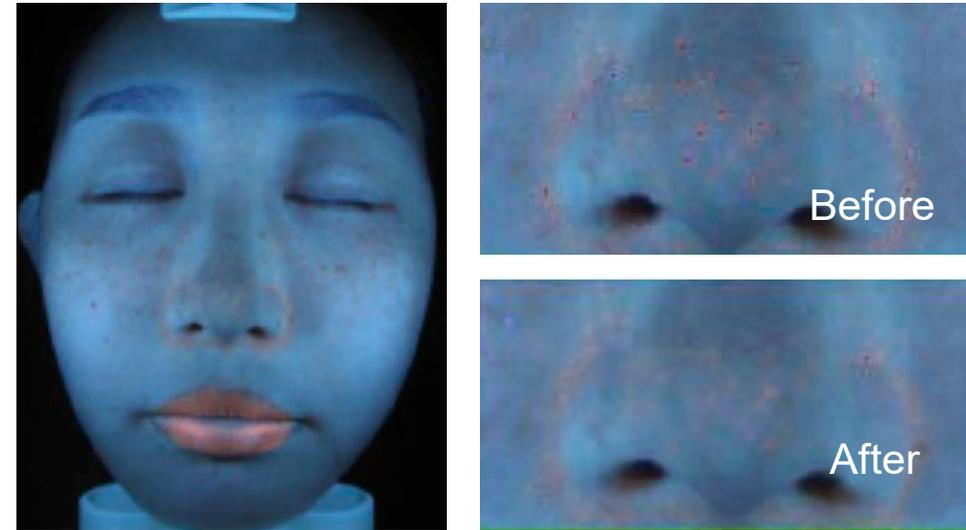
# Clinical study of BioDTox formulation



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.



# 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
- Acne 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<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.

# Cleanse – Acne Cleansing Wipes

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



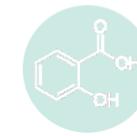
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*Citrus bioflavonoids* have antioxidant properties that help defend against free radicals<sup>8-10</sup>



*Salicylic acid*, an exfoliant, treats, clears and helps prevent acne blemishes<sup>11-12</sup>



*Witch hazel*, removes excess oil and impurities to minimise the look of pores<sup>13-14</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.

# 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<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>



*Witch Hazel* removes excess oil and impurities to minimise the look of pores<sup>8,9</sup>



1. Dal'Beló 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.



# Cleanse – Soothing Complex SPF25

Lightweight formulation designed to soothe, hydrate and protect even dry, damaged and sensitive skin

Light tint helps the blur minor imperfections

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

Vitamin K & Bromelain - shown to help minimise bruising and promote the recovery of compromised skin



*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>



*Sodium Hyaluronate* helps retain moisture and condition the skin<sup>15,16</sup>



*Titanium dioxide* protects from UVA and UVB rays<sup>17,18.\*</sup>



1. Dal'Beló 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. 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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# Cleanse – Soothing Complex SPF25

## Daily Use

- Formulated specifically for sensitive, redness-prone, stressed, and/or delicate skin
- The added benefit of antioxidants helps to combat the environmental stressors that trigger redness, inflammation, and irritation
- Can be used as a daily calming agent to soothe, hydrate, and protect the skin especially in winter
- Lightly tinted to blur imperfections



In-Office and Post-Procedure Promotes the recovery of compromised skin after in-office procedures such as:

- Injectables (fillers and/or neuromodulators)
- Microneedling
- Microdermabrasion
- Light peels
- Non-ablative laser resurfacing
- Electrodesiccation of skin lesions
- Vascular lasers
- Intense Pulsed Light (IPL)
- Broad Band Light (BBL)



