



2018 WORLD CONGRESS OF COMPOUNDING

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#WCC2018VEGAS



2018 WORLD CONGRESS OF COMPOUNDING



**OUR PATIENT.
OUR CUSTOMER'S SOLUTION.
YOUR OPPORTUNITY.**

Ike Dzhragatspanyan, PharmD

HOUSEKEEPING



Cell Phones



Download the Slides



Questions



**No photography,
audio, or video
recordings**

<https://education.lp3network.com/WCC2018>

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IKE DZHRAGATSPANYAN, BSc, PharmD



- Owner of Enovex Total Wellness Pharmacy
- 14 years of experience as a pharmacy owner
- Doctor of Pharmacy, University of Southern California (USC) School of Pharmacy
- BSc Biochemistry (*cum laude*), University of California, Los Angeles (UCLA)
- Enjoys spending time with his family, fishing and watching hockey

OUTLINE

- INTRO TO ENOVEX TOTAL WELLNESS
- SKIN CARE MARKET & TRENDS
- BLEND & BOOST PRODUCT OFFERING
- BLEND & BOOST DEMONSTRATION
- CASE STUDIES
- THE BLEND & BOOST DIFFERENCE

ENOVEX TOTAL WELLNESS PHARMACY

- Enovex emphasizes customer service with a caring, personalized approach to patient solutions
- One-on-one consultations with Dr. Ike
- Specialized services to cater to niche markets
- Furthering expertise through continuous education
- Collaborative practice with physicians



ENOVEX TOTAL WELLNESS

In-depth patient consultations:

- Health concerns
- Patient preferences
- Secondary needs



OPPORTUNITY to better serve the patient through complementary services

ENOVEX TOTAL WELLNESS

- Offering the patient something unique to solve a problem or fit a need
 - A multi-functional solution for patients with multiple skin concerns
 - Clinically proven concentration levels for active cosmetic ingredients to ensure optimal results
- Uncovering complementary products or solutions
 - HRT patients in need of anti-aging skin care
 - Patients who have not had satisfactory results from mass-produced skin care

SKIN CARE MARKET

GLOBAL SKIN CARE MARKET 2014: **\$111B**

PROJECTED GLOBAL SKIN CARE MARKET 2019: **\$130B**

2019



SKIN CARE MARKET: KEY DRIVERS

1. Anti-aging is the largest category of growth*
2. Consumers of all ages are increasingly concerned with anti-aging as well as dry skin, uneven skin tone and hyperpigmentation*
3. Younger consumers are more actively purchasing skin care products*



SKIN CARE MARKET: TRENDS



Merging of beauty & wellness

Growth of independent over
mass brands

Online & social media
presence



SKIN CARE MARKET: TRENDS

“...consumers increasingly demand **personalized beauty** defined on their terms...Consumers want products that fit their own personal routines and meet their own sensitivities.”

---Intel, Beauty & Personal Care, Global Trends 2018



SKIN CARE MARKET: TRENDS

“Consumers looking for more bespoke skin care solutions. From DNA testing, to picture analysis, to diagnostic apps, the selection of skin care products will continue to become even more personalized.”

—Euromonitor insights

BLEND & BOOST

BLEND & BOOST

CUSTOMIZED SKIN CARE

Personalized solutions to meet your patients' needs



BLEND & BOOST

The Blend & Boost target patient at Enovex:







- HRT patients
- Any “health conscious” patient
- 25-65 years old
- Looking for anti-aging solutions

BLEND & BOOST: 3 STEP JOURNEY

1

Skin Evaluation

Select your skin type:

 Very Dry	 Dry	 Normal
 Combination	 Oily	 Very Oily

« BACK NEXT »

2

Combination Selection



3

Blending & Delivery



VISIA SKIN ANALYSIS

IN-DEPTH QUANTITATIVE SKIN
ASSESSMENT
+
QUALITATIVE SKIN ASSESSMENT
=
TRUE PATIENT NEEDS



CUSTOM SKIN CARE, SIMPLIFIED

- Blend & Boost offers:
 - TRULY customized skin care formulations
 - Formulations that have been tested for safety, stability & efficacy
 - Carefully curated, clinically proven active cosmetic ingredients at optimal concentration levels



YOUR SKIN. YOUR SOLUTION.

