



Presented by:

## **Molecular Design International, Inc.**

*improving the world one molecule at a time*

### **Innovation to Catalyze Growth**

Novel ingredient that fights acne and aging safely **without irritation** while improving the health and beauty of the skin

*“The science of beauty is more than skin deep”*

-Bill Purcell

**MDI is a discovery company anchored in Basic Science Biotechnology R&D:** dermatology, diabetic retinopathy, diabetes/obesity, wound healing, and cancer therapy. The following chart lists our market ready cosmetic ingredient, Retextra<sup>®</sup>, and proprietary formulations.

Compound/Product	Key Ingredient
New MDI Plus Acne Kit	Retextra <sup>®</sup> in each of the 3 components Retextra <sup>®</sup> - salicylic acid combination patent pending
SensiClear <sup>™</sup> Acne System	Successfully marketed via Internet for over 5 years Retextra <sup>®</sup> - salicylic acid combination patent pending
Botanical Combination for Acne	Ginger-Curcumin combination with White Willow Bark. patent published
Radiance Serum for Anti-Aging	Successfully marketed at CVS as Dr. Dover's Skin Effects Intense Smoothing Serum with Retinoid Complex active ingredient is Retextra <sup>®</sup> patent pending
New MDI Plus Anti-Aging Kit	Retextra <sup>®</sup> in each of the 3 components patent pending
Botanical Combination for Anti-Aging	Ginger-Curcumin combination patent published

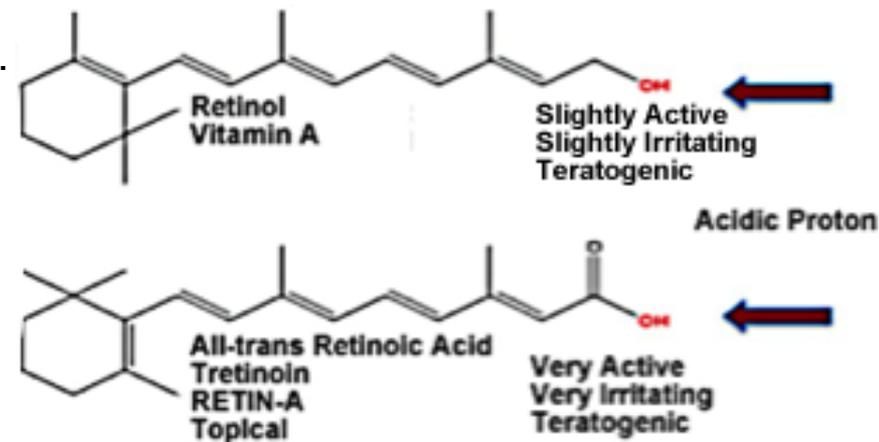
# First Generation Retinoids VS. Second Generation Retinoids

## First Generation Retinoids

- All-*trans* retinoic acid (Retin-A)
  - Effective but irritating and teratogenic; that is, toxic.
- Retinol
  - Mildly active but irritating and teratogenic

“The problem with retinol is that it is irritating. In spite of claims to the contrary, we have done a well-controlled clinical study and it is irritating when used at concentrations that work. In most cosmetics, it is used at strengths too low to work or irritate.”

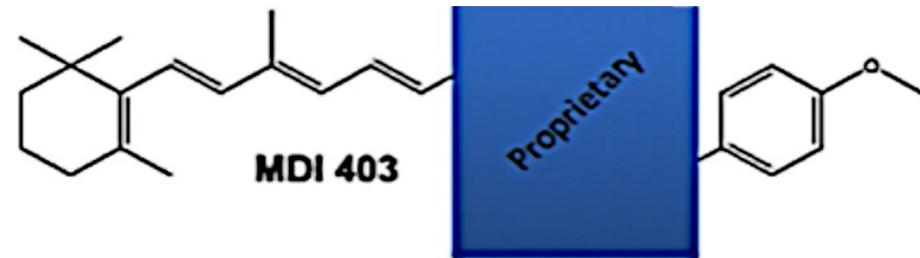
Dr. Jim Varani



# First Generation Retinoids VS. Second Generation Retinoids

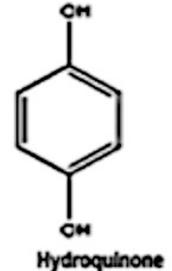
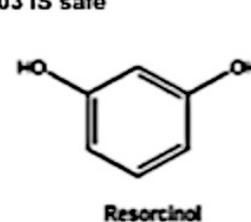
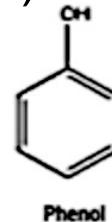
## Second Generation Retinoids

- Increases cell turnover
- Provides skin repair from photodamage
- Allows repair to occur (wound healing studies by Dr. Varani)
- Does not irritate like first generation retinoids
- Reduces the appearance of fine lines, leaving skin glowing and radiant



Note the absence of a free proton  $\text{H}^+$

MDI 403 is NOT irritating  
MDI 403 is NOT teratogenic  
MDI 403 IS safe



# Retextra<sup>®</sup>

## a Second Generation Retinoid

INCI Name: *Hydroxyanasatil Retinoate*

### Rights/Ownership:

- All rights to Retextra<sup>®</sup> including the trademark belong to MDI

### Development:

- **Preclinical:** IND 43,400
- **Clinical:** Phase I/II trials for the topical treatment of acne proved safety and mild anti-acne efficacy
- The **unique safety** profile was the motivation for the IND to be withdrawn from the FDA in order to launch MDI 403 as a cosmetic ingredient

### Key Anti-Aging claims supported:

- “visible results in just one day” (80%)
- “dramatically reduced lines” (100%)
- “Youthful and radiant skin” (100%)

# New MDI Plus Acne Kit

Unlike systems such as Proactiv, our **New MDI Plus Acne Kit** is the only 3 Step Acne Treatment System with the proprietary ingredient, **Retextra**<sup>®</sup>, making it the most advanced treatment for acne that can be purchased without a prescription.

The steps:

1. Cleanser
2. Acne Repair
3. Moisturizer

Each step contains **Retextra**<sup>®</sup> giving it the ability to penetrate and unclog pores while destroying acne bacteria and simultaneously smoothing and softening the skin's surface thus creating a youthful, healthy, radiant and acne-free complexion.