1. Dal'Beló 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.

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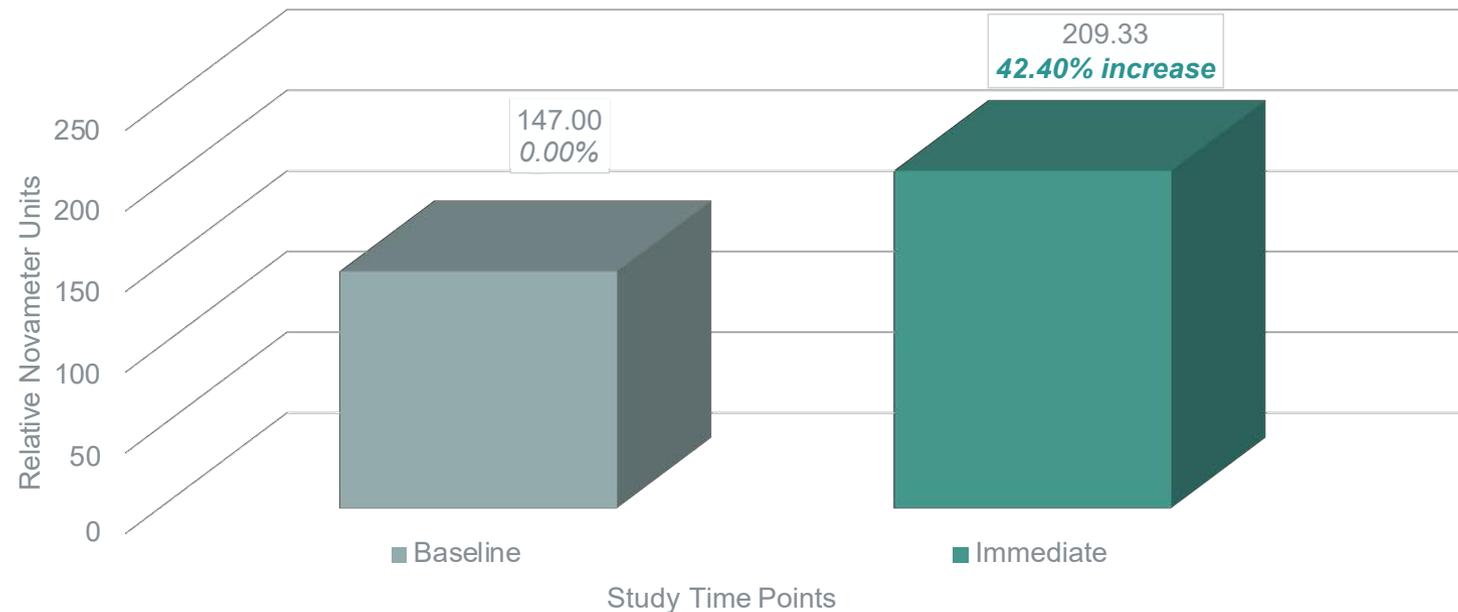
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# Cleanse – Soothing Complex SPF25



## Preliminary Clinical Moisturisation Study

Electroconductivity via Novameter – Moisturisation



# 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<sup>®</sup> 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)

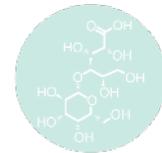
Hydrating and rejuvenating daily lotion containing polyhydroxy acids (PHAs) that gently exfoliate to improve skin clarity, texture and the visible signs of skin ageing



*Allantoin* helps hydrate to allow for a better skin healing environment<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>



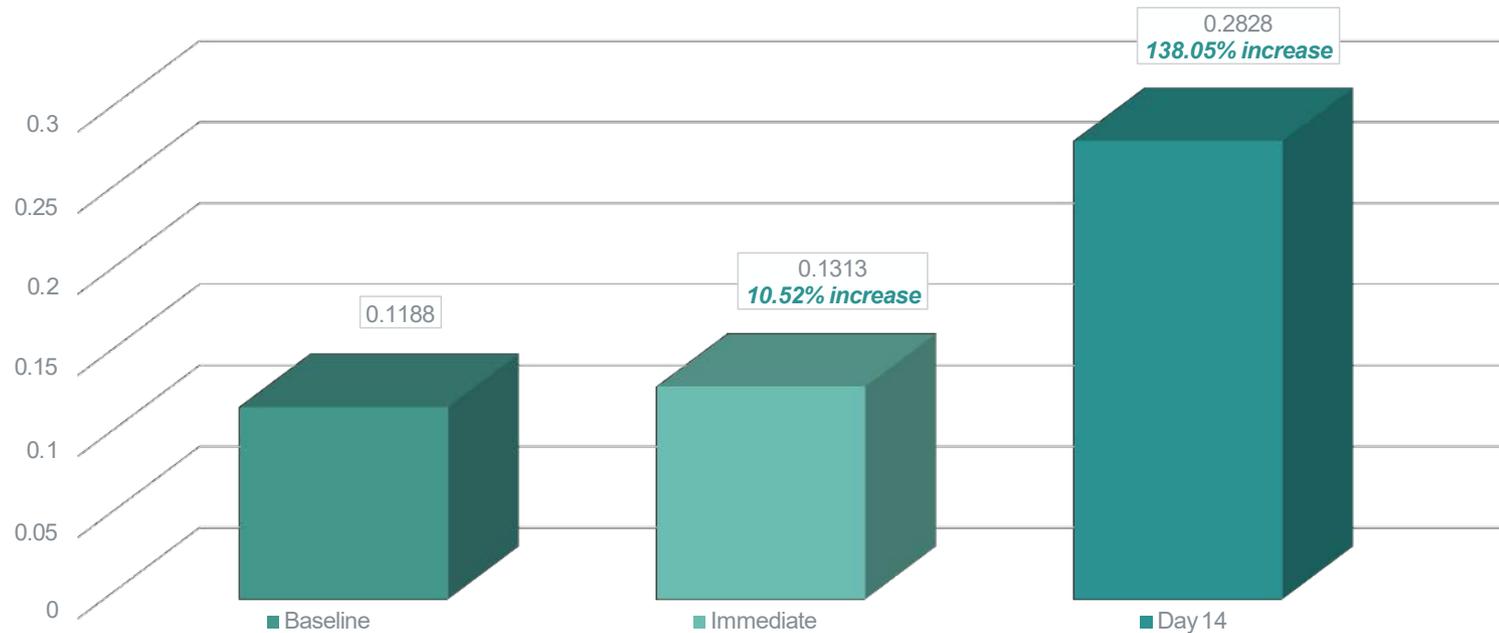
*Sodium hyaluronate* helps retain moisture and condition the skin<sup>9,10</sup>



