



The Obagi Nu-Derm System

Calla Aesthetics
at Indulge
LOOK YOUNGER FOR LONGER



Transforms Skin so that it Looks and Acts Younger and Healthier

Your patients come to you looking for solutions to correct unwanted signs of aging. Those signs caused by external factors and the natural breakdown in skin function as we age, include:

- Fine lines and wrinkles
- Sun and age spots
- Uneven skin tone
- Loss of elasticity and firmness
- Loss of natural skin hydration

You have the ability to Transform their skin with the **Obagi Nu-Derm System**, proven to correct skin functions so that skin looks and acts younger and healthier.

How It Works: Transformation at the Cellular Level

The **Obagi Nu-Derm System** uses a unique combination of active and prescription ingredients - including Tretinoin and Hydroquinone 4% - to maximize penetration to all skin layers. The specific dosage and frequency are determined and monitored by you, according to your patient's skin condition, needs and lifestyle.

The System triggers a Therapeutic Cascade™ that :

- Increases cellular turnover of abundant, healthy keratinocytes, pushing fresh cells to the surface more quickly and promoting old cells to exfoliate faster
- Suppresses melanocyte production reversing and preventing hyperpigmentation
- Promotes the even distribution of melanin, eliminating unwanted dark patches and age spots
- Repairs intracellular transcription of keratinocytes, producing healthy, uniform cells for better skin structure
- Stimulates fibroblasts to increase collagen and elastin formation, resulting in stronger, more resilient skin
- Increases GAG synthesis, providing natural hydration and necessary nutrients to the epidermis
- Increases angiogenesis, improving blood flow
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Selecting Patients for the Obagi Nu-Derm System

The **Obagi Nu-Derm System** is best for patients who are willing to commit to a comprehensive skin care protocol and will tolerate side effects. They also can be identified by the following:

- Concerned about mild to severe photodamage
- Want to eliminate sun or age spots and have hyperpigmentation
- Have fine lines, wrinkles and laxity
- Experience adult acne

The Obagi NuDerm System:
The products are designed in a system with a specific dosage and frequency to maximize your skin Transformation results.



OBAGI NUDERM SYSTEM PRODUCT DETAIL

PREPARE



Obagi Nu-Derm Foaming Gel (1) - For Normal/Oily Skin

Your Transformation begins with a soap-free cleanser that gently removes impurities, oil and makeup to leave skin clean, fresh and ready for the next step.

6.7 fl oz (200 ml)



Obagi Nu-Derm Gentle Cleanser (1) - For Normal/Dry Skin

Your Transformation begins with a soap-free cleanser that gently removes impurities, oil and makeup to leave skin clean, fresh and ready for the next step.

6.7 fl oz (200 ml)



Obagi Nu-Derm Toner (2)

Formulated with alum (a natural astringent), the Toner adjusts the skin's pH for optimal penetration of the System's treatment applications.

6.7 fl oz (200 ml)

CORRECT



Obagi Cffectives® 5% and 10%

Formulated with L-ascorbic Acid, effectively attacks free oxygen radicals protecting against future damage.

Eye Contour 5% Serum, 0.5 fl oz (15 ml)

High Potency 10% Serum, 1.0 fl oz (30 ml)



Obagi Nu-Derm Clear (3)

An essential component of the Therapeutic Cascade, Clear is formulated with 4% hydroquinone to correct uneven skin color and age spots. (Rx only)
2.0 oz (57 g)



Obagi Nu-Derm Exfoderm® Forte (4) - For Normal/Oily Skin

Formulated with alpha hydroxy acid, it exfoliates dead surface skin cells and aids in penetration of treatment ingredients in the System.
2.0 oz (57 g)



Obagi Nu-Derm Exfoderm (4) - For Normal/Dry Skin

Formulated with phytic acid, it exfoliates dead surface skin cells and aids in penetration of treatment ingredients in the System.
2.0 oz (57 g)



Obagi Nu-Derm Blender® (5)

Regular usage promotes correction at the cellular level for even skin color. Specially formulated for use with Tretinoin cream. (Rx only)
2.0 oz (57 g)



Tretinoin Cream .05% and 0.1%

Stimulates renewal of healthy skin cells. (Rx only)
20 g

STIMULATE



Obagi Nu-Derm Healthy Skin Protection SPF 35 (6)

Contains 9% micronized zinc oxide to protect against long UVA rays linked to deep premature aging.
3.0 fl oz (90 ml)



Recommended as an effective UV sunscreen

PROTECT

CONTROL



Obagi Nu-Derm Sunfader SPF 15 (6)

Formulated with 4% hydroquinone and a safe chemical sunscreen. Protects skin from ultraviolet damage while inhibiting pigment cell production that causes dark patches.
(Rx only)
2.0 fl oz (57 g)



Obagi Nu-Derm Physical UV Block SPF 32 (6)

Containing 18.5% micronized zinc oxide, this chemical-free formula provides superior protection without irritation.
2.0 oz (57 g)



Obagi Nu-Derm Eye Cream

A light moisturizing cream specially formulated to help control dryness around the sensitive eye area.
0.5 fl oz (15 ml)



Obagi Nu-Derm Tolereen

Contains .05% hydrocortisone for the temporary relief of itching and burning associated with minor skin irritations.
2.0 oz (57 g)



Obagi Nu-Derm Action

A moisturizing cream to be used as needed to soothe areas of dry, flaky skin.
2.0 oz (57 g)