OVER 100 TESTED FORMULATIONS

Target aging, acne, sensitivity, pigmentation and hydration
Multi-functional skin care solution for use day, night & eye



DAY



NIGHT



EYES



BLEND & BOOST CREAM BASES



Rich Anti-Aging
Cream Base



Light Anti-Aging
Cream Base



Moisturizing
Cream Base



Oily Skin
Cream Base



Sensitive Skin
Cream Base



ANTI-AGING BOOSTERS



CoQ10 Vectorized
System



Et-VC™



Hyaluronic
ML Spheres



Matrixyl® 3000



Snap-8™ Solution C



Venuceane™



MOISTURIZING BOOSTERS



Aqua-Osmoline



Ceramides X-Blend



OILY SKIN BOOSTERS



AC.Net™



Niacinamide PC



SENSITIVE SKIN BOOSTERS



CM Glucan H



Defensil® Plus

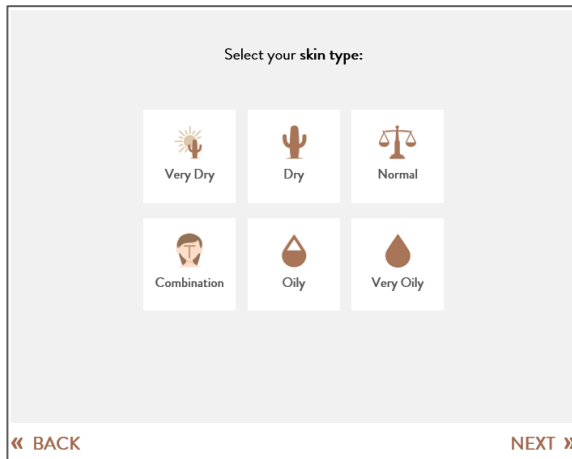


Telangyn™ Solution

BLEND & BOOST DEMONSTRATION

1

Skin Evaluation



2

Combination Selection



3

Blending & Delivery



STEP 1

BLEND & BOOST QUESTIONNAIRE

<https://www.blendandboost.com/consultation/bb>



STEP 2



YOUR SKIN. YOUR *Solution.*

CONSULTATION SUMMARY:

Jan Doe
Date of birth: January 1, 1960
514-333-7811

Patient information

Skin Type	Primary Skin Concern	Secondary Skin Concern
 Combination	 Aging	 Sensitivity

Patient skin type & concerns

ANTI-AGING CONSULTATION

Most Recent Procedure:	No Procedure
Primary aging concern:	Wrinkles - Grade 2
Secondary aging concern:	Sun damage - Moderate
Third aging concern:	Excess oil; blemishes

SENSITIVITY CONSULTATION

Conditions:	None of the above
Primary sensitivity concern:	Persistent redness
Secondary sensitivity concern:	Sun damage - Moderate
Third sensitivity concern:	General sensitivity - Mild to Moderate

ALLERGIES: Peanuts,


PRODUCTS: I do not use any of these products



STEP 2

	OPTION 1:	OPTION 2:
BASE	LA ^B - Light, elegant and non-greasy cream. Infused with a unique complex that helps smooth skin texture, restore hydration and provide a youthful radiant glow. Fragrance-free, Paraben-free	SS ^B - Calming and protective cream that leaves a gentle sensation upon application. Infused with a unique combination of soothing ingredients. Fragrance-free, Paraben-free
BOOSTER ₁	Snap-8™ Solution C 5.1 mL (10%) - Botulinum toxin inspired peptide - Expression lines	Telangyn™ Solution 1.1 mL (2%) - Local redness, dilated capillaries - Helps mild rosacea conditions
BOOSTER ₂	Venuceane™ 1.6 mL (3%) - Stable antioxidant enzyme complex - Photo-damage protection	CM Glucan H 1.1 mL (2%) - Baker's yeast Beta-Glucan - Recovery / skin healing / wrinkles
BOOSTER ₃	N/A	N/A

STEP 2



YOUR SKIN.
YOUR Solution.