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.

# Intensive Daily Repair (IDR)

## Preliminary Clinical Studies Skin Elasticity via Cutometer [R0]

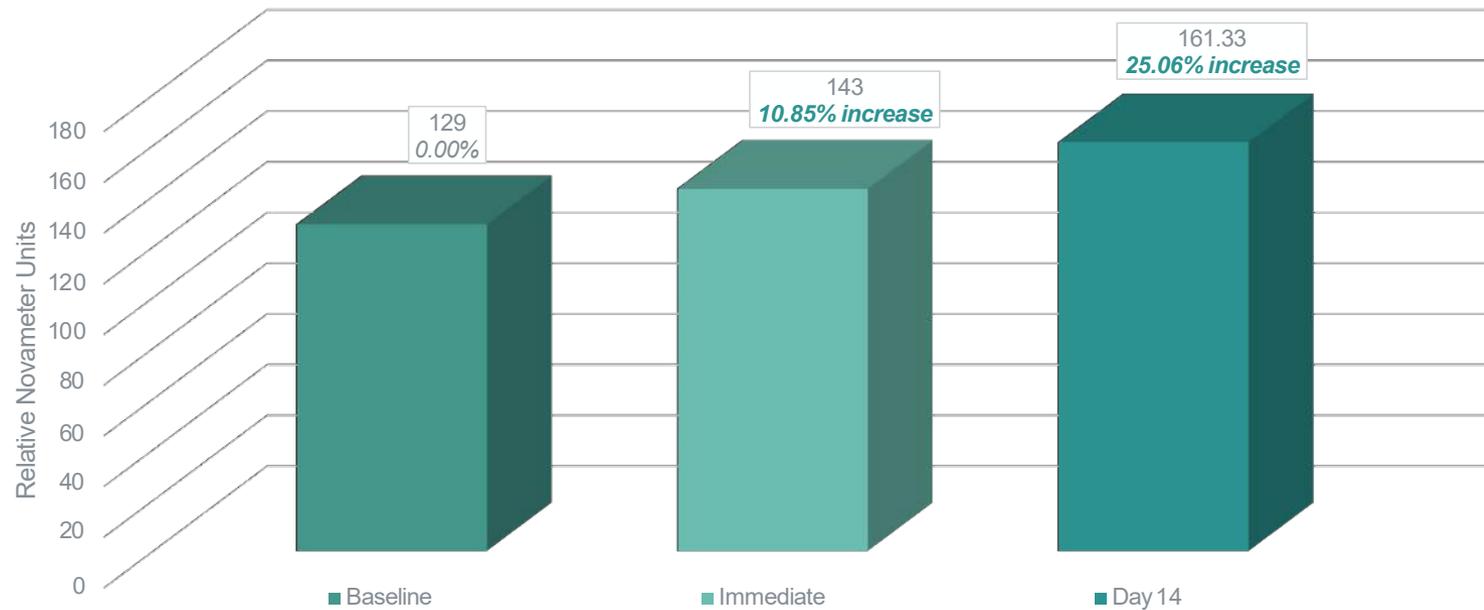


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# Intensive Daily Repair (IDR)

