TREATMENT FOR INFECTED SKIN
IaluXid™ is a topical gel which prevents infections by forming a defensive, elastic and hydro soluble film on the skin’s surface that accelerates skin lesion healing. Distributed on the affected area, it forms a protective film against external agents and prevents the bacterial infections.
IaluXid™ forms a protective film against external agents and prevents the bacterial infections. Thanks to its ability to manage the cutaneous microenvironment of damaged skin, BMG0402 can be used in acne lesions, folliculitis, paronychia, impetigo and *Molluscum contagiosum*.
**HYALURONIC ACID**
- It plays a fundamental role in every phase of tissue repair
- It facilitates healing
- It provides relief of dryness, itching and burning of the skin
- It is involved in cell proliferation, tissue hydration and joint lubrication

**HYDROGEN PEROXIDE**
- Exhibits anti-bacterial, anti-viral and anti-mycotic activity
- It is a strong oxidizing agent
- It is part of an innate immune response
- It is effective against a wide range of micro-organisms

**GLYCINE**
- It is a non essential amino acid that:
  - Has anti-inflammatory, cytoprotective and immunomodulating properties
  - Is able to accelerate the cutaneous barrier repair
  - Plays a crucial role in skin barrier homeostasis

**PRODUCT INGREDIENTS**
Key ingredients work synergistically to create the highly protective and filmogenous barrier
Hydrogen Peroxide is a well-known and effective antiseptic against many pathogenic micro-organisms (GRAM + and GRAM- including Staphylococci, Haemophilus influenzae, Escherichia coli, Pseudomonas aeruginosa, Proteus mirabilis and also against some yeasts, such as Candida albicans and Aspergillus niger, and some viruses (Herpes simplex type 1 and 2).

For its broad spectrum of action it is indicated in a variety of dermatological diseases.

There are no known disease-causing bacteria or fungi that develop resistance to Hydrogen Peroxide; so that it can be safely used also in that pathologies caused by bacteria resistant to antibiotics.
Hyaluronic acid is a substance that is naturally present in the human body. It is found in the highest concentrations in fluids, in the eyes and joints.

Tissue distribution: Skin 56 %; Muscles 8 %; Skeleton & supporting tissues 27 %; Intestines & stomach 1 % Other internal organs 9 %.

Known for its moisturizing and anti-aging properties, hyaluronic acid gives the skin elasticity and resistance.

Amongst its many uses in Dermatology is applied on the skin for healing wounds, burns, skin ulcers, and as a moisturizer. Hyaluronic acid is not immunogenic, does not induce dermal sensitisation or irritation, does not induce acute or chronic toxicity.
Glycine is a non-polar amino acid; it is the simplest of the 20 common amino acids. Because of its reduced side group, can fit into many spaces where other amino acids can not.

It’s a fundamental constituent of the collagen triple helix (of which makes up about one-third) and the amino acid is present in greater amounts in NMF (natural moisturizing factor) skin.

It has moisturizing, antioxidant and wounds healing properties. Another function of glycine is the production of immunoglobulins and antibodies, so it is a fundamental amino acid for the proper functioning of the immune system.
Acne is characterized by non-inflammatory lesions (comedons), inflammatory lesions (papules, pustules, nodules) or a mix of both of them. 70-90% of teenagers present Acne. The conventional drug treatments must be supported by suitable cosmetology indications, such as a proper cleaning of the skin, antibacterial and anti-inflammatory products, as well as an adequate hydration.

Folliculitis is an acute infectious process that affects the upper portion of the hair follicle. Folliculitis by bacteria is the form that is found most commonly. The bacterial folliculitis can occur after hair removal treatments or even after shaving or at least after repeated mechanical and chemical damage of the skin which may lead to alterations in the balance of bacteria and skin lipids with consequent deformation of the hair shaft.

Paronychia is a very common infection of the periungual tissue. The acute paronychia causes redness, heat and pain along the edge of the nail. The microorganisms involved are usually Staphylococcus aureus or streptococci.