# Human Research Studies

MDI Plus subject 2675 versus Proactiv subject 9711

	Start	3 Days	7 Days	14 Days	Reduction
<b><u>Comedones</u></b>					
MDI Plus	8	8	6	4	50%
Proactiv	11	11	9	8	27%
<b><u>Papules</u></b>					
MDI Plus	3	3	2	0	100%
Proactiv	4	4	3	2	50%
<b><u>Pustules</u></b>					
MDI Plus	1	0	0	0	100%
Proactiv	1	0	0	0	100%

# MDI Plus Acne Kit Photographic Results

Subject 2675 before and after treatment MDI Plus Acne Kit.  
This clearly shows the healing and disappearance of a pustule.



<b>BASELINE - 3,865 PX</b>	<b>DAY 3 - 1,608 PX</b>	<b>DAY 7 - 292 PX</b>	<b>DAY 14 - 45 PX</b>
<b>58.40% ACNE REDUCTION</b>	<b>92.45% ACNE REDUCTION</b>	<b>98.84% ACNE REDUCTION</b>	

# Human Research Studies

The following two slides demonstrate the effectiveness of MDI Plus Acne Kit when compared with Proactiv. Two subject comments should be mentioned here:

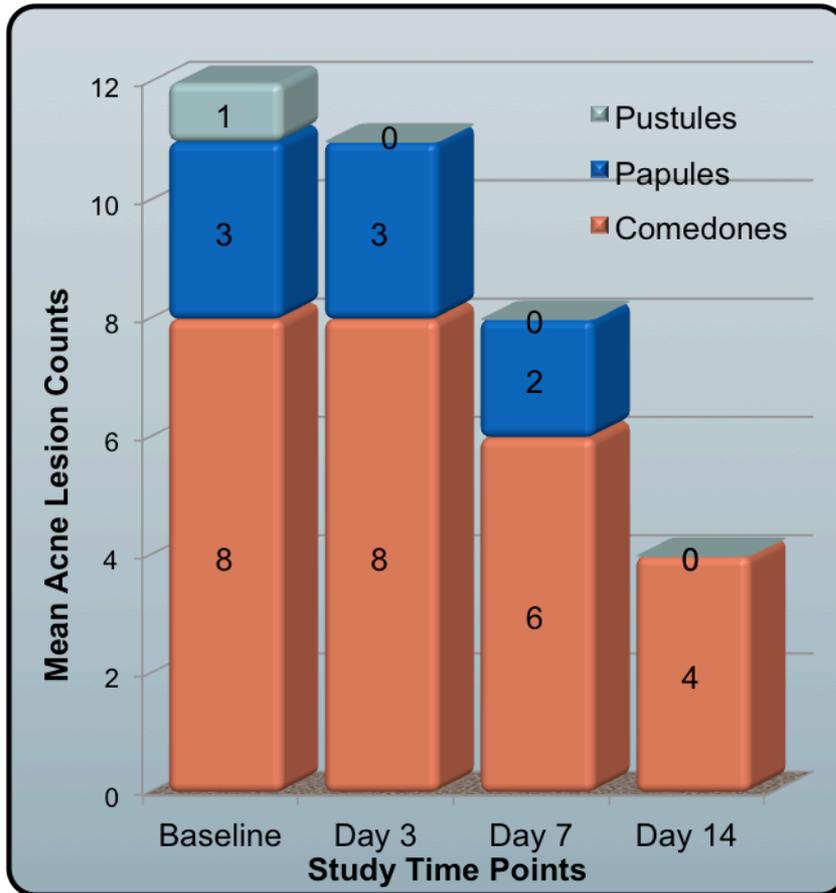
- MDI Plus Acne Kit subject 2675, “Face feels smoother, acne barely visible. Love the product, going to keep using the system.”
- Proactiv subject 9711, “The Wash is very rough on my face, makes it very red. The Toner makes my face itchy, tingly and irritated.”