- HOME
- ABOUT
- PRODUCTS
- MEDIA
- FAQ
- CONTACT
- SUMMARY REPORT
- LEARNING CENTER
- PROFILE
- USERS
- VIDEOS
- MARKETING MATERIALS
- CONTACT

FORM CENTER

WELCOME
Dr A. Smith, MD

PATIENT NAME
-Select a Patient / New- Jane Doe

PATIENT DATE OF BIRTH
January 1 1960

PATIENT ADDRESS INFORMATION

Address: -

City: -

Zip / Postal Code: -

State / Province: -

Country: -

Phone Number: -

CHOOSE THE BASE
LAB - Light Anti-aging cream base

SELECT THE BOOSTERS

B ₁	B ₂	B ₃
Snap-8™ Solution C 5.1 mL	Venuceane™ 1.6 mL	

STEP 3



FORMULATION SHEET

Recommended by:	Prepared by:	Specifically formulated for:
0090 Henri-Bourassa West Montreal, QC H4R 3A8 Tel: 1.800.666.6334	0090 Henri-Bourassa West Montreal, QC H4R 3A8 Tel: 1.800.666.6334	Jane Doe - Tel: -

PATIENT: Jane Doe	BASE: LA ⁸ - Light Anti-aging cream base	BOOSTERS: 5, 6
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FORMULA: 55g Preparation BLENDANDBOOST.COM

Ingredients	Booster Code	Weight (g)	Volume (mL)	Product #	Lot #	Expiration Date
Snap-8™ Solution C	5		5.1 mL	2822-02		
Venuoane™	6		1.6 mL	2823-02		
LA ⁸ - Light Anti-aging cream base		48.3 g		2830-08		

FORMULATION INSTRUCTIONS:

STEP 1: Ingredient Preparation	1. Tare an Unguator jar without the cap. 2. Add approximately 50% of the required base to Unguator jar. 3. Weigh and add all required boosters to Unguator jar one by one. 4. QS to 55g with additional cream base in Unguator jar, without the cap.
STEP 2: Mixing	5. Attach the mixing blade and Unguator jar to the machine, set parameters to 3 minutes and a rotational speed of 3.
STEP 3: Dispensing & Labeling	6. Once mixing cycle is complete, transfer final mixture to Blend & Boost® dispensing container. Gently tap the container to remove entrapped air. 7. Write down the corresponding booster code(s) on the appropriate label with a permanent red marker. Allow drying for a few seconds. 8. Apply the protective transparent sticker on top of the hand-written B&B code and finally label dispensing container. 9. Print the product Insert (including list of ingredients and directions) and include it with the finished product. 10. Ship the Blend & Boost® product and insert to the appropriate location.

STORAGE: KEEP AT ROOM TEMPERATURE	REQUEST DATE: 8/24/2018	USE BEFORE: 11/24/2018
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SNAP-8™ Solution C, usage authorized by Lipotec S.A.U. - Venuoane™, usage authorized by Sederma Inc.