## Preliminary Clinical Studies Electroconductivity via Novameter – Moisturisation

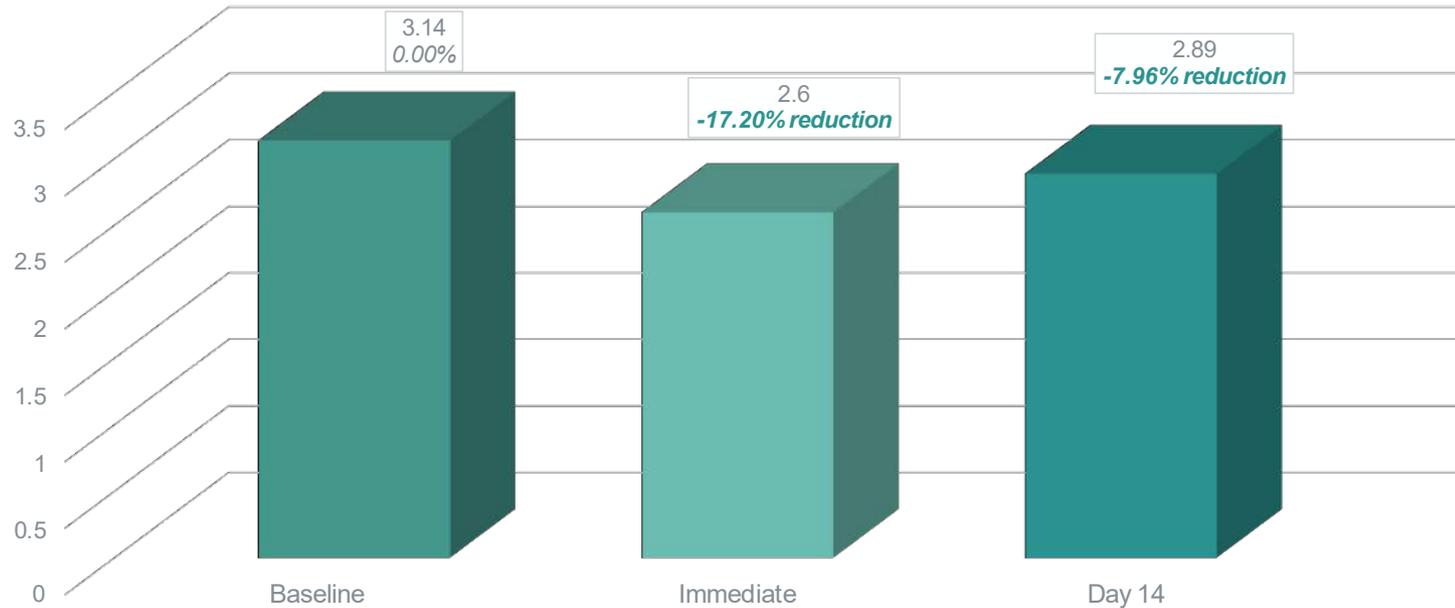


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# Intensive Daily Repair (IDR)

## Preliminary Clinical Studies Roughness Reduction [SEr] via Visioscan



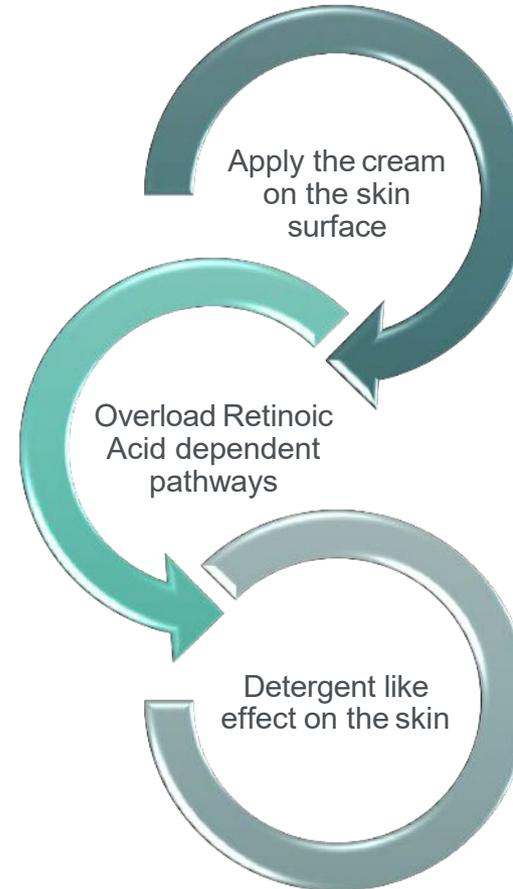
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# Retinoid Dermatitis