**No irritation or deleterious side effects were observed with the MDI Plus Acne Kit.**

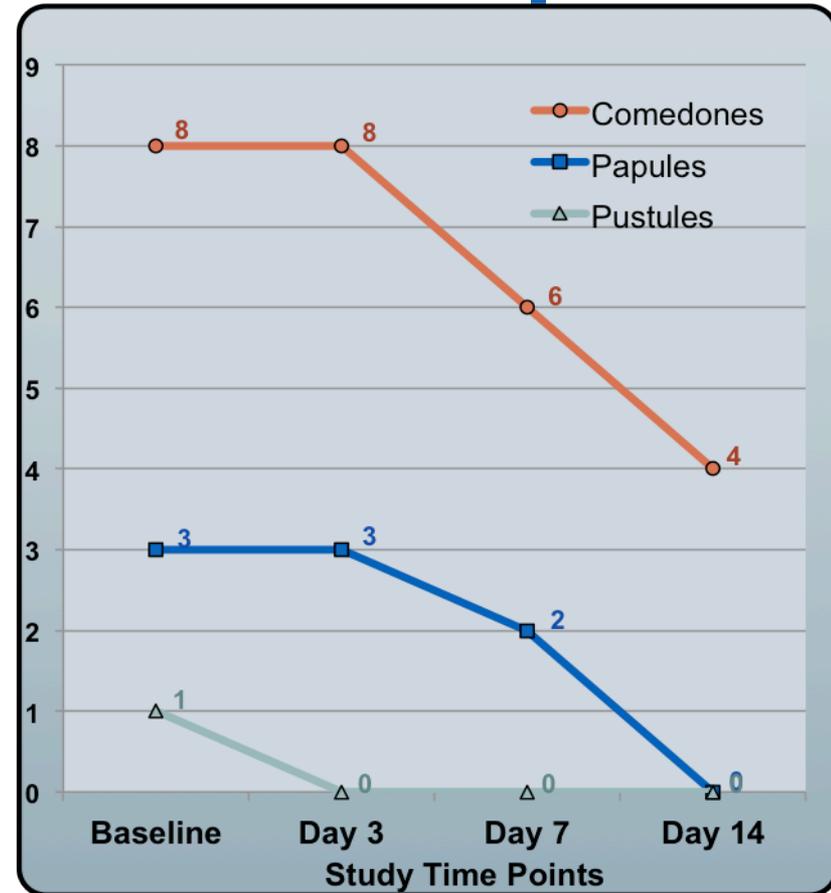
# MDI Plus Acne Kit Results

PANELIST ID #: 70 2675

### Reduction in Combined Total Acne Lesion Counts



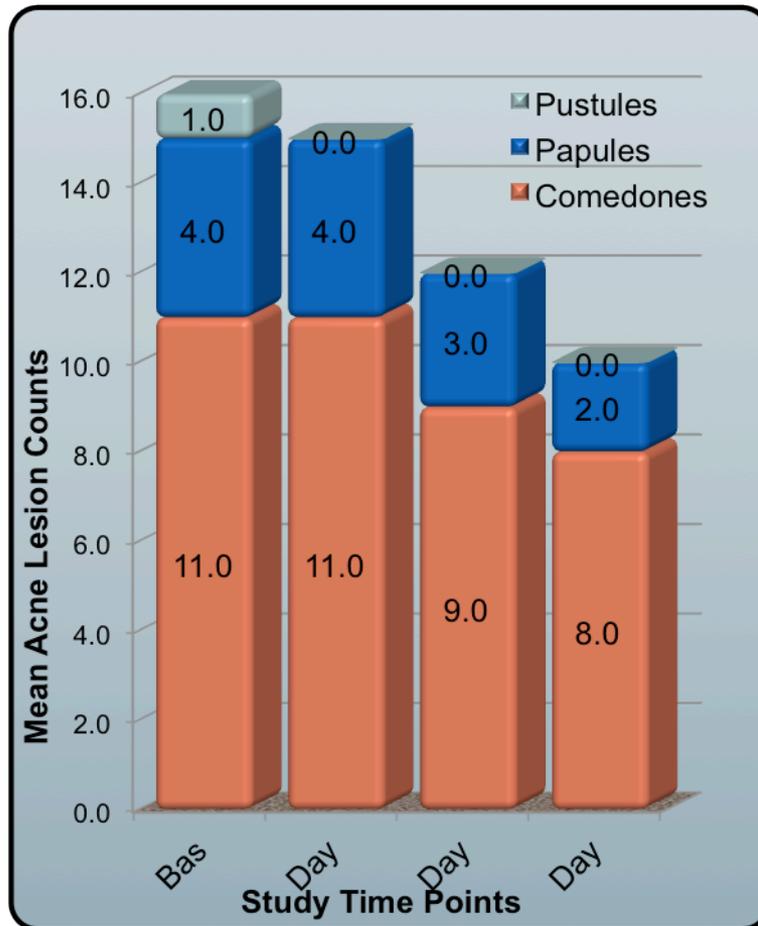
### Reduction in Individual Acne Lesion Counts



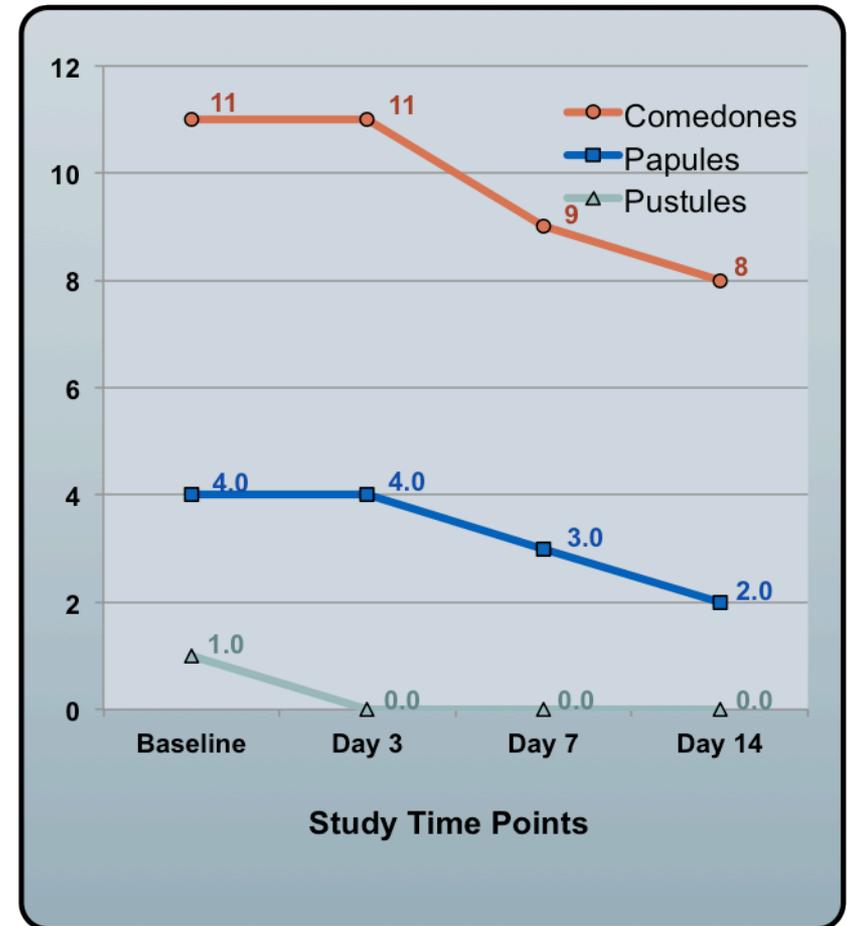
# Proactiv Results

PANELIST ID #: 84 9711

### Reduction in Combined Total Acne Lesion Counts



### Reduction in Individual Acne Lesion Counts



# Patent Protection

EACH product (cleanser, acne treatment, and moisturizer) in the MDI Plus Acne Kit contains the compound, proprietary to MDI, Retextra<sup>®</sup>, thereby galvanizing the assurance that this product cannot be copied or, dare say, even approached, by a competitor. The MDI Plus Acne Kit is the only product that can make that claim. Retextra<sup>®</sup> has mild anti-acne activity and strong anti-aging activity without irritation. Once again, this claim is unique to Retextra<sup>®</sup>- containing products.

US patent application (Appl. No.: 11/999,145 Confirmation No.: 8391 Applicant: William Paul Purcell, Filed: December 4, 2007) has been filed protecting the combination of Retextra<sup>®</sup> and salicylic acid.

# SensiClear™

SensiClear™ has had a successful 5 year market presence via the Internet. When compared with Proactiv customers make claims that SensiClear™ is:

**FASTER ACTING  
NOT IRRITATING OR DRYING  
&  
IMPROVES THE HEALTH  
AND BEAUTY OF THE SKIN**

# Human Research Studies

Independent research conducted resulted in the following:

- SensiClear™ is 50% more effective in reducing acne lesions than Proactiv during the first critical 3 days.
- SensiClear™ reduces acne by up to 70% in just 28 days.
- SensiClear™ reduces redness by 200% in just 28 days.
- SensiClear™ increases skin brightness by 92% in just 28 days.



