



## **Dermocosmetic product list presentation**

The Proderma Cosmeceutici's dermocosmetic product list, whose ownership had previously managed a chemical-pharmaceutical production plant specialized in fine chemicals (phosphorilate vitamins, antibiotics, sulphamidics and others APIs), was born to the end of 80s by presenting a dermocosmetic product for the treatment of androgenetic alopecia and telogen effluvium (Aminotril lotion), based on an innovative molecule developed in our laboratories and our exclusive brand patent: Triaminodil®.

Triaminodil® is the evolution of a drug, minoxidil, created for the treatment of the systemic hypertension and which it had shown to cause hirsutism as side effect and therefore it was used, with considerable success, to prepare an anti-hair loss lotion.

Triaminodil® was notified to ISS (Istituto Superiore di Sanità, the Institute managed by Italian Ministry of Health for the scientific/regulatory controls) such as innovative cosmetic active ingredient. The ISS, after evaluating the required tests results, has accepted the Triaminodil for use in cosmetic.

Minoxidil based lotions have shown, especially those with high percentages of active ingredient, the side effect of lowering the blood pressure even on several healthy subjects.

Our idea has been that to "use" the active sites of the minoxidil molecule to synthesize another active ingredient which has shown to be less active on blood pressure and therefore safer to use in trichology.

The result of this research was the Triaminodil®, which is not a derivative of Minoxidil, but a specific evolution for use as an active ingredient in lotions for treatment of androgenetic alopecia and telogen effluvium (alopecia areata).

In summary, the advantages of Triaminodil® compared on minoxidil are greater safety of use with the same hair fall arrest activity.

The success of this innovative molecule among the Dermatologists over the years, has been flattering and this has allowed us to prepare four other products that use the Triaminodil®: Novoxidyl shampoo as anti-dandruff tricho-cleanser, Novoxidyl gel cream for treatment of alopecia areata of the face and body, Seboex lotion for seborrheic dermatitis treatment of scalp.

The rest of the list, despite not having other exclusive molecules such as the Triaminodil®, presents for each of the products a formulation or presentation features which making it a highly innovative preparation.



For abroad markets we have created the Novoxidyl line that has some peculiarity in the packaging but the same formulations of Aminotril line commercialized in domestic market.

The Proderma Cosmeceutici's product list is divided in two lines:

#### 1 TRICHOLOGICAL Products

1.1 Novoxidyl phytocomplex, Novoxidyl shampoo, Novoxidyl gel cream, Novoxidyl shampoo soft, Seboex lotion;

#### 2 DERMATOLOGICAL Products

2.1 neo Deacnil cream, Deacnil lotion, Deacnil milk, Badenoil;

2.2 Lenidermina cream, Lenidermina liquid powder, Lenidermina cleanser;

2.3 Seboex cream; Ezemax emulsion;

Overall the Proderma Cosmeceutici's products can be divided into treatment products (functional) with a specific activity and cleansing products (shampoos, milk to rinse, oils and gel cleansers).

However, even cleansing products have functional characteristics that place them at high end market for their unique characteristics.

We have identified as reference specialists, in first instance, the dermatologist, the trichologist, the cosmetic physician, the outpatient plastic surgeon and in second instance, but not least, the gynecologist.

The dermatologist finds in our products list an offer of high-end products that allow him to treat with excellent results, from a dermocosmetic point of view, almost all of the problems he normally encounters in outpatient practice, such as: acne (Deacnil line), xerosis (Badenoil), hyperhidrosis, inflammation and skin irritations from external agent (Lenidermina line), scalp and body seborrheic dermatitis (Seboex line), atopic eczema (Ezemax emulsion). In addition he can cleanse the skin with different cleansers, both for affinity (oils) and for contrast (surfactants), for maximum flexibility of treatment.

The trichologist finds in Novoxidyl line the maximum prescribing possibilities combined with an exceptional quality of products and consequently excellent results "in vivo", in all products of the trichological line, with which he can treat both the androgenetic alopecia and telogen effluvium with remarkable results in both cases.

Other specialists can find in Proderma Cosmeceutici's products the same treatment possibilities as the dermatologist and trichologist, obtaining effective help in correct skin cleansing or in skin treatment before/after some specific applications (e. g.: topical pharmacological treatment, hydroxy acids, Botox, fillers, etc).

Furthermore, cosmetic surgeons can achieve rapid healing after out-patient surgeon operations, thanks to anti-inflammatory, antipruritic and antiseptic activity of Lenidermina cream.



With Lenidermina cleanser they can do an antiseptic and gentle but effective cleansing of the area, before and after treatment.

The gynecologist with hair products (Novoxidyl line) can solve the problem of telogen effluvium of many patients due to pre and post birth stress and related hormonal imbalances.

Moreover, with the Deacnil line, he can treat the postpartum spots on the abdomen of the women pregnant and milder forms of acne on younger patients.

With Lenidermina line the gynecologist can treat the vulvar irritation with or without itching and inguinal hyperhidrosis. He also has the availability of two special detergents, Lenidermina cleanser for personal hygiene and Badenoil as cleanser extra gentle for delicate skin (such as those aged). The latter used pure is excellent in the treatment of xerosis.

Although Proderma Cosmeceutici has these two specialists (dermatologist and gynecologist) as its main target, it can also offer to the pediatrician some products with many prescription possibilities and which can be of great help in the treatment of some basic problems such as diaper rash and other types of contact dermatitis (Lenidermina line). Also, with Novoxidyl shampoo soft, it's possible to treat the cradle cap of the newborn.

Of course the pediatrician can also treat the first forms of acne (neo Deacnil cream) and cleanse the delicate skin of its patients with effective products, but at the same time very gentle on the derma (Lenidermina cleansing, Novoxidyl shampoo soft and Badenoil).