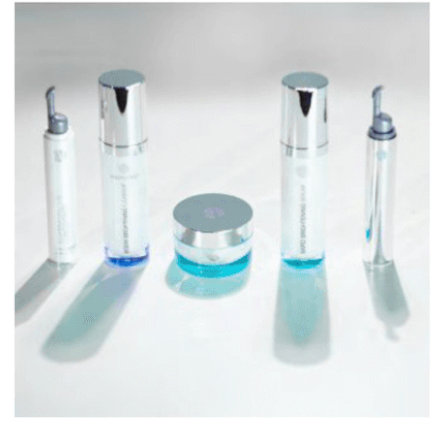


Interview with

Dr. Anjali Butani & Dr. Neil Butani



ANJALI MD SKINCARE

Q1. Anjali MD Skincare has won multiple awards. What makes this brand so special?

What makes Anjali MD Skincare so special is that our goal is to replace medical procedures and lasers with skin care - skin care that is made from energizing botanicals. We believe that nature has the power and the energy to transform people's skin and anything we can do naturally for the skin is great.

Anjali MD Skincare has been nominated for best Indie Beauty Expo Eye Treatment in 2018 and 2019. What makes our product Laser Eye Lift so unique is how it immediately works to target bags, puffiness, and the tired look under the eyes. It has a unique blend of powerful ingredients like GABA, strong panax ginseng, purslane, and hyaluronic acid so you immediately look less tired. We also designed a unique precision applicator to fit perfectly under the eyes, to allow the client to apply the perfect amount of eye serum. That is why Anjali MD Laser Eye Lift is a client favorite.



Q2. Dr. Anjali Butani - you are a laser dermatologist, cosmetic surgeon and skin cancer surgeon. In your opinion - what do you look for when it comes to everyday skin? What things do people look for when treating their skin?

I believe energized skin is beautiful skin. Simply put, skin needs energy to look brighter, healthier and be at its very best. When I look at someone's skin, I look for how it glows, how bright it is, the smoothness and its ability to bounce back. When I see people's skin is depleted of energy, I make it my main goal to energize their skin through my skincare products which are based on energizing botanicals.

Q3. You use a special ingredient called 'bodhi' in your products. What in that

ingredient makes that makes you're product so unique and where does that product come from?

Our ingredient Bodhi, also known as sacred fig or pipal, comes from Southeast Asia. Bodhi is a rare, ancient tree with spiritual significance. It is an abundant source of endless life energy. It has been used for thousands of years to heal the mind and body. Its heart-shaped leaves are full of life. They provide energy that can revive the body.

I love this sacred botanical, the Bodhi tree, and have used it in Anjali MD Skincare products. Its benefits are endless – Bodhi rejuvenates cellular energy, restores skin's natural balance and reduces inflammation allowing the skin to return to its glowing radiant state.





Q4. You create products in small batches. Why is that?

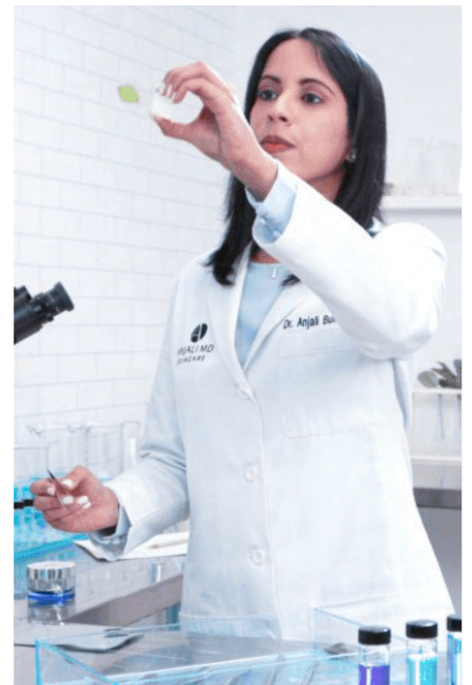
All Anjali MD Skincare products are made in small batches because I believe that allows a level of precise quality control that I expect in my products. We use fresh energizing botanicals and it is of utmost importance to preserve the quality, potency and beautiful natural properties of the botanicals. I believe this can only be achieved by making small, controlled batches. This is what my clients deserve and expect.

We do not make products by the millions because that is when you begin to lose the quality or lose the essence of the power that you are trying to get your clients and the powerful results that you are trying to get your clients. We maintain exceptional quality control. We procure botanicals that are rare from all around the world and in doing this, we pay a premium and make sure that these ingredients can be formulated into the most potent

small batches so our clients can reliably get great results every time. Our number one goal is to get our clients the best results.

Q5. In your bio - you state that you use 'energy' to cleanse the skin and the soul. What do you mean by that? And how do you apply it to your products?

This is a great question. For many years, I have been fascinated by energy and I have been fascinated by light. I think that is why I became a laser dermatologist. I believe that one of the ways that lasers work is by transmitting energy into the skin and that helps skin to reenergize and look younger - it helps skin to essentially go through another birth. Energy is the key to life and energy gives us the ability to regenerate - not only to regenerate the skin but also to reenergize and revive the soul as well. I apply that philosophy everyday to my products. When I seek ingredients, the first question



I ask is are these ingredients going to help my clients experience a new level of energy in an area they may be lacking in their skin. I look for something special that will revive, rejuvenate and reinvigorate their skin.





Q6. You use natural botanicals and proven ingredients. What are the proven ingredients and botanicals you use for your products? And how can these ingredients help our skin?