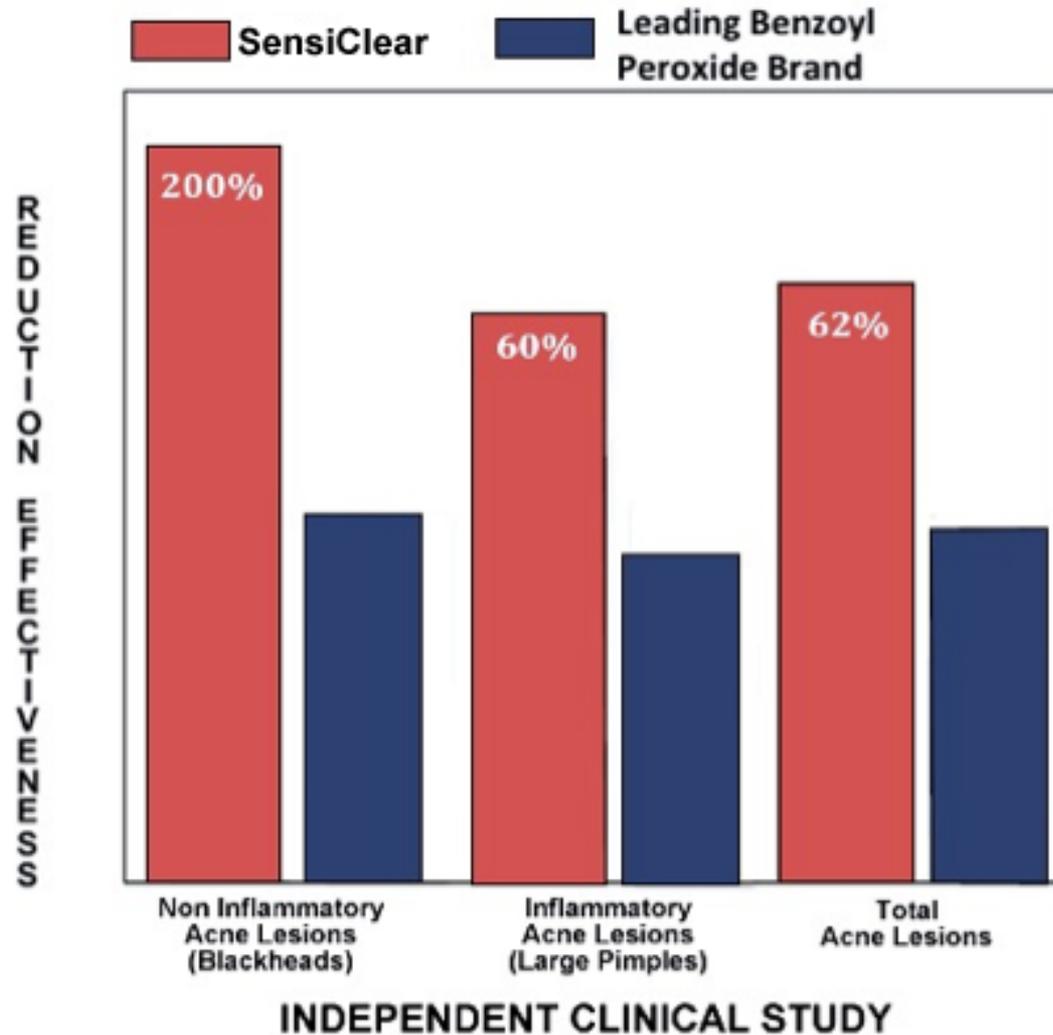
# Customer Testimony

The link illustrates a telling [SensiClear survey](#) of our customers who have used both SensiClear and Proactiv.

\* It should be emphasized that SensiClear contains Retextra<sup>®</sup> only in the acne lotion - not the cleanser or the toner. Whereas the new MDI Plus Acne Kit contains Retextra<sup>®</sup> in all three products of the kit.



# Scientific Evidence



# MDI Plus Acne & SensiClear = Dual Action

*Hippocrates first reported the benefits of Salicylic Acid, the active ingredient of MDI Plus Acne Kit, in the 5th century BC. This safe drug was found to be active in the topical treatment of acne and, more recently, to be helpful in fighting aging in skin.*

**Step 2**, contains salicylic acid and a higher concentration of **Retextra**<sup>®</sup>. This combination creates a **dual action** in both the **MDI Plus Acne Kit** and **SensiClear**.

**Dual Action:** (1) clears up acne and (2) because of its anti-aging properties, leaves the skin youthful, healthy, and radiant.

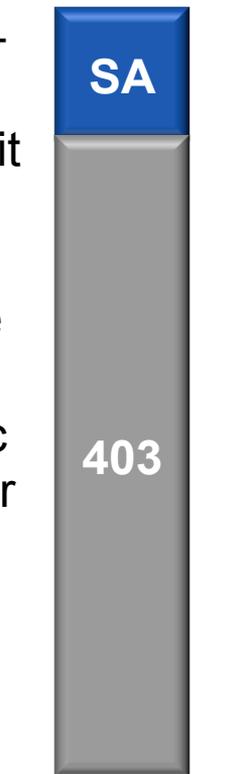
**MDI Plus Acne Kit & SensiClear** are unique.  
No other acne treatment can make these dual action claims.

# Schematic Illustration of the Relative Contributions from Salicylic Acid and Retextra® to Acne and Anti-Aging



**Acne Activity**

Salicylic acid is a well-known anti-acne agent. More recently it has been found to have anti-aging activity. Therefore, the image on the left illustrates that salicylic acid is the major driver to the treatment of acne and is a minor contributor to the repair of aged skin.



**Anti-Aging Activity**

Retextra® is successfully marketed as an anti-aging agent. It's primary role in both the **MDI Plus Acne Kit & SensiClear** products is to repair aged skin and to diminish the appearance of wrinkles. Because of its early discovery work under an approved IND, it is well-known that Retextra® has anti-acne activity. We make no drug claims with Retextra® in the **MDI Plus Acne Kit or in SensiClear** but it is important to know that Retextra® contributes to the overall benefit of the Kits.