Molluscum contagiosum (MC) is a viral infection of the skin or occasionally of the mucous membranes, sometimes called water warts. The virus that causes molluscum is spread from person to person by touching the affected skin. The virus may also be spread by touching a surface with the virus on it, such as a towel, clothing, or toys. This common viral disease has a higher incidence in children, sexually active adults, and those who are immunodeficient, and the infection is most common in children aged one to ten years old.
## IaluXid™: SWOT

### STRENGTHS
- Excellent combination of ingredients that act synergistically
- Innovative formulation (gel)
- Strong antiseptic activity
- Broad spectrum of action against bacteria, fungi and viruses
- Absence of bacterial resistance
- Well tolerated, No side effects
- Ideal for long lasting treatments
- Compatible with other therapies
- Good clinical evidences (with the new claim against *Molluscum contagiosum*)

### WEAKNESSES
- HP perceived as an old molecule
- HP’s whitening effect for garments
- Only one formulation
- Previous positioning
- Need of clinical evidences in other pathologies than wounds

### OPPORTUNITIES
- Increasing consumer awareness for effective and safe products
- Need to avoid resistances
- Huge market and further expansion
- Wound healing as a health and economy burden
- No need of doctor’s prescription for most of the indications
- HP still remains a gold standard in some pathologies (Acne)

### THREATS
- In some markets competitors are aggressive and reactive
- Price positioning
<table>
<thead>
<tr>
<th>COMPETITIVE ADVANTAGES, WEAKNESSES, THREATS</th>
<th>CRITICAL SUCCESS FACTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antiseptic, NON antibiotic activity</td>
<td>Focalize the communication on the <strong>specific mechanism of action</strong> noting that the efficacy is due to the broad antimicrobial, NON antibiotic, spectrum</td>
</tr>
<tr>
<td>Synergy of the ingredients</td>
<td><strong>The three main ingredients</strong> ensure not only an effective antimicrobial activity but are capable of inducing also a strong <strong>moisturizing effect</strong>, a good <strong>antioxidant activity</strong> and prevention of scars formation</td>
</tr>
<tr>
<td>Compatible with other therapies</td>
<td>In some diseases such as Acne, IaluXid can be used as a complementary therapy. It is <strong>compatible with any other product</strong> without the risk of side effects</td>
</tr>
<tr>
<td>Need of clinical evidences in other pathologies</td>
<td>For the treatment of Acne it would be necessary to produce a small but <strong>credible clinical study</strong> to point out the additional benefits that can be achieved adding the product to the traditional therapies</td>
</tr>
<tr>
<td>Price positioning</td>
<td>Depending on the specific market the price should be as competitive as possible but kept a bit higher than the main competitor</td>
</tr>
</tbody>
</table>
POSITIONING

IaluXid™

is a **non antibiotic gel**, reference product for use in a variety of skin infections including acne, paronychia & folliculitis which does not cause bacterial resistance. The new claim against *Molluscum contagiosum* allows the enlargement of the target to a niche market.
VALUE PROPOSITION

- IaluXid™ is an innovative formulation of well known, effective and safe ingredients that, in experiments so far performed, has never shown the development of antibiotic resistance or of any other adverse effect
- IaluXid™ is the ideal alternative for the treatment of infectious diseases caused by micro-organism resistant to antibiotics
- IaluXid™ is the ideal complement to other therapies in chronic and challenging diseases such as mild/moderate Acne; in agreement with the most reliable international algorithm, it can be used as first line therapy alone or in combination with retinoids or antibiotics
## BENEFITS

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Broad antiseptic action</td>
<td>• Effective against range of bacteria, viruses &amp; fungi</td>
</tr>
<tr>
<td>• Novel combination of 3 well-known ingredients</td>
<td>• Does not cause bacterial resistance</td>
</tr>
<tr>
<td>• Strong clinical data</td>
<td>• Stimulates cellular regeneration</td>
</tr>
<tr>
<td></td>
<td>• Accelerates the healing process</td>
</tr>
<tr>
<td></td>
<td>• Relieves itching, redness, dryness</td>
</tr>
<tr>
<td></td>
<td>• Proven efficacy</td>
</tr>
</tbody>
</table>
SUMMARY OF THE IN VIVO CLINICAL STUDIES

1. Clinical study performed on efficacy of Hydrogen Peroxide gel on folliculitis, Milan, Italy

2. Clinical study performed on efficacy of Hydrogen Peroxide gel on paronychia, Milan, Italy


4. Clinical study performed on efficacy of IaluXid™gel on Molluscum contagiosum, Milan, Italy
SUMMARY OF THE IN VIVO CLINICAL STUDIES (1)

RESULTS GROUP A (day 20):
- 5/19 patients had an excellent improvement
- 13/19 a good improvement
- 1/19 had a moderate improvement

24 patients
No patients were administered an additional antibiotic treatment

• Group A: 19 treated with IaluXid twice a day
• Group B: 1 treated with IaluXid once a day
• Group C: 4 treated with a 3% Hydrogen Peroxide gel twice a day

No patients were administered an additional antibiotic treatment
SUMMARY OF THE IN VIVO CLINICAL STUDIES (1)
Overall Folliculitis study results