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

**SUZANOBAGIMD™**



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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 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>

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

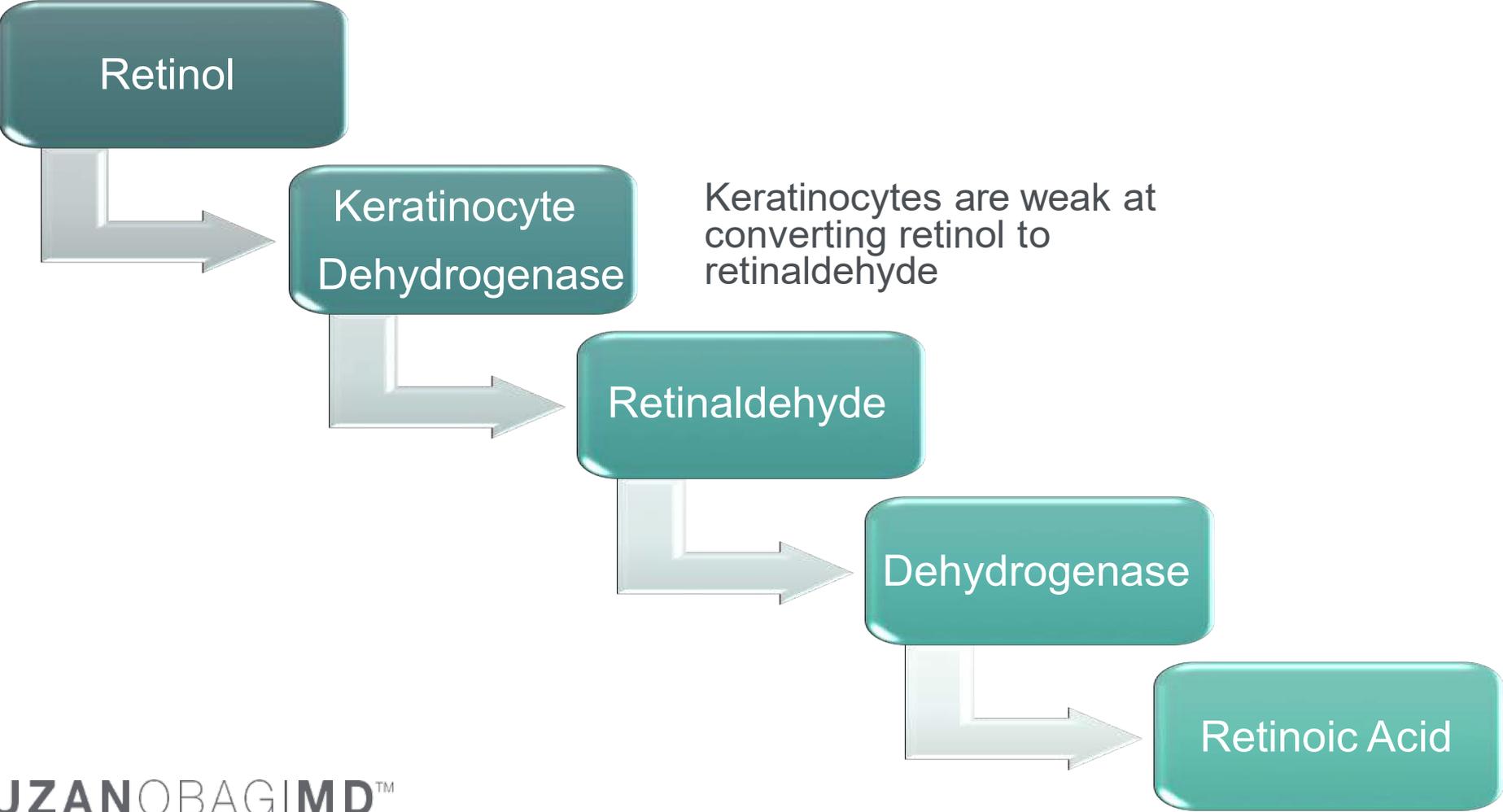
*Chamomilla recutita*  
(matricaria) flower  
extract

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.