# Proprietary *All-Natural* Botanical Combination

The combination of Ginger & Curcumin helps to rebuild a healthy connective tissue in the skin - probably through its effects on collagen production (increased) and collagen destruction (decreased) as well as supports the formation of a healthy vasculature and prevents oxidant-mediated damage in the skin. The characteristics of this unique **Botanical Combination of Ginger-Curcumin** make it a safe and effective for the treatment of skin repair, and an ideal application for the treatment of acne and anti aging. MDI licensed the patented technology from The University of Michigan. This technology meets today's demand for "green" products that are effective, safe, and all natural.

## **TWO AVAILABLE FORMULATIONS**

- Anti-Acne : Clinically effective in acne treatment without irritation
- Anti-Aging: Clinical evaluation in progress

# US Patent Application for Unique Botanical Combination



US 20100105644A1

(19) **United States**  
(12) **Patent Application Publication** (10) **Pub. No.: US 2010/0105644 A1**  
**Varani et al.** (43) **Pub. Date: Apr. 29, 2010**

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(54) **BOTANICAL COMPOSITION FOR ENHANCED SKIN REPAIR AND USES THEREOF**

#### Related U.S. Application Data

(60) Provisional application No. 61/197,406, filed on Oct. 27, 2008.

(75) Inventors: **James Varani**, Ann Arbor, MI (US);  
**Kent Johnson**, Ann Arbor, MI (US)

#### Publication Classification

(51) **Int. Cl.**  
*A61K 31/56* (2006.01)  
*A61K 31/12* (2006.01)

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(52) **U.S. Cl.** ..... **514/171; 514/679**

(73) Assignee: **The Regents of the University of Michigan**, Ann Arbor, MI (US)

(57) **ABSTRACT**

(21) Appl. No.: **12/605,431**

A skin augmentation composition comprises a therapeutically effective amount of a combination of a gingerol and a curcumin and a cosmetically or pharmaceutically acceptable carrier. Methods for enhancing the repair of damaged skin and the prevention of developing wounds in a subject having damaged skin comprises administering to a portion of damaged skin, a composition comprising a therapeutically effective amount of a combination of a gingerol and a curcumin and a cosmetically or pharmaceutically acceptable carrier.

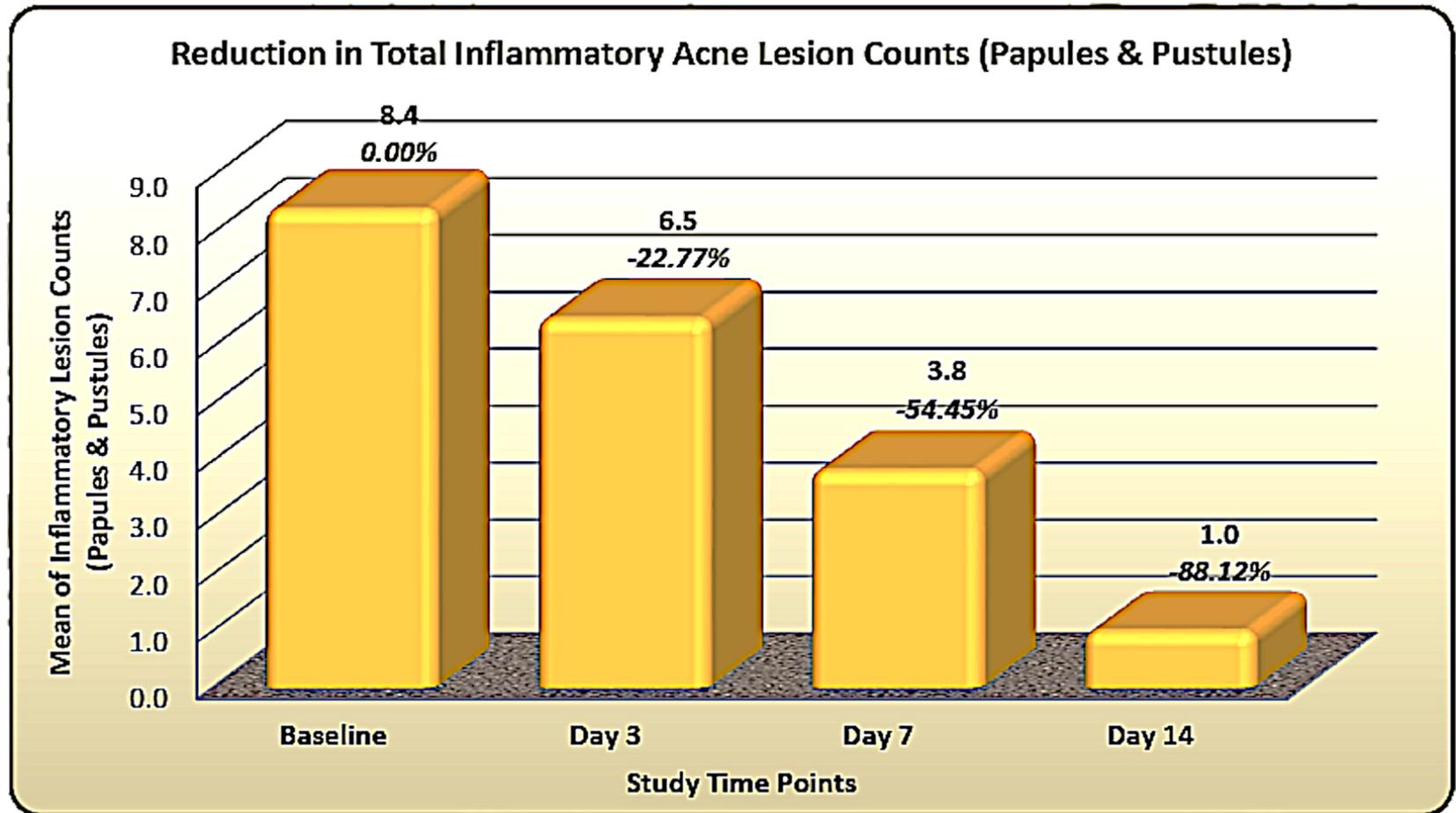
(22) Filed: **Oct. 26, 2009**

# Botanical Combination for Acne



White Willow Bark which generates Salicylic Acid combined with the skin repairing Ginger- Curcumin combination produces a safe and effective all-natural Acne treatment. Clinical results demonstrate efficacy and safety. Acne cleared up and there was no irritation.

