

Establish Yourself in the Niche of Dermatology

Dermatology medication needs to be as unique as each person's skin, and compounding can help.

The skin is the largest organ of the body, and it can vary greatly from person to person. According to the American Academy of Dermatology, dermatologists diagnose and treat over 3,000 diseases.¹

Additionally, they not only have to treat patients with specific conditions, but also have to consider each patient's unique skin and all of its potential sensitivities, which can present further challenges. And as a compounder, you have plenty of competitive advantages in the field of dermatology.

WHY COMPOUND FOR DERMATOLOGY?

When it comes to dermatology, consider that:

- This field has always heavily used compounded medications.
- It is an annual 13 billion dollar industry.²
- It is projected to grow 2.9% per year over the next 10-15 years.²

This means that helping patients and gaining their trust with custom medications can have a significant, long-term, positive impact on your practice.

HOW TO MAKE DERM WORK FOR YOU

You can create customized medications for each patient's skin – even by combining multiple APIs in a single preparation. Furthermore, using an ideal base combined with certain actives may create the **perfect combination for your patient clinically as well as allow for affordability**. Finally, set yourself apart by mentioning your access to exclusive bases no one else has.

Our new **Clarifying™ Base (PCCA #30-4845)**, for instance, can be used in formulations for patients with acne and rosacea. It may improve the appearance of red, blotchy skin. It also has a unique avocado extract that decreases oil formation.

Our new **XemaTop™ (PCCA #30-4891)** base was formulated with psoriasis, eczema and xerosis (dry skin) in mind. It is the only base available designed to be used specifically in formulations for patients with these conditions. XemaTop replenishes the lipids within the skin, nourishes its structural integrity and helps restore its barrier and prevent water loss while delivering APIs.

And you can't forget **PracaSil™-Plus (PCCA #30-4655)**, our most-studied base, which contains pracaxi oil. This unique topical anhydrous silicone base is an ideal choice in formulations for patients with new scars, old scars, surgical scars, stretch marks, acne scars, hypertrophic scars, burns, and diabetic wounds. All of our studies for PracaSil-Plus, including before-and-after scar treatment photos, are available on the Members-Only Website.

For specific dermatology formulations using XemaTop and Clarifying Base, see page 8.

REFERENCES

¹ American Academy of Dermatology. (2015). *Why see a dermatologist*. Retrieved from <https://www.aad.org/public/diseases/why-see-a-dermatologist>

² IBISWorld. (2015). *Dermatologists in the US: Market research report*. Retrieved from <http://www.ibisworld.com/industry/dermatologists.html>

Now Available – FREE dermatology marketing materials!

Available for download on the Members-Only Website under Products > Dermatology > Marketing.

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