

INTRODUCTION & ABSTRACT

PrettyBoy was born out of the need for safe, simple, and effective skincare products that were seen as credible in the eyes of Dermatologists while reflecting the lifestyles and values of the high performing individuals who use them.

Although PrettyBoy's Revival Moisturizer is designed for and focused on male users, it is suitable for all skin types (even the sensitive ones) and should not be discounted by any female who is looking to benefit from a lightweight, fast absorbing, and highly effective moisturizer.

THE ISSUES

Males are a high-risk population for bad skincare^{1,2}. To name a few, men experience:

- slowed wound healing, less antioxidant activity, less subcutaneous fat support, and faster rates of
- sunburn^{3,4}
- more acne & larger pore size(s)³⁻⁶
- a worsened facial shaving experience due to chronic microinflammation which leads to an exposure in unprotected skin & increased UV radiation from the sun³⁻⁶

Despite these risks men face and the growing demand for male skincare, they receive far less cosmetic recommendations by dermatologists and often depend upon personal research for choosing moisturizers^{5,8}.

Further complicating this problem is the complex and often deceiving marketing of the over-the-counter male cosmeceutical skincare industry where ineffective, trendy ingredients are valued over bioactive ingredients and an emphasis on company profit margins often foregoes the use of active-level ingredients⁹; price does not equal effectiveness^{10,11}.

Claims of “dermatologist tested” or “dermatologist recommended” products are also hard to validate as there is no FDA regulated definition of these terms, instead requiring only a single dermatologist’s review for legal labeling⁸. Rarely do these cosmeceutical companies support their claims with actual product research^{10,12}.

WHAT IS MISSING IN MEN’S SKINCARE

75%

of men feel pressured to spend more time attending to their appearance but spend less time than females on their regimens and, maybe unsurprisingly, are more likely to rely on their female friends to recommend products⁴.

Men perceive that busy lifestyles require an efficient skincare approach that can be integrated into part of their shaving routine⁴.

Men want a simple and effective skincare routine that targets the top concerns they face - dry & damaged skin, hyperpigmentation, signs of aging, and redness/irritation - in a lightweight, easy to apply formula. Because males produce more sebum, there may be a tendency for men to prefer water-based, faster-absorbing products to optimize sebum removal and decrease time spent on their skincare routine⁷.

They care about performance, the ingredients that go into/onto their body, as well as how their products look, feel, and smell. However, they are largely unsure of how to evaluate products and who to turn to for credible recommendations.

Although men spend, on average, less time than women when building their skin care regimen, research shows that male-focused products are catching up with their female counterparts³. Some reasons behind this are the growth of online shopping, greater wellness awareness, social media exposure, and video conferencing^{4,7}.



OUR HYPOTHESIS

It is our belief that, in order to enter a relatively saturated industry with the intent of placing PrettyBoy on every man's countertop, we would need to win over the clinical community. From the beginning, we have had the utmost commitment to product quality, following the science, and providing the results that men are looking for.

We hypothesized that, in a blinded cross-sectional survey of 50 AAD board-certified dermatologists, Revival would be preferred against industry competitors based on ingredient labeling alone. If Revival's ingredients were blindly preferred by dermatologists, that would validate two core pillars of the company: Practicing What We Preach & Performance Matters.