# Botanical Combination in the Successful Treatment of Acne



# Anti-Aging Radiance Serum

- An elegant “silky” formulation without water, alcohol, or preservatives
- In results of its evaluation at AMA Laboratories 80% of the respondents claimed that fine wrinkles felt smoothed in one day of use
- Formulated by a leading maker of dermatologic drugs to meet pharmaceutical standards of stability and potency
- Ingredients and formulation are proprietary to MDI and Young Pharmaceuticals
- Patent pending
- Marketed non-exclusively at CVS Pharmacy under Dr. Dover’s Skin’s Skin Effects, Intensive Smoothing Serum with Retinoid Complex



# 100% of Respondents Claimed

Lines appear dramatically smoother and softer

Skin appears dramatically more hydrated

Skin on the face appears smooth and youthful

Face appears significantly more youthful

Test product significantly reduces roughness and dryness

Test product significantly improves skin's softness and smoothness

Test product visibly creates a healthy glow

Test product significantly improves skin's radiance

Test product significantly improves skin's overall appearance

Test product significantly improves skin clarity, leaving a healthy, even tone

Test product significantly improves skins overall health

Test product visibly fights pre-mature aging

# Individual Responses 7 Days

*“Love the product!! Skin feels silky smooth.”*

*“Loved the feeling on my skin! Love product.”*

*“Really soft and leaves your skin soft for a long time.”*

*“Like the smoothness, and the feeling it leaves on my skin.”*

*“Liked the way skin feels and looks pores smaller – lines less visible.”*

*“Love” the product. Skin truly feels smooth!!”*

*“I loved the product a lot.”*

# Individual Responses 7 Days

*“Feel smooth and hydrated.”*

*“Overall works would buy product.”*

*“It leaves skin healthier looking and young, very smooth.”*

*“Hands have a more youthful look and lines have lessened.”*

*“Much better smoothness and radiance.”*

*“Make-up glided on really nice.”*

*“Liked quick absorbency and overall feel of skin where applied.”*

# Individual Responses 14 Days

*“Leaves your skin soft, healthy, silky, great glow.”*

*“I love the product. I would definitely buy it.”*

*“Age spots are getting lighter, skin is radiant but not greasy, absorbs quickly without shine.”*

*“Dries quickly absorbs nicely.”*

*“Absolutely love the product, significant difference using product!”*

*“Loved the results and the way my skin feels.”*

*“Really loved it – Doesn't't leave skin greasy.”*

# Individual Responses 21 Days

*“Would buy product.”*

*“Great product I really love it. Left your skin soft, young great improvement.”*

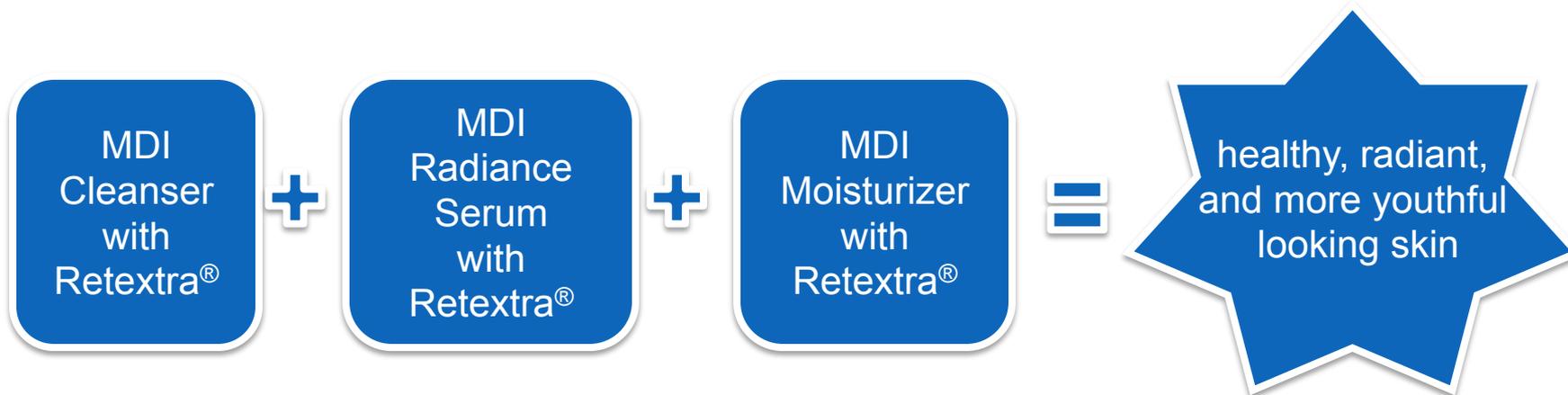
*“I would definitely purchase it. I think the product is wonderful.”*

*“Very nice product, reduces wrinkles and lines, leaves radiance but not greasy look, age spots appear lighter.”*

# New MDI Plus Anti-Aging System

MDI would like to propose that you launch your own anti-aging system using it's 3 products containing Retextra.<sup>®</sup>

By bundling the Cleanser, Radiance Serum, and Moisturizer you will have a win-win product.



# Botanical Combination for Aging

MDI is evaluating our proprietary **all natural botanical combination** for anti-aging.

Because we know that the combination of Ginger-Curcumin rebuilds healthy connective tissue in the skin through (1) collagen production, (2) the formation of a healthy vasculature, and (3) prevention of oxidant-mediated damage in the skin, we anticipate positive results in clinical tests.

With today's increased awareness of toxic chemicals incorporated into their products, consumers are searching for a natural alternative for their health conditions. A natural product that is anti-aging and improves the health of the skin will be commercially successful.