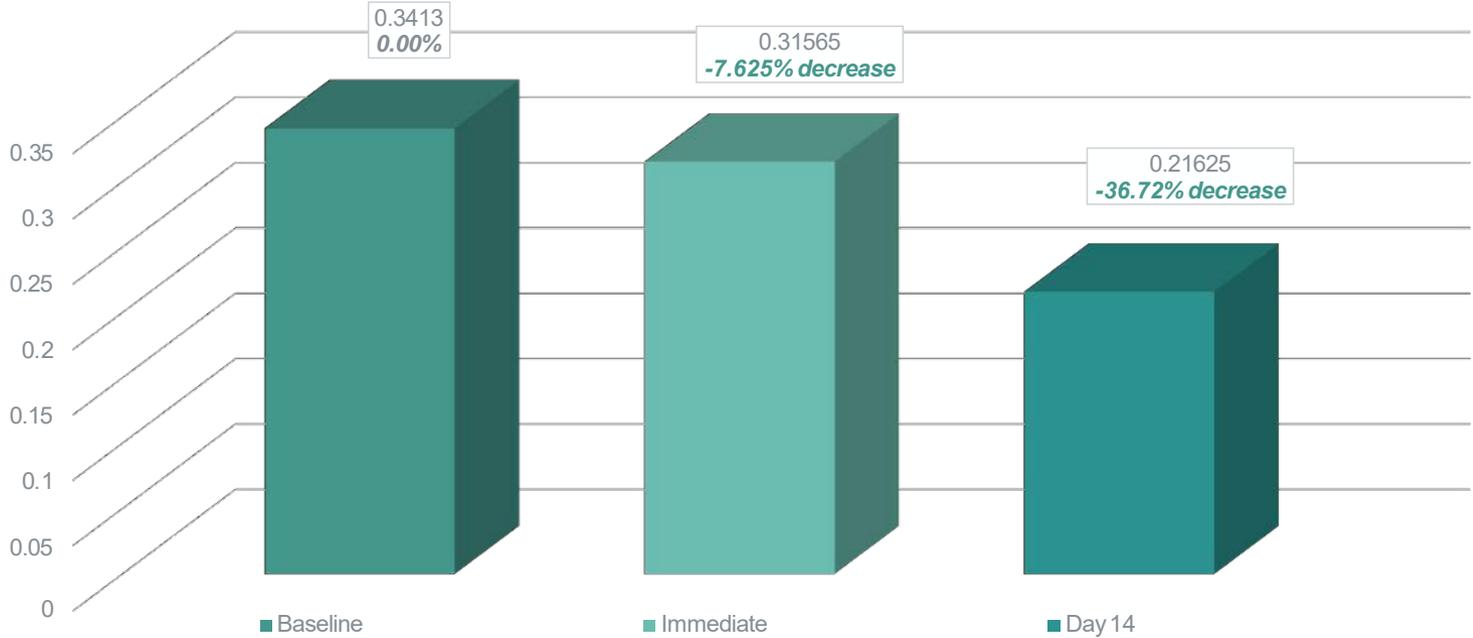
# Retinoid conversion in the skin



SUZANOBAGIMD™



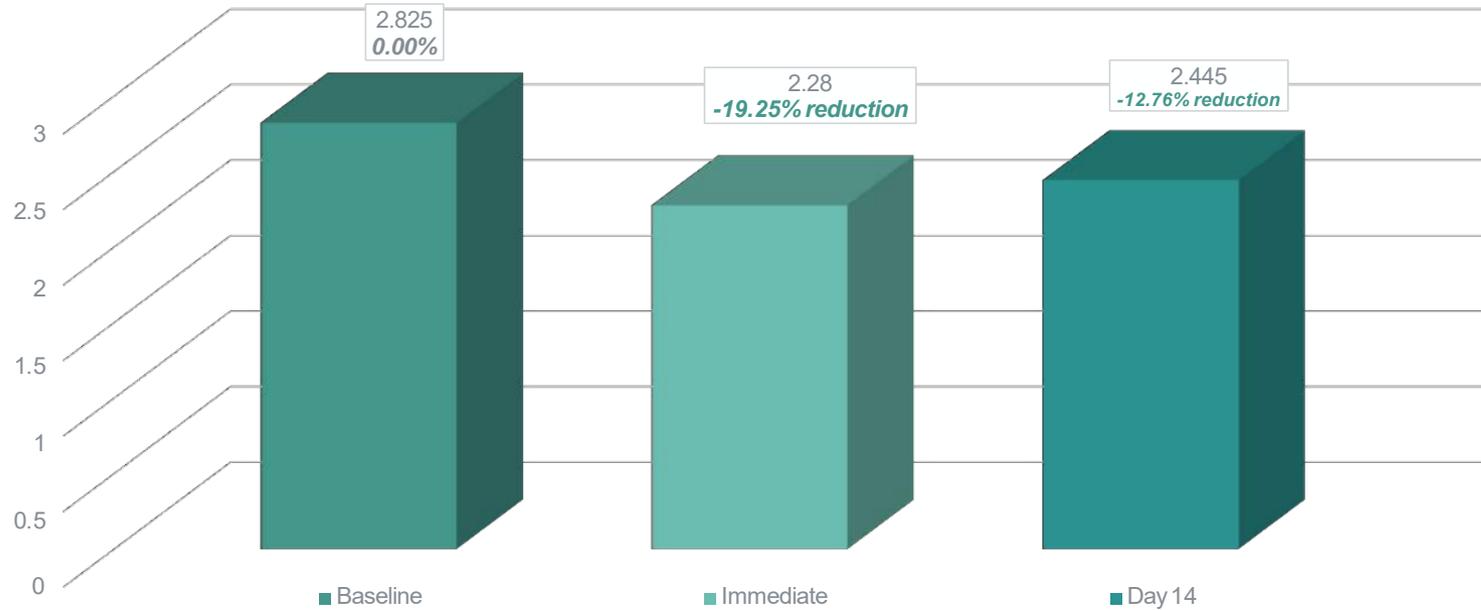
## Preliminary Clinical Studies Skin Firmness via Cutometer [R0]



SUZANOBAGIMD™



## Preliminary Clinical Studies Roughness Reduction [Ser] via Visioscan



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# PROTOCOLS

**SUZANOBAGIMD™**



# Cleanse

## SUZANOBAGIMD

Acne Cleansing Wipes  
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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# Renew

SUZANOBAGIMD

Soothing Complex SPF25

Obagi®

Obagi: Sun Shield Matte SPF50, Sun Shield TINT SPF50, Professional-C Suncare SPF30, OBAGI360 HydraFactor SPF30



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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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# Clinical Scenarios

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# Younger patients eczema/sensitive skin

## Morning Routine

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- Nu-Derm® Gentle Cleanser
- **SUZANOBAGIMD™** Acne / Cleansing Wipes (*on-the-go*)
- **SUZANOBAGIMD™** Balancing Toner
- Professional-C® Serum 10% (*introduce slowly*)
- **SUZANOBAGIMD™** IDR
- Sun Shield™ TINT SPF50 Warm or Cool / Nu-Derm® Physical UV Block SPF32