We live in a great time. Dermatology research is one of the core medical areas of research in labs throughout the world. There are proven ingredients such as retinol, hyaluronic acid, glycolic acid, lactic acid, and Matrixyl 3000. When these proven derma-science ingredients can be mixed with energizing botanicals you get great results and that is something that I always want for my clients.

Q7. Those people with scars and are acne prone - what can you suggest being a dermatologist?

This is an area that is very close to my heart. Acne can be such a devastating skin condition, not only because of the acne a client may experience now, but also the scars that acne can leave behind that can stay with the client throughout their lifetime. As a dermatologist, I would suggest seeking treatment early because the earlier we treat breakouts, the more we can avoid scars which can have a lifetime impact. Also, there is a cycle of inflammation that we should get under control as soon as possible. If we can get acne

under control earlier, the better. I also believe it is very important for acne-prone individuals to be on a good retinol product, an exfoliating product and also products that promote collagen production under the skin to keep the skin healthy and less prone to acne scars. I focus on all of this in my Anjali MD Adult Acne System and Teen Acne System.

Q8. Many companies try to market their company to anyone who's anyone. Why is it bad to try so many products at a time? Yet, some people are happy cleaning their skin with soap. Why is that?

Your skin is priceless and the quality of your skincare should



come first. We live in a great time where good products are available to everyone. I spend a lot of time educating my clients that it is very important to find skincare products that are made for your skin type and your skin condition. I truly appreciate when a client is serious about their skin care and understands that it is an investment that should not be taken lightly.

It is very important that we realize that not all conditions will respond in the same way for every person, especially at a time like today when science allows us to be more individualized with our skincare regimens. We have to customize skincare protocols to the client's skin. So each client needs to have products tailored for his or her skin.

Q9. Your products are about energizing and brightening. What is the DNA behind it?

At Anjali MD Skincare, our brand DNA is focused on dark spots, brightening, tired eyes, anti-aging and energizing the skin. These are my patient's most relevant concerns. These concerns can be quite important to my clients.

My brand's essence has evolved with my patients. For example, when it comes to dark spots, I have had the experience of treating countless patients who suffer from devastating dark spots. Hyperpigmentation can occur at any point in one's life, which is why it's so challenging to treat. It can occur randomly or spontaneously. With all conditions that cause dark spots

and uneven complexion, like melasma, pregnancy-induced hyperpigmentation, or sun damage, the client comes to us after seeing many other specialists and having spent frustrating amounts of time and money on skincare treatments and remedies that might not have been effective. So as this brand started, I listened to what my patients needed. I focused every product on getting my clients real results. And that brand essence, that DNA as we say, continues to this day.

Q10. Dr Anjali Butani - you previously worked with lasers, however you use natural botanicals and proven ingredients in your products. Do you still use lasers for extreme cases?

I've worked with lasers for nearly two decades. I still work with lasers. I am a big advocate of using lasers in dermatology to treat specific skin conditions. Lasers are wonderful because we are using energy at a certain wavelength, a certain form of light, to treat a specific condition within the skin.

Lasers absolutely have their place but, about a decade ago, I began to wonder if we could energize the skin through botanicals and skincare instead of having to resort to using lasers. Because with all the benefits lasers offer, they also have some challenges, including downtime. Why not offer the client results without the challenges of lasers? So that is why energizing the skin through botanicals became my life's mission.

I save my laser procedures for cases that are more severe and I always combine those cases with my skincare products. I believe the combination is a winning strategy for patients that have severe skin conditions. For



others, those clients who suffer from minor conditions or want a cosmetic enhancement, I believe we can get great results using great skincare products instead of procedures and lasers.

Q11. When it comes to anti-aging; what would you suggest to reverse our ageing process? And how do we look after our skin that makes our skin look flawless?

Oh, I love it when my patients ask me this question! This means that you are serious about skin care and you understand the value of taking care of your skin early, especially if you are a younger client. I am a big advocate of starting skin care early. The earlier you start, the better results you will have for the rest of your life. Sunscreen is a must, of course. Eating healthy is essential. Beyond that, we need to focus on a good, quality skincare routine. A daily serum, a retinol at night, a strong eye cream and a fantastic cleanser are starting points for

anyone who is in their 20s and 30s. We have to do everything we can to keep away the signs of aging - dark spots, wrinkles, dullness. We have to take care of how we look!

Q12. You treat all kinds of skin; including dry, sensitive, wrinkles, aging, dark spots, tired eyes, dark circles under eyes, and acne blemishes. How do we maintain balance in our skin? And how do we prevent it?

I think this is a big challenge for my clients especially those who have sensitive skin or oily skin. As a dermatologist, I see many skin types in my practice. Every skin type and every skin tone presents different challenges.

I think it is very important to find products that work with your skin. For example, for clients that have sensitive skin, it is very important to use products that do not affect the pH of the skin or do not disrupt

the skin's natural barrier and the acid mantle. Skin care products can be great but it really has to be developed with your skin type in mind.

Q13. Lastly, in your opinions - what makes the perfect skin and how do we become loyal to your company?

Everyone's skin is priceless and everyone can have beautiful skin. It is important that we maintain the skin's natural radiance. To me, skin that is energized is beautiful. There is just a perfect glimmer when I see someone's face, a soft radiance that tells me that the skin is healthy and energized. My goal is to provide these properties to everyone through my skincare products so they can shine bright.

<http://anjali.md.com>