CRACKING THE BLEND & BOOST CODE



OS^B: Oily Skin Cream Base
code for cream base

9-11-13
codes for boosters

CASE STUDY: JULIETTA

PATIENT CONCERNS



1. Dark spots



2. Redness/rosacea

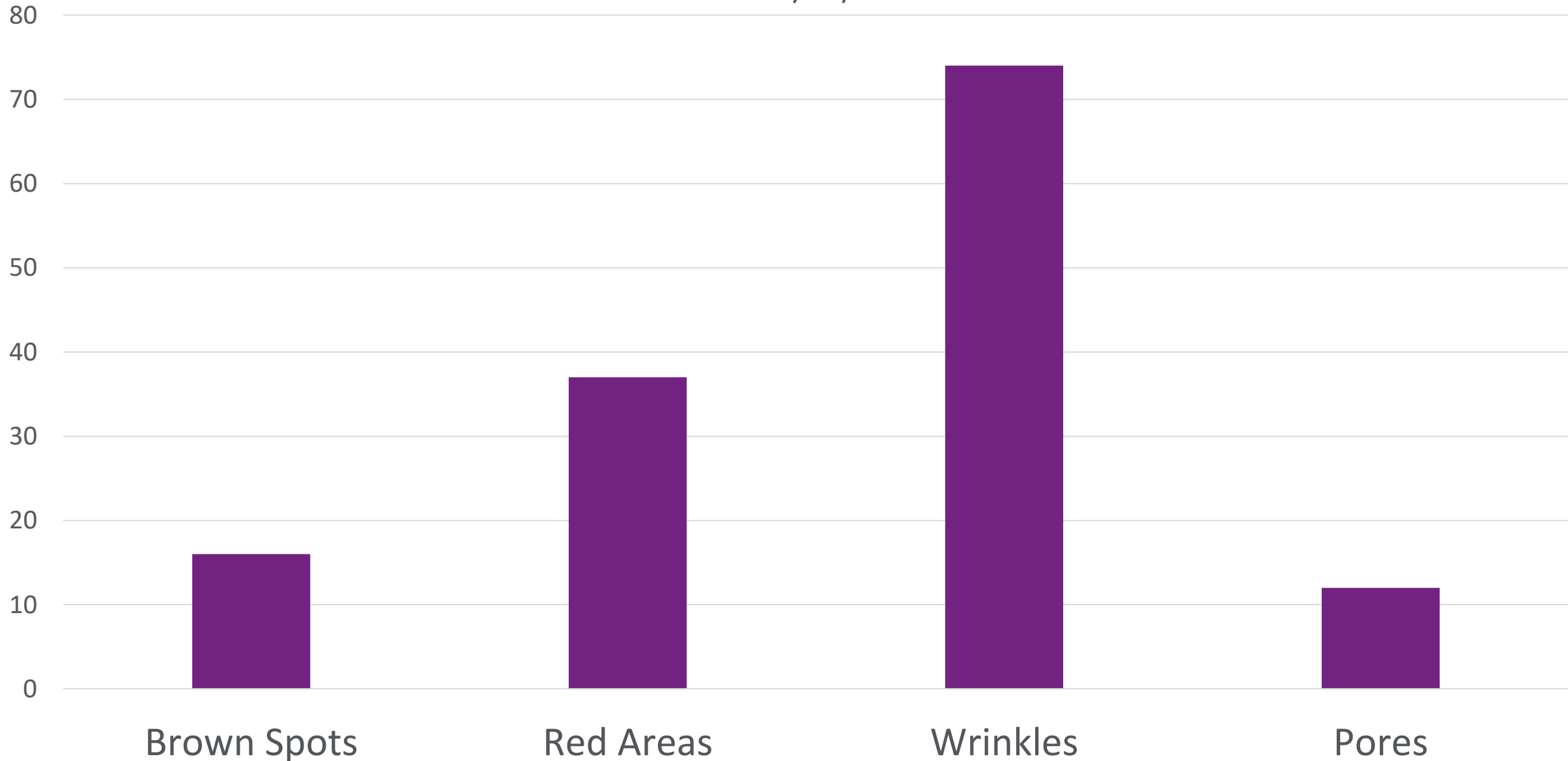


3. Wrinkles

Visia Facial Assessment Report

Analysis results: Julietta

Date: 4/18/2018



JULIETTA'S BLEND AND BOOST CODE

SSB Sensitive Skin Cream Base

11: Telangyn Solution

9: CM Glucan H

12: AC.Net™

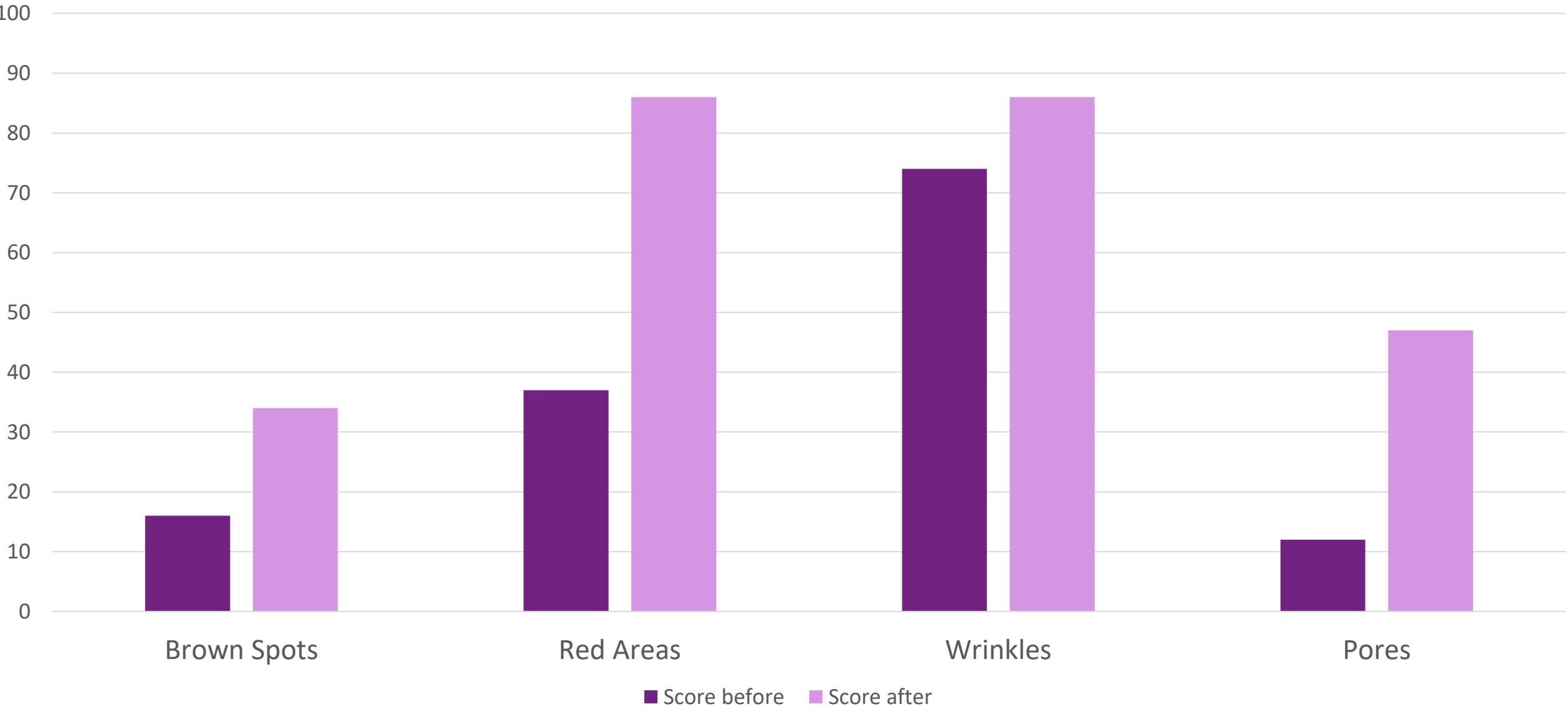


AFTER BLEND & BOOST

Visia Facial Assessment Report

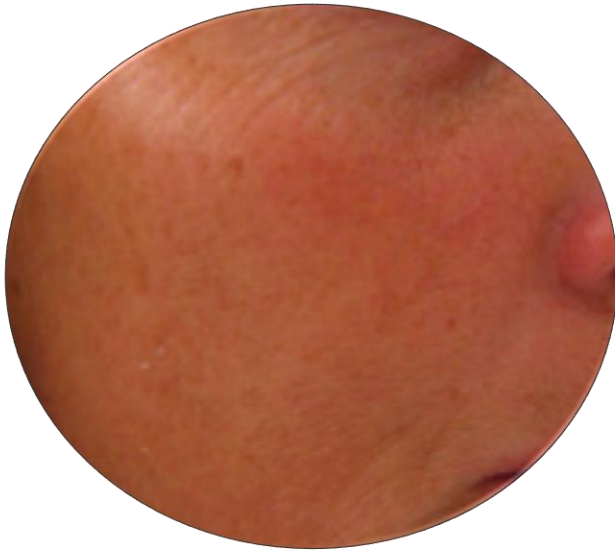
