



DERMA MADE

CASE STUDY

www.DERMAMADE.com

Who's Derma Made

Overview

- A disease state skincare line that delivers excellent patient outcomes
- Priced at \$20-50 allowing you to serve your entire patient demographics
- Comes with 360 marketing support to help you grow product sales in-office and online
- Made in USA, cruelty-free, 100% vegan, 100-day money-back guarantee for patients & practices

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Product line



About The Derm - Client Practice Using Derma Made

Client description

- 3 offices in the Chicago area (one main, two satellites)
- 6 providers (5 MDs, one PA)
- Balanced mix of general and cosmetic dermatology
- They had a private label skincare line, as well as traditional high-priced brands (80+ SKUs)
- They launched Derma Made in May 2021

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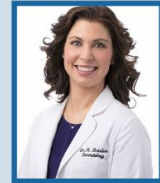
Providers



**Dr. Amy
Brodsky**



**Dr. Jessica
Borowicz**



**Dr. Renata
Brindise**



**Dr. Marianne
Rosen**



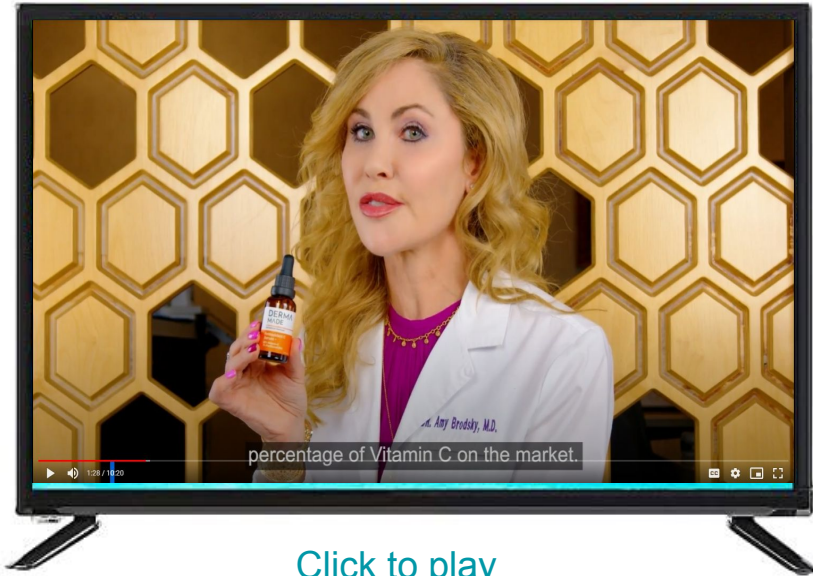
**Shannon
Keiser, DNP**



**Dr. Aisha
Sethi**

#1 Introduced Educational Videos

Video in the waiting room



What it does

- Patients learn why and how to take care of their skin, instead of browsing on their phones
- And the practice controls the narrative
- 65% of the population are visual learners. 30% of the population are auditory learners

#2 Introduced Skincare Intake Form

Patients tell you what they need

Skincare Intake Form

1. Your name: _____

2. Do you have a daily skincare routine?
☐ Yes ☐ No

3. What products do you use? How often?

4. What are your main skin concerns?

<input type="checkbox"/> Wrinkles	<input type="checkbox"/> Dark spots
<input type="checkbox"/> Undereye dark circles	<input type="checkbox"/> Eye bags
<input type="checkbox"/> Saggy skin	<input type="checkbox"/> Neck crepiness
<input type="checkbox"/> Rosacea / redness	<input type="checkbox"/> Eczema
<input type="checkbox"/> Large pores	<input type="checkbox"/> Acne / acne scars
<input type="checkbox"/> Blackheads	<input type="checkbox"/> Clogged pores
<input type="checkbox"/> Other: _____	

5. Other cosmetic concerns?

<input type="checkbox"/> Hair restoration	<input type="checkbox"/> Hair reduction
<input type="checkbox"/> Leg veins	<input type="checkbox"/> Fat reduction
<input type="checkbox"/> Thin lips	<input type="checkbox"/> Botox/Dysport/Xeomin
<input type="checkbox"/> Longer eyelashes	<input type="checkbox"/> Broken capillaries
<input type="checkbox"/> Cellulite	