- **Day 0:**
  - Excellent
- **Day 5:**
  - Good
- **Day 10:**
  - Moderate
- **Day 20:**
  - Scarce
- **Day 20+:**
  - Excellent

Graph showing the progression of folliculitis over time with labels for excellent, good, moderate, and scarce conditions.
SUMMARY OF THE IN VIVO CLINICAL STUDIES (2)

24 patients
• 20 females, 4 males
• Mean age 45 years
• 80% with no side effects

RESULTS (day 20):
Group A: 8/11 patients had an excellent improvement, 3/11 a good improvement
Group B: 9/9 had an excellent improvement

• Group A: 11 treated with IaluXid twice a day
• Group B: 9 treated with IaluXid once a day
• Group C: 4 treated with a 3% Hydrogen Peroxide gel twice a day
SUMMARY OF THE IN VIVO CLINICAL STUDIES (2)

Overall Paronychia study results

<table>
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<tr>
<th>Day</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tbody>
<tr>
<td>0</td>
<td>scarce</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>5</td>
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</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>excellent</td>
</tr>
</tbody>
</table>

Day 0: scarce
Day 5: moderate
Day 10: good
Day 20: excellent
SUMMARY OF THE IN VIVO CLINICAL STUDIES (3)

- **40 patients, for 12 weeks**
  - Aim of the study was to evaluate the efficacy and safety of the product and possible side effects due to its use

- **At the end of the study (day 20)**
  - 5/19 patients treated with IaluXid twice a day had an excellent improvement,
  - 13/19 a good improvement,
  - 1/19 had a moderate improvement

- **Evaluation of**
  - user-friendliness of the pack
  - possible side-effects
  - efficacy
  - possible malfunction of the device

- **40 patients, for 12 weeks**
  - Aim of the study was to evaluate the efficacy and safety of the product and possible side effects due to its use
SUMMARY OF THE IN VIVO CLINICAL STUDIES (4)

RESULTS at day 21:
- Patient 1: from 9 to 3 lesions
- Patient 2: from 7 to 3 lesions
- Patient 3: from 9 to 2 lesions
- Patient 4: from 21 to 7 lesions
- Patient 5: from 19 to 28 lesions
- Patient 6: from 8 to 4 lesions

6 patients
No patients were administered an additional antibiotic treatment

Patients have been treated with IaluXid™ with two application /day for 3 weeks, for a total of 73 lesions

6 patients
Summary of the in vivo clinical studies (4)

Overall *Molluscum contagiosum* study results**

* Patient # 5 has developed lesions in part of the body where the treatment was not applied

**The study is run by Prof. Veraldi, MD, Dermatology Unit, University of Milan, Italy
MARKETING STRATEGY

TRIPLE ACTION
Wide range antiseptic effect vs bacteria, virus and fungi
Cellular regeneration stimulation, acceleration of the healing process
Relief of itching, redness and dryness

GOOD EFFECTIVENESS & EXCELLENT TOLERANCE
Proven by clinical tests
The product doesn't develop any resistance, as some antibiotics do

PATENTED FORMULATION & FUNCTIONAL PACK
With an ophthalmic applicator that reduce the risk of contamination
## Comparative Analysis Spain

<table>
<thead>
<tr>
<th>PROPERTIES</th>
<th>IALUXID™</th>
<th>FUCIDINE</th>
<th>BACTROBAN</th>
<th>PLASIMINE</th>
<th>BETADINE</th>
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<tbody>
<tr>
<td>COMPOSITION</td>
<td>Hydrogen peroxide</td>
<td>Fusidic Acid</td>
<td>Mupirocina</td>
<td>Mupirocin</td>
<td>Povidone- iodine</td>
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<td>Hylaronic acid</td>
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<tr>
<td>ANTI SEPTIC</td>
<td>§</td>
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<tr>
<td>ANTI INFLAMMATORY</td>
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<td>HEALING ACCELERATION</td>
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<td>SAFETY</td>
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<td>IALUXID™</td>
<td>KOURILES ACNE</td>
<td>GRAM ACNE</td>
<td>BETADINE</td>
<td>LUTSINE BACTOPUR</td>
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<td>COMPOSITION</td>
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<td>Lauric acid/Natural Extracts</td>
<td>Salicilic acid/Niacinamide</td>
<td>Povidone- iodine</td>
<td>Mimosa extract</td>
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<tr>
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<td>€ 13,00</td>
<td>€ 5,70</td>
<td>€ 14,90</td>
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HELPS TO REDUCE THE RISK OF BACTERIAL INFECTIONS