Patient: Julietta

Date: 11/6/2017



CASE STUDY: LUCINE

PATIENT CONCERNS



1. Aging



2. Wrinkles

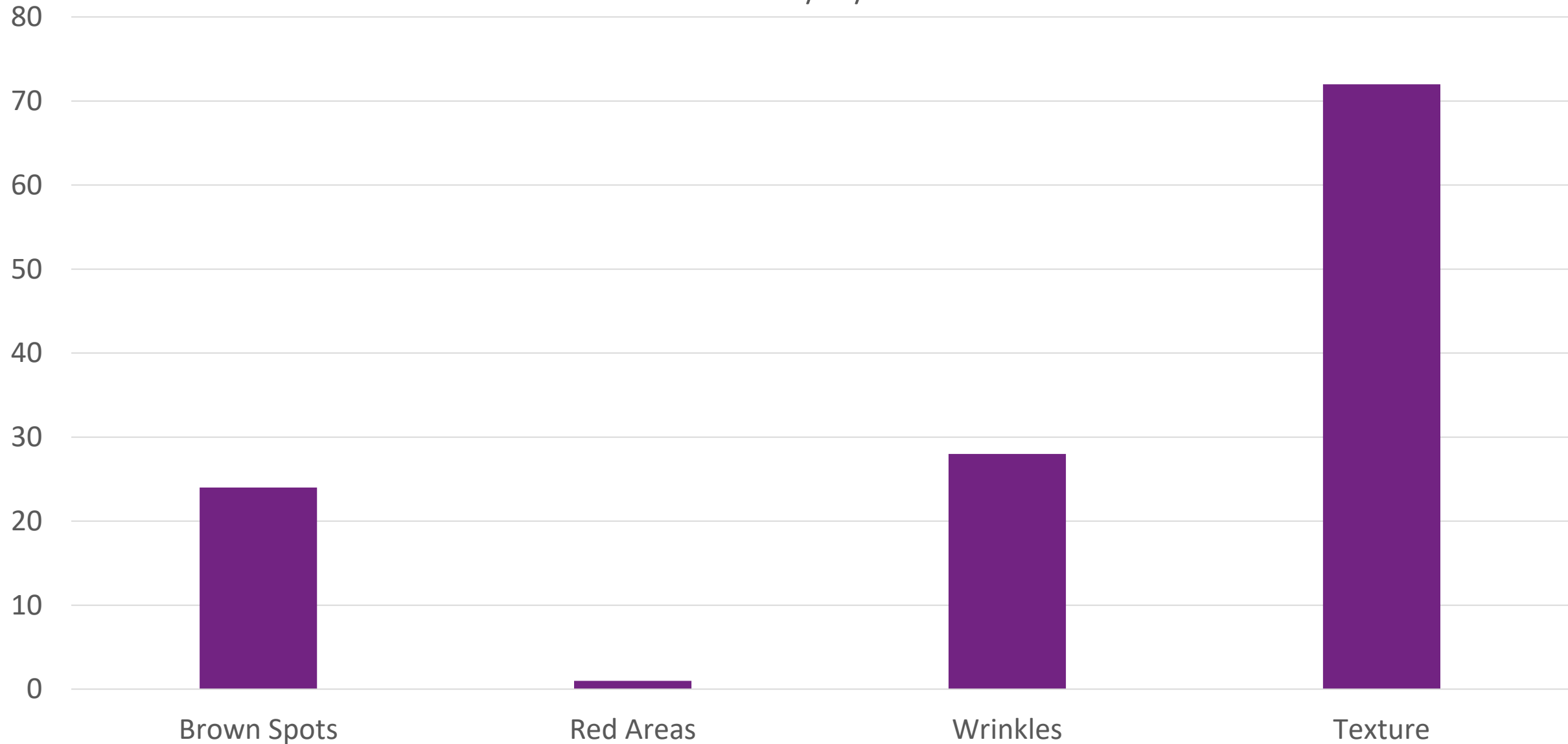


3. Dark spots

Visia Facial Assessment Report

Patient: Lucine

Date: 12/20/2016



LUCINE'S BLEND AND BOOST CODE

RAB Rich Anti-Aging Cream Base

5: Snap-8™ Solution C

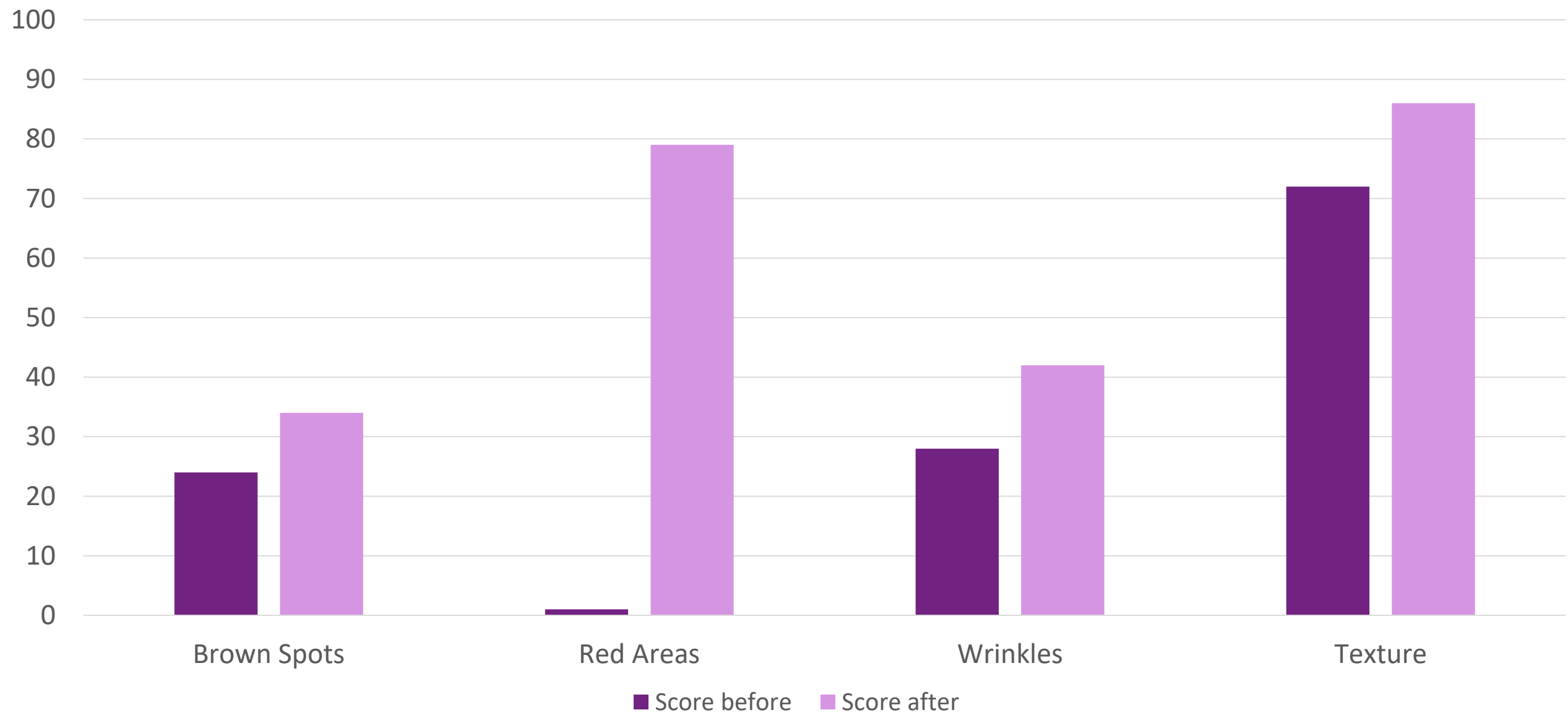
2: Et-VC™



Visia Facial Assessment Report

Patient: Lucine

Date: 5/4/2017





WHY BLEND & BOOST?

- ✓ Excellent **profit** margins
- ✓ **Complementary product** for dermatology and HRT patients
- ✓ Ease of offering: **no prescriptions required**
- ✓ **Opportunity** to market to local MDs
- ✓ Demand for skin care from patients of all ages
- ✓ Cutting-edge **technology**
- ✓ **Differentiate** your pharmacy from competitors
- ✓ Comprehensive **marketing kit**
- ✓ Clinically proven **results**



IN-STORE MARKETING COLLATERAL



WEB MARKETING

Social media support



i-Frame web page

An i-frame web page for Blend & Boost. The top section features the Blend & Boost logo and the text "BLEND & BOOST YOUR SKIN. YOUR Solution." in a mix of black and brown fonts. Below this is a photo of a smiling woman. To the right of the photo, the text "CUSTOMIZED SKINCARE MADE JUST FOR YOU!" is written in black. The middle section is titled "3 IN 1 PRODUCT" and includes three icons: a sun for "DAY", a moon for "NIGHT", and an eye for "EYES". Below the icons, it says "Addresses Your Skin Concerns With Only One Bottle". To the right of the text is a product shot of a bottle of MC8 product next to aloe vera and a small plant. The bottom section has a light gray background with the text "REAL PEOPLE. REAL RESULTS." in black.





**THANK YOU FOR LISTENING
QUESTIONS?**