# Intellectual Property Dermatological Pipeline

Compound/Product	Indication	Development Stage	Comments
All Natural Botanical	Acne	Available for licensing	All natural acne treatment, effective without irritation in clinic tests
All Natural Botanical	Anti-Aging	Available for licensing	Demand for all natural anti-aging products
MDI 301	Skin Repair	Preclinical	Chronic wound treatment
Miracle Worker (MDI 101)	Anti-Aging	On the market by Philosophy	Sales exceeded expectations
Miracle Worker Eye Repair (MDI 101)	Anti-Aging	On the market by Philosophy	Launched April 2013
New MDI Aging Kit	Anti-Aging	Available for licensing	Consumer demand for kits
New MDI Plus Acne Kit	Acne	Available for licensing	Better than Proactiv
Prevage (MDI 101)	Anti-Aging	On the market by Elizabeth Arden	Grant Industries intermediary
Radiance Serum (MDI 403)	Anti-Aging	<ul style="list-style-type: none"> <li>Available for licensing 2013</li> <li>2011 on the market by CVS</li> <li>2012 on the market in Spain by Otto Labs</li> </ul>	Solid interest in Mexico
SensiClear	Acne	On the market for over 5 years	Better than Proactiv
Wound Dressing	Wound Healing	FDA Registration in US	Market Ready

# MDI Overview

- MDI is an “invention engine” for dermatological care.
- Over \$6 million USD funding for skin health innovation - National Institutes of Health (Phase I & Phase II).
- Multiple commercialization spin-outs.
- 6 successful commercialization deals.
- 34 years profitable business operations.
- IND approval and regulatory expertise.
- Today: Proprietary technology and/or product line for skin health and beauty.

# Discovery & Innovation is our business

We have a successful track record for discovering new molecules for the following applications:

- Ethical Drugs
- OTC Drugs
- Cosmetic ingredients
- Cosmeceuticals at pharmaceutical industry standards

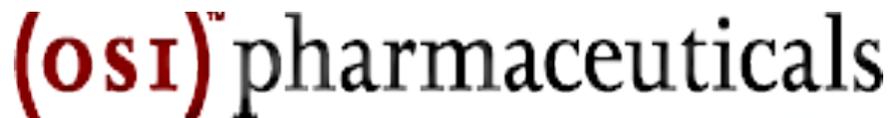
# MDI Business Model

- Design, synthesize, evaluate, and patent new molecular entities.
- Develop new discoveries to product launch or as far as MDI resources will permit.
- MDI collaborates, partners, or out licenses.
- Ultimately, the goal is to form a strategic alliance with a partner.

# Patent Portfolio

Compound/Product	Patent Protection
Botanical Combination	2115-004059/US PCT/US09/62171
MDI 101	US 4,885,311
MDI 301	US 5,837,728
MDI 403	US 4,677,120 US 5,049,584
MDI 403 plus Salicylic Acid	US 60/872,528
Wound Dressing	Foreign Patents

# MDI Successful Track Record



Successful Licensing Deals

# Take Away Points

- Exploit the benefits of **Retextra**<sup>®</sup> in Skin Care products. Eye, face, hands, body products formulated with **Retextra**<sup>®</sup> will provide efficacy and **SAFETY**. **Retextra**<sup>®</sup> is more effective and safer than retinol. Therefore, we predict that **Retextra**<sup>®</sup> will replace retinol in the cosmetic and skin care industries.
- Consider new all-natural botanical combination for the topical treatment of acne.
- Consider MDI as a pipeline source for new compounds and cosmetic products.

# Team

- William P. Purcell, Ph.D., CEO, MDI
- James Varani, Ph.D., Inventor and Skin Pharmacologist, University of Michigan
- John Kulesza, President, Young Pharmaceuticals
- John Koleng, Chairman and Founder, AlphaVektor, LLC
- Jennifer Williams, COO, MDI



**MDI**

*improving the world one molecule at a time*

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## 2011 SensiClear vs. ProActiv Survey

# Survey

**What Do you like Most about SensiClear? (32 respondents answered this question, 0 respondents skipped question)**

1. The effective results.
2. The Purifying cleanser. It is very refreshing
3. the retextra
4. It worked so fast! And it didn't dry out my skin. Other than my T-zone, my skin is fairly dry and sensitive. Also, the SensiClear got rid of redness as well as the blemish.
5. The products really work, and do not dry out my skin.
6. SensiClear has been the only skin care system to not only keep my skin clear of pimples, but it takes away the tiny little bumps and makes my skin smooth.
7. Very effective and gentle on skin
8. It is affordable. I have oily skin I can go all day without feeling like I need to re-wash my face.
9. its 3-step process, because the face gets cleaner than with other products, and it is so fresh
10. It doesn't have any oil and does not dry my skin. It can be worn under makeup.
11. Whenever I have any kind of breakout it literally helps to clear it up fast! The best part is it doesn't dry out
12. U get results quickly and iris gentle enough for sensitive skin
13. It works great on sensitive skin without over drying.
14. Clears my skin, does not make it dry
15. It works well.
16. it actually WORKS and i'm allergic to everything, but not this! NO redness, irritation, nothing!
17. Skin is clear and soft, not dry.
18. You receive immediate results within 3 days of use
19. IT CLEAR MY FACE ALMOST INSTANTLY.
20. It works!!
21. The way my skin looks after using it. It's hard to argue with clear glowing skin.
22. It has been the best thing I have used on my skin and it cleared my skin right up within a couple weeks and never made it feel dried out
23. I like everything about Sensiclear! It cleared my acne up without bringing my acne out. I also love the way it smells and feels on my skin. Sensiclear is the Only product that I've found that really clears up my acne without bringing my acne out or irritating my skin. For that, I am thankful for SensiClear!  
It works and doesn't dry out the skin
24. does not irritate my skin
25. IT WORKS! ITS QUICK, SIMPLE AND EFFECTIVE.
26. No drying of the skin and very even complexion. Breakouts are quickly reduced
27. That it actually clears up my acne.
28. It is easy to use and it works.
29. You can see the improvement quickly, and I'm not exaggerating, literally in just 1-2 days you can see the pimple becomes either smaller or not red anymore.
30. It doesn't dry out my skin
31. It works!!!
32. nothing

**2. What do you like LEAST about the SensiClear System?(32 respondents answered this question, 0 respondents skipped question)**

1. Mix ups with deliveries
2. The lotion...
3. nothing, it works great for me
4. I had to be really careful to not use too much product...other than that, I love it so far!
5. Using 4 different products.
6. What I like least is that the lotion runs out a lot faster than the toner.
7. Can't think of anything unless you can do less steps.
8. I have only used it for a week As of right now I can't think of anything I don't like.
9. nothign i like it so much
10. It is often difficult to purchase.
11. The face wash has a strong chemical smell.
12. Packaging size
13. I run out of the lotion quicker that I do the rest of the pack.
14. I have no use for the toner
15. There is nothing that I dislike about SensiClear
16. all is great!
17. The ordering process can be troublesome.
18. nothing if you use consistently you will be amazed
19. I DID NOT DISLIKE ANYTHING!
20. Nothing.
21. I feel like its a little messy. Step 2 after you wash your face. Putting the asstringent on is a little annoying. It would be easier if it were a medicated pad or something
22. nothing
23. Nothing really. Sensiclear is great!
24. Having too much of one product and too little of another after buying the kits I have several of one item
25. too many products
26. HAVING TO REORDER IT. I WOULD TO BUY IN THE STATE I LIVE IN
27. No mask for a periodic treatment & tightening
28. The smell.
29. It isn't labeled which is 1st, 2nd and so on
30. That it's not sold locally.
31. I don't use as much of the product as the automatic reorder sends-so I have to remember to reorder
32. Nothing