OUR METHODOLOGY

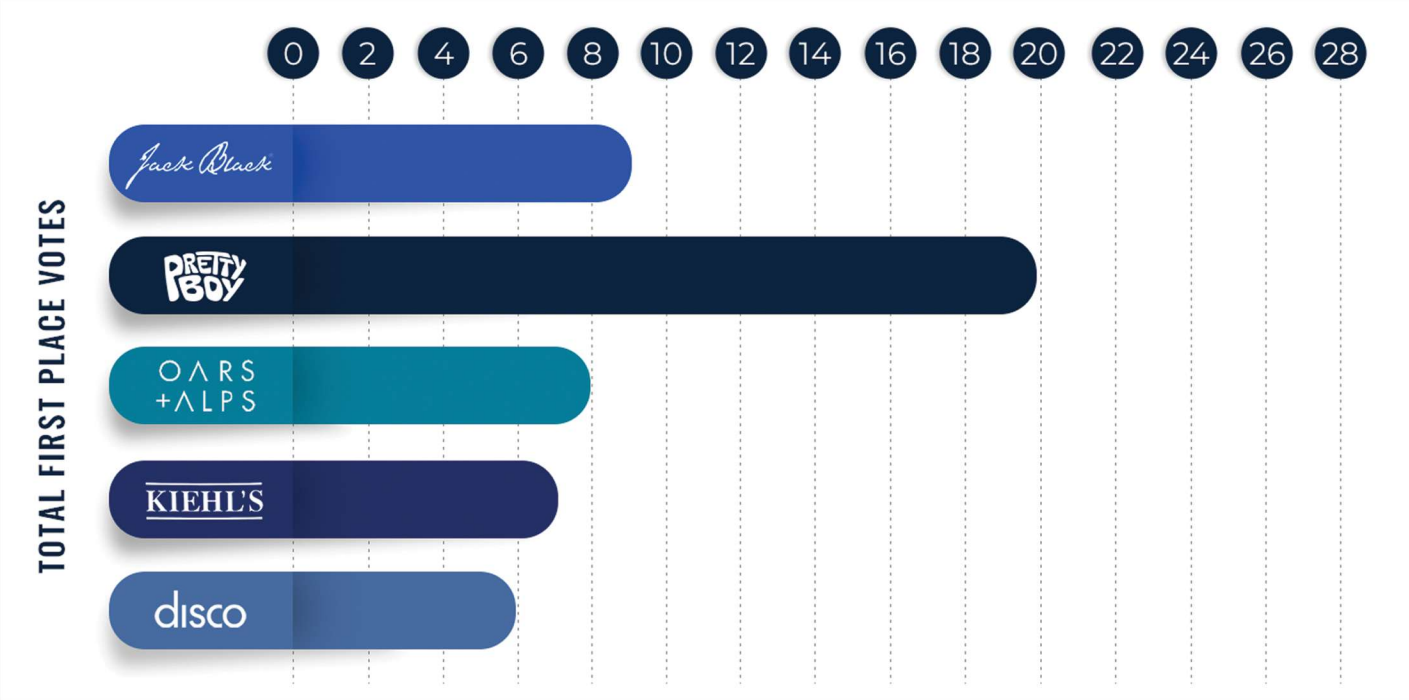
This survey was conducted via Sermo, a leading physician-based and accredited research platform that engages with over 1.3 million credential healthcare providers across 150 countries. Through their survey delivery software, we were able to execute our studies in an unbiased approach while ensuring the recipients represented a diverse subset of our target demographic: AAD Board Certified Dermatologists. Our surveyed population represents male and female dermatologists across seventeen states and encompassed all major regions of US, both urban and rural.

At the beginning of each survey, the respondent was required to input the boards that they were a part of [insert options here].

Respondents were then asked "The below formulas represent 5 skincare company's leading moisturizers. Please rank the following formulas in order of which you are most likely to prefer or recommend to a patient who desires a daily moisturizer that will positively impact dry skin, skin irritation/redness, and visible signs of aging (wrinkles, fine lines, smoothness, elasticity).