6. What are your goals for your skin?

What it does

- The patient opens dialogue about skincare with the provider
- Puts the provider in a position to educate and prescribe instead of “sell”
- Ensures the provider establishes and guides at-home skincare for every patient

#3 Incorporated Skincare In General Derm

SKINCARE PROTOCOLS BY DISEASE STATE



Keratosis Pilaris

1. Shower With Medi Wash
2. AHA + BHA Peel Pads
3. Ceramide Barrier Cream

Note: Add prescription steroids if there is itchiness as needed.



Seborrheic Dermatitis

1. Medi Wash (for Scalp & Face)
2. Moisturizer - Only skin (Hyaluronic Acid Gel)
3. Normal Skin (Nia-Genic Lotion)
4. Dry Skin (Ceramide Barrier Cream)
5. Mineral SPF (Morning Only)

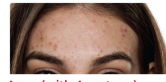
Note: Add prescriptions as needed.



Acne (without Accutane)

- Morning
1. Medi Wash for papular, comedonal acne.
 2. Melafade Serum
 3. Hyaluronic Acid Gel (Oil-free) or
 4. Nia-Genic Lotion, depending how oily the skin is.
 5. Mineral SPF

- Evening
1. Medi Wash for papular, comedonal acne
 2. AHA + BHA Peel Pads 1-4x a week, Alternate days with Retinol.
 3. Retinol + Bakuchiol (0.25 or 0.5) 1-4x a week Alternate days with AHA + BHA Peel Pads.
 4. Hyaluronic Acid Gel (Oil Free) or
 5. Nia-Genic Lotion, depending how dry the skin is.



Acne (with Accutane)

- Morning
1. Medi Wash for papular, comedonal acne
 2. Melafade Serum
 3. Nia-Genic Lotion or Ceramide Barrier Cream depending how oily the skin is.
 4. Mineral SPF

- Evening
1. Medi Wash
 2. AHA + BHA Peel Pads - if it's severe, or they have scarring.
 3. If there is PIH - Melafade Serum
 4. Nia-Genic Lotion or Ceramide Barrier Cream depending on how dry the skin is.



Eczema

- Morning
1. Light Foaming Cleanser
 2. Hyaluronic Acid Gel
 3. Nia-Genic Lotion or
 4. Ceramide Barrier Cream
 5. Mineral SPF (Morning Only)

- Evening
1. Light Foaming Cleanser
 2. Hyaluronic Acid Gel
 3. Nia-Genic Lotion or
 4. Ceramide Barrier Cream



Rosacea

- Morning
1. Light Foaming Cleanser for flushing type.
 2. Medi Wash for papule type.
 3. Hyaluronic Acid Gel
 4. Mineral SPF

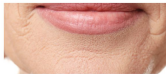
- Evening
1. Light Foaming Cleanser for flushing type.
 2. Medi Wash for papule type.
 3. Nia-Genic Lotion
 4. *Low dose Retinol may be an option.



Melasma / Hyperpigmentation

- Morning
1. Light Foaming Cleanser
 2. Hyaluronic Acid Gel
 3. Antioxidant C Serum +
 4. Mineral SPF

- Evening
1. Light Foaming Cleanser
 2. 1/2-1x nights a week: AHA + BHA Peel Pads
 3. Hyaluronic Acid Gel
 4. Mix 3 drops each of Retinol + Bakuchiol (0.25 or 0.5) and Melafade Serum and apply on the face and neck.
 5. Moisturizer - Normal Skin (Nia-Genic Lotion)
 6. Dry Skin (Ceramide Barrier Skin)



Anti-Aging

- Morning
1. Light Foaming Cleanser
 2. Multi-Peptide Eye Gel
 3. Antioxidant C Serum +
 4. Hyaluronic Acid Gel
 5. Neck Renewal Cream
 6. Mineral SPF