- **SUZANOBAGIMD™** Soothing Complex (daily) alone or layered over high SPF

## Evening Routine

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- Nu-Derm Gentle Cleanser
- **SUZANOBAGIMD™** Acne / Cleansing Wipes (*on-the-go*)
- **SUZANOBAGIMD™** Balancing Toner
- Professional-C® Serum 10% (*introduce slowly*)
- **SUZANOBAGIMD** Retivance®

\*work in Tretinoin over time 1-2 times a week and increase as tolerated



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# Dyschromia

## Morning Routine

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- Nu-Derm® Gentle Cleanser
- **SUZANOBAGIMD™** Acne / Cleansing Wipes (*on-the-go*)
- **SUZANOBAGIMD™** Balancing Toner
- Nu-Derm Clear® / Obagi-C® Clarifying Serum
- **SUZANOBAGIMD™** IDR
- Sun Shield™ TINT SPF50 Warm or Cool / Sun Shield™ Matte SPF50
- **SUZANOBAGIMD™** Soothing Complex (daily) alone or layered over high SPF

## Evening Routine

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- Nu-Derm® Gentle Cleanser
- **SUZANOBAGIMD™** Acne / Cleansing Wipes (*on-the-go*)
- **SUZANOBAGIMD™** Balancing Toner
- Obagi Nu-Derm Clear® / Obagi-C® Clarifying Serum / Obagi-C® Therapy Night Cream
- Tretinoin (*5 nights a week or 7 nights, if tolerated*)
- **SUZANOBAGIMD™** Retivance® (*2 nights a week, if needed*)