THE RESULTS

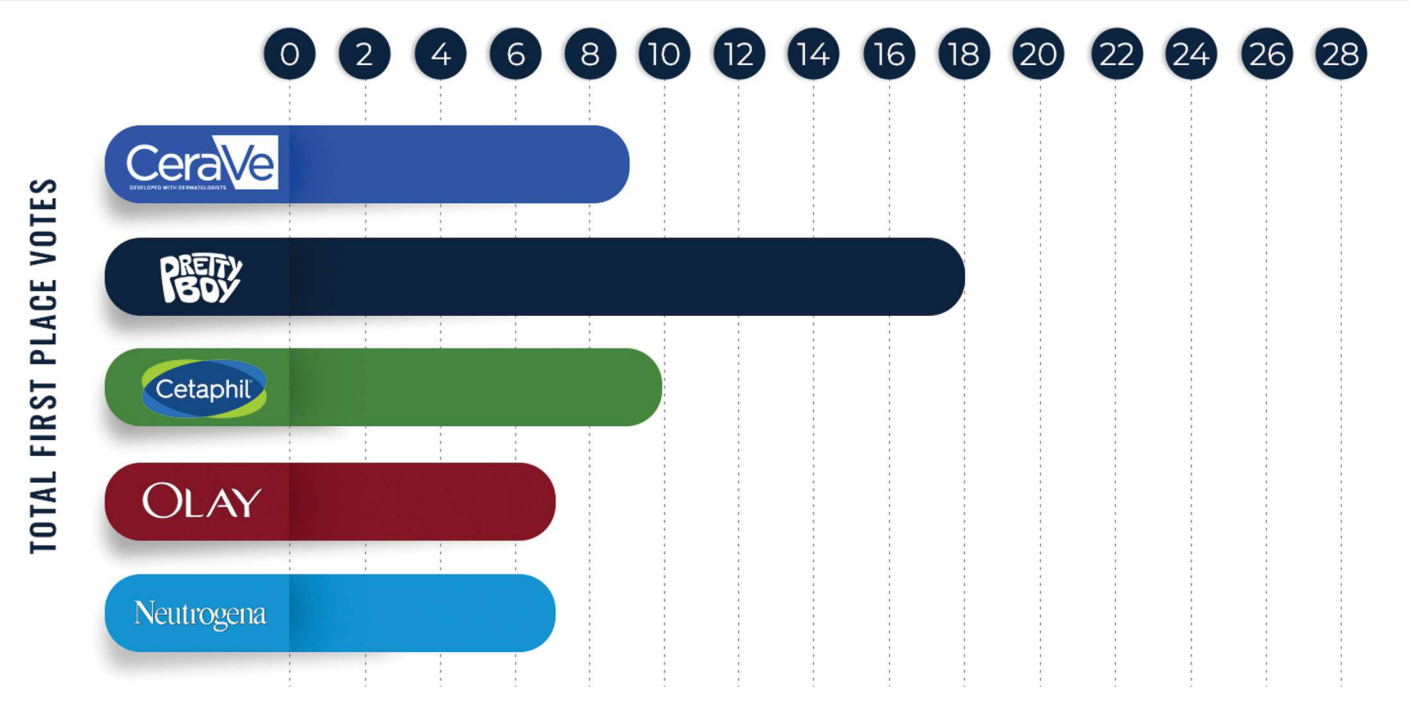
In the first 50-person survey, Revival was blindly pitted against popular male skincare brands Kiehls, Jack Black, Oars + Alps, and Disco.



We found that Revival was not only the highest ranked product on average, but that 20 of 50 dermatologists gave Revival a 1st place vote. 52% of AAD Board Certified Dermatologists ranked Revival 1st or 2nd place.

The significance of these findings lies in the “blind” nature of the study (the surveyed doctors did not know which ingredient list represented which product. When marketing, name recognition, and aesthetic labeling is hidden from the dermatologist, Revival was not only the moisturizer of choice, but it was the preferred ingredient list that dermatologists thought would have the greatest clinical benefit for patients with dry, irritated skin or cosmetic signs of cutaneous aging. Of note, percent-composition of ingredients was not incorporated in the survey, meaning surveyees still chose Revival as the premier product even without knowing its key ingredients were provided at bioactive concentrations, unlike some competitors.

Additionally, we ran a subsequent 50-person survey against leading unisex retail brands that are commonly recommended by dermatologists (CeraVe, Cetaphil, Neutrogena, Olay) and found similar results. In this survey Revival secured the most 1st place votes (18) by a respectable margin (+8) compared to the 2nd highest ranking 1st place votes secured.



One may interpret these results as Revival having the most effective and validated ingredients; however, the other brands are certainly not bad products. Rather, this comparison of first place votes is a testament to PrettyBoy's commitment to science-based products that resonate with the general population and clinical community both.

In the field of dermatology, where research-proven ingredients carry value and a minimalist ingredient list equates to reduced skin irritation risk, our product seems to claim superiority.

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