- Evening
1. Light Foaming Cleanser
 2. AHA + BHA Peel Pads 1-3x a week. Alternate days with Retinol.
 3. Hyaluronic Acid Gel
 4. Multi-Peptide Eye Gel
 5. Retinol + Bakuchiol (0.25 or 0.5) 1-4x a week. Alternate days with AHA-BHA Peel Pads.
 6. Neck Renewal Cream

What it does

- Physician-developed protocols for main skin conditions - melasma, rosacea, acne, eczema, keratosis pilaris, seborrheic dermatitis, as well as anti-aging
- We trained MDs, PAs, Nurses, and MAs on the protocols
- Augment any prescription medications

#4 Added Take-home Instructions

Prescription Pad / Instructions

DERMA MADE		SKINCARE ROUTINE	
Step 1 - Cleanse			
Light Foaming Cleanser	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Medi Wash	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Step 2 - Treat			
AHA + BHA Peel Pads	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Multi-Peptide Eye Cream	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Antioxidant C Serum +	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Melafade Serum	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Retinol + Bakuchiol (0.5)	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Retinol + Bakuchiol (0.25)	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Step 3 - Moisturize			
Hyaluronic Acid Gel	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Nia-Genic Lotion	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Ceramide Barrier Cream	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Neck Renewal Cream	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Step 4 - Sun Protection			
Mineral SPF 50 - Sheer	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
Mineral SPF 50 - Tinted	<input type="checkbox"/> AM	<input type="checkbox"/> PM	
	<input type="checkbox"/> AM	<input type="checkbox"/> PM	

FOR HOW TO APPLY THE PRODUCTS, SCAN 

OR VISIT [DERMAMADE.COM/HOWTO](https://dermamade.com/howto)

What it does

- Products get dispensed at the front desk
- Give patient specific instructions of when to use what
- QR code linking to videos of how to apply the products
- Why dispense in the office? 50% of patients will either i) not get the products prescribed through a pharmacy, or ii) won't use them consistently. 80% adherence is required for therapeutic efficacy

#5 Trained The Front Desk

Training and FAQs

How Do You Present Products at Checkout?

Present what the doctor recommended:

"[Nancy], this is the plan Dr [Brotsky] wants you to follow."

Reiterate why they need the products:

"For your skin concerns, the doctor wants you to use [the Melafade Serum, Retinol and the SPF 50]."

Check in that the patient is in agreement:

"The instructions are written for you here. Sounds good? [wait for answer]"

Before presenting the price for the visit:

"Very well, your total today is..."

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100-day money back guarantee



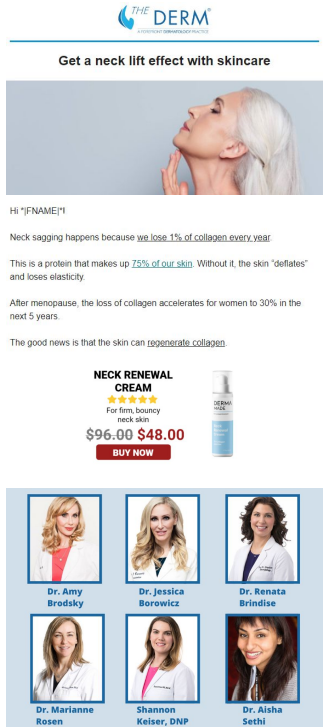
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What it does

- We observed that 50% of the product recommendations were lost at the front desk.
- We developed easy to follow scripts and FAQs and trained front desk staff
- Raised product uptake rate to 80%+

#6 Launched Email Marketing + Ecommerce

Email marketing examples



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What it does

- The patient database is the most valuable asset of each practice. These patients buy skincare 24/7. Derms see 25% of the population, but only sell <0.5% of all skincare
- We sent educational content - skincare tips and blog articles
- We create the content. The practice sends it to patients. We manage the ecommerce and share revenue

The Derm Currently Generates \$1.5 million a year

Monthly skincare sales (3-month average before & after)

\$75K

Average monthly
skincare sales
(in-office)
Before Derma Made

\$98K (+31%)

Average monthly
skincare sales
(in-office)
With Derma Made

\$119K (+59%)

Average monthly
skincare sales
(in-office + ecommerce)
With Derma Made