**3. How successful was SensiClear in clearing up your Acne?(32 respondents answered this question, 0 respondents skipped question)**

Extremely successful 48.60%  
Very successful 37.10%  
Moderately successful 8.60%  
Slightly successful 2.90%  
Not at all successful 2.90%

**4. Have you ever used Proactiv?(32 respondents answered this question, 0 respondents skipped)**

Yes 77.1%

No 22.90%

**5. What do you like MOST about Proactiv?(28 respondents answered this question, 4 respondents skipped question)**

1. Nothing
2. Nothing
3. it exfoliated
4. It got rid of most pimples, but not deep cyst-like acne.
5. I did not like the products.
6. NA
7. First use had allergic reaction to the benzoyl peroxide and looked like a cooked lobster.
8. Smell
9. Nothing
10. I used it a long time ago and honestly it was just ok. i have hormonal breakouts and it didn't help with it all
11. I don't like it bec after using it for long periods if time it becomes ineffective and irritates your skin.
12. It was a long time ago when I used it, so idk.
13. N/A
14. N/A
15. price
16. THE FACE WASH, IT FELT REFRESHING.
17. It works as well, and cleared up my acne.
18. It worked fast
19. I liked the way the product smelled and felt on my skin.
20. nothing
21. nothing
22. I CAN GO AND BUY ANYTIME
23. The mask for spot breakout
24. The lack of an overwhelming smell.
25. Nothing
26. none
27. Cost
28. i liked repairing lotion

**6. What do you like LEAST about Proactiv?(29 respondents answered this question, 3 respondents skipped question)**

1. Everything
2. It did not work for me
3. my face got immuned to it, and just get quit working after short period of time.
4. It dried out my skin terribly.
5. Very drying, and for the cost, they were not nearly as effective for me as Sensiclear.
6. I have never used Proactiv and never plan on it.
7. Doesn't work

8. It did not work. It did absolutely nothing to help my acne.
9. It dried my skin in the worst way, especially around my nose.
10. Everything
11. I had the same problem with running out of certain steps quicker than others.
12. N/A
13. N/A
14. allergic to it
15. IT DRIED MY SKIN.
16. It was harder on my skin and my skin became very dry.
17. It made a mess and it bleached everything!
18. It brought my acne out without ever really clearing it up.
19. smell
20. irritated skin
21. IT DRIED OUT MY SKIN AND I HAD BREAKOUT WORSE THEN BEFORE, I DIDNT REALLY CLEAR MY SKIN, IT JUST TRICKED MY SKIN INTO THINKING IT WAS WORKING.
22. hard on skin and actually bleached towel color
23. It didn't work well for me.
24. Didn't work
25. Expensive
26. It dried my skin and made it flaky
28. Allergic Reaction, Too Hardsh
29. it irritated my skin making my eyes get puffy and turn red.

**7. How successful was Proactiv in clearing up your Acne?(27 respondents answered this question, 5 respondents skipped question)**

- Extremely successful 3.30%
- Very successful 6.70%
- Moderately successful 23.3%
- Slightly successful 30%
- Not at all successful 36.7%

**8. When comparing SensiClear to Proactiv, which of the following is most true?(27 respondents answered this question, 5 respondents skipped question)**

- SensiClear worked better 93.5%
- SensiClear and Proactiv worked the same 0%
- Proactiv worked better 0%
- Neither products worked for my acne 6.5%

**9. If you could change something about either product, what would you change? (please state the product you are referring to)(30 respondents answered this question, 2 respondents skipped)**

1. A contact number to speak to representatives more directly, to minimize misunderstandings that can occur through impersonal messages.
2. Sensiclear- I would include a soothing peel in each 60-day kit
3. nothing, sensiclear has worked wonders on my skin! i feel great!
4. I would make Proactiv not so drying and I wouldn't change a thing about SensiClear!

5. If there was some way to pare the regimen down to two products rather than 4, that would be a huge
6. I've only used SensiClear, but the only thing I would change is the amounts of each product in the system...like stated before there is too much toner compared to the moisturizer and cleanser. Otherwise I am
7. I can't use Benzoyl peroxide and some products are very drying- SensiClear didn't cause any dryness, and I tried it specifically because there was NO benzoyl peroxide. It's wonderful!-- Unless Proactive can ditch the benzoyl peroxide I can't even think about trying it.
8. SensiClear - the product is good, but is sometimes difficult to buy
9. The face wash sometimes has a really strong chemical smell, but then again I wouldn't want any perfume fragrance added either.
10. None
11. Nothing
12. I do not need the whole SensiClear system.
13. I have NEVER used Proactiv.
14. proactive's price so the people that is DOES work for could easily obtain it.
15. Nothing, except better customer service.
16. this product should be advertised more
17. PROACTIVE THE MOISTURIZING LOTION, IT DRIED MY SKIN. I LIKED ALL THE PRODUCTS FROM SENSICLEAR, I WOULD NOT CHANGE ANYTHING.
18. Nothing.
19. It's very minimal. SensiClear is very gentle, doesn't bleach anything and is very effective. Step 2 I would make into an astringent pad as opposed to putting it on a cotton ball
20. ProActiv - the fact that it brings out my acne before clearing it up. SensiClear - Nothing really. Everything's
21. no
22. be more effective and less aggressive on the skin
23. ACTUALLY I WOULDNT I REALLY LIKED EVERYTHING, IT WAS REALLY GOOD
24. Eliminate the bleaching of Proactiv
25. I would make SensiClear smell less medicinal.
26. SensiClear would be labeled which to use when.
27. I wouldn't change anything from SensiClear, it works great...
28. Proactive to be less drying
29. too much benzoyl peroxide in ProActive. I hated it!
30. i would change all of it because none of either product worked.