The Obagi Nu-Derm System Demonstrates Superior Clinical Results

View the **Obagi Nu-Derm System** Clinical Poster – AAD 2005

Figure 1. Comparative Efficacy at 12 Weeks

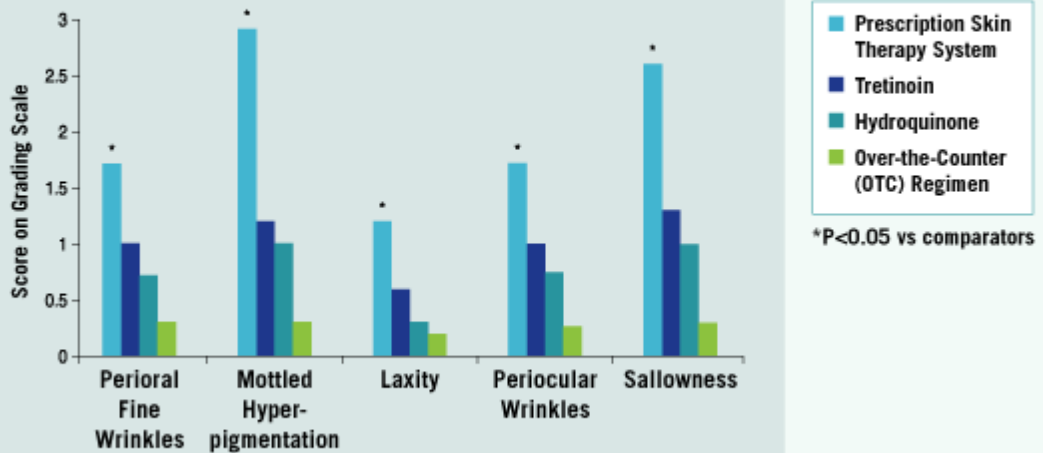
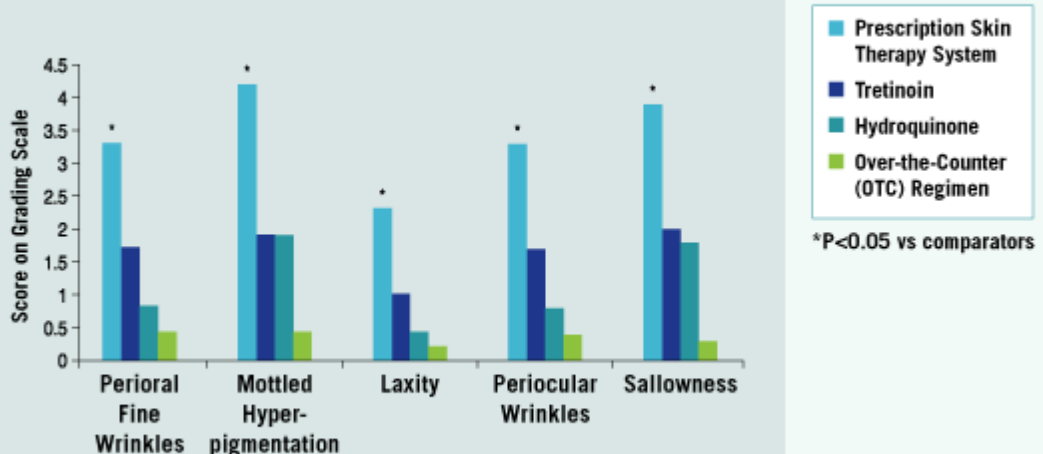


Figure 2. Comparative Efficacy at 24 Weeks



Introduction: This 24-week study in 301 subjects examined the clinical efficacy and safety of a proprietary system (Obagi Nu-Derm System) composed of a specific protocol of cleanser, toner, alpha-hydroxy acid, tretinoin, hydroquinone and SPF (Group 1), compared with a 0.1% tretinoin regimen, including cleanser and SPF 30 (Group 2), 4.0% hydroquinone regimen, including cleanser and SPF 30 (Group 3) and the most common over-the-counter (OTC) products recommended by physicians - cleanser, moisturizer and SPF 30 (Group 4).

Methods: Facial photodamage (perioral wrinkles, periorcular wrinkles, facial wrinkles, hyperpigmentation, clarity, sallowness, tactile roughness and laxity) and irritation (erythema, edema, scaling, papular rash, burning, stinging, itching and tightness) were assessed by investigative clinical graders at baseline and 1, 6, 12, 18 and 24 weeks of treatment. Digital photography, ultrasound scans, silicone replicas and full-thickness facial biopsies were also performed.

Results: Obagi Nu-Derm System was significantly more effective ($P < 0.05$) than the other three treatments in all seven variables as demonstrated by change from baseline in evaluations at 12 weeks and 24 weeks (Figures 1 and 2).

Conclusions: Obagi Nu-Derm System outperformed the other three regimens (drug or OTC) at both 12 weeks and 24 weeks.

Conclusions

- Obagi Nu-Derm System significantly improved perioral fine wrinkles, periocular fine wrinkles, facial fine wrinkles, mottled hyperpigmentation, clarity, sallowness, tactile roughness and laxity compared with the commonly prescribed regimens of tretinoin and hydroquinone and the over-the-counter (OTC) regimens.

- Obagi Nu-Derm System composed of a protocol of cleanser, toner, alpha-hydroxy acids with 0.1% tretinoin, 4.0% hydroquinone and SPF has statistically superior efficacy in the treatment of photodamage than other tested therapies.

- Obagi Nu-Derm System was well tolerated when used under appropriate supervision.

- Other efficacy parameters will be described in a future publication.

- To optimize outcomes in individuals with fine lines and wrinkles plus laxity characteristic of photodamaged skin, clinicians should consider treatment with drug regimens or more ideally, with Obagi Nu-Derm System.

At Obagi System, we partner with Physicians and their staff to offer a range of prescription-strength skin care solutions that can help you achieve the skin transforming results that patients want.