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# Redness and inflammation prone skin

## Morning Routine

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- **SUZANOBAGIMD™** Foaming Cleanser or
- **SUZANOBAGIMD™** Acne / Cleansing Wipes (*on-the-go*)
- **SUZANOBAGIMD™** Balancing Toner
- Professional-C® Serum 10% (*build up to 20% over time*)
- **SUZANOBAGIMD™** IDR
- Nu-Derm® Physical UV Block SPF32
- **SUZANOBAGIMD™** Soothing Complex (daily) alone or layered over high SPF

## Evening Routine

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- Nu-Derm® Gentle Cleanser
- **SUZANOBAGIMD™** Balancing Toner
- Professional-C® Serum 10% (*build up to 20% over time*)
- **SUZANOBAGIMD Retivance®**  
(*nightly or 5 nights per week*)
- Tretinoin  
(*work up to 2 nights per week*)



# Older/ mature skin

## Morning Routine

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- Nu-Derm® Gentle Cleanser
- Professional-C® Serum 10%
- **SUZANOBAGIMD™** IDR (*including lower eyelid*)
- ELASTIderm® Eye Cream / ELASTIderm® Facial Serum
- Sun Shield™ TINT SPF50 Warm or Cool
- **SUZANOBAGIMD™** Soothing Complex (daily) alone or layered over high SPF
- Obagi Hydrate® (*in cold, dry weather*)

## Evening Routine

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- Nu-Derm® Gentle Cleanser
- Professional-C® Serum 10%
- ELASTIderm® Eye Cream / ELASTIderm® Facial Serum
- **SUZANOBAGIMD** Retivance® (*add extra to neck and chest*)
- Obagi Hydrate Luxe® (*in cold, dry weather*)



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# Acne prone skin

## Morning Routine

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- CLENZIderm M.D.™ Daily Care Foaming Cleanser
- **SUZANOBAGIMD™** Acne / Cleansing Wipes (*on-the-go*)
- CLENZIderm M.D.™ Pore Therapy
- CLENZIderm M.D.™ Therapeutic Lotion (*spot treat or full face application*)
- **SUZANOBAGIMD™** IDR
- Sun Shield™ TINT SPF50 Warm or Cool / Sun Shield™ Matte SPF50

## Evening Routine

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- CLENZIderm M.D.™ Daily Care Foaming Cleanser
- **SUZANOBAGIMD™** Acne / Cleansing Wipes (*on-the-go*)
- CLENZIderm M.D.™ Pore Therapy
- **SUZANOBAGIMD™** Retivance® (*nightly or 5 nights per week*)
- Tretinoin (*2 nights per week if using Retivance®*)





# SUZANOBAGIMD

Put it into Practice!



# A new line for your clinic!



- The **SUZANOBAGIMD** line gives your patients access to products from a world renowned Doctor
- Simple to promote and sell – non-prescription line suitable for even sensitive skin
- Suitable for combining with Obagi Medical Products
- Post-procedure skin care
- Great option for patients who express an interest in more naturally derived, plant-based compounds that are free of synthetic ingredients

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# UK and Ireland



On-The-Go  
Cleansing Wipes



On-The-Go  
Acne Cleansing Wipes



Balancing  
Toner

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# UK and Ireland



IDR  
Intensive Daily  
Repair



Retivance<sup>®</sup>  
Skin Rejuvenating  
Complex



Soothing  
Complex SPF25

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# 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 or Acne Cleansing Wipes	£12.95	10	£129.50	£23.21	£102.60	£410.40	<b>£5,335.20</b>
Balancing Toner	£24.67	10	£246.70	£44.40	£197.30	£789.20	<b>£10,259.60</b>
Soothing Complex SPF25*	£46.67	10	£466.70	£84.00	£373.30	£1493.20	<b>£19,411.60</b>
IDR Intensive Daily Repair	£44.18	10	£441.80	£79.52	£353.40	£1,413.60	<b>£18,376.80</b>
Retivance® Skin Rejuvenating Complex	£85.70	10	£857.00	£154.27	£685.70	£2,742.80	<b>£35,656.40</b>

**SUZANOBAGIMD add-on sales of over  
£59k pa (10 clients per week)**

\*Prescription required

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



# Add-on products

## CLENZIderm M.D.™ System

- **SUZANOBAGIMD** Acne 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 \*\***

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# 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

