

Curology

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01

Curology's Origins



According to the American Medical Association, there are only

3.4

dermatologists per 100,000 persons in the United States.



Thus, Curology was based on a simple idea —

**To make effective
skincare accessible.**

02

The Skincare Category



The Skincare Category

Prescription

Pfizer
Johnson & Johnson
GlaxoSmithKline Allergan

Proactiv

Glossier

Versed

Clinique

Neutrogena

Clean &
Clear

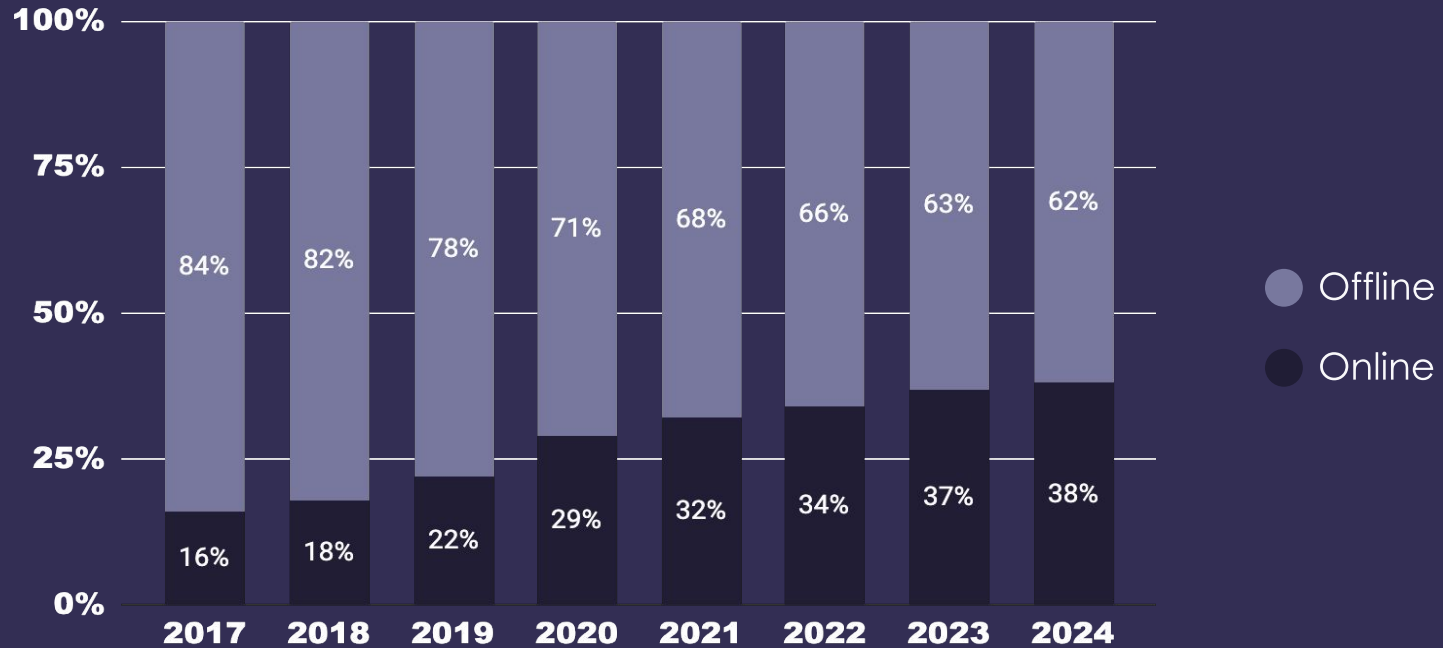
DTC

OTC



Shift to E-Commerce

Sales Channels in the Beauty & Personal Care Market



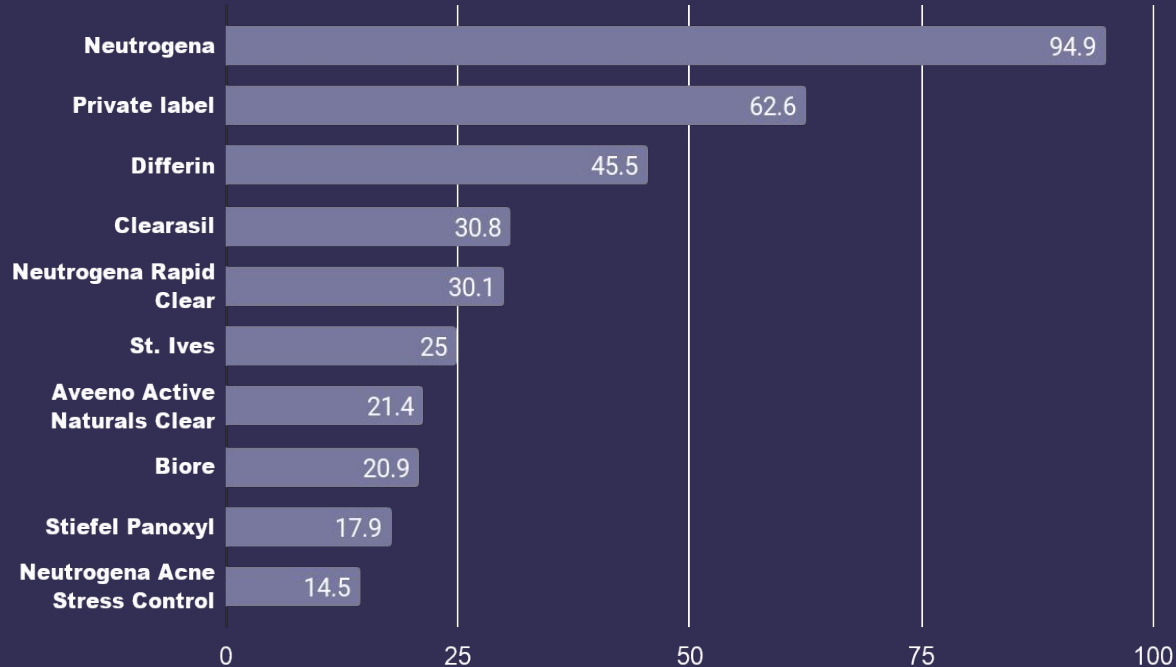
Source: Statista (Forecast adjusted for expected impact of COVID-19), October 2020

When you think of skincare, what brands come to mind?



Neutrogena

Leading US Acne Brands 2019, Based on Sales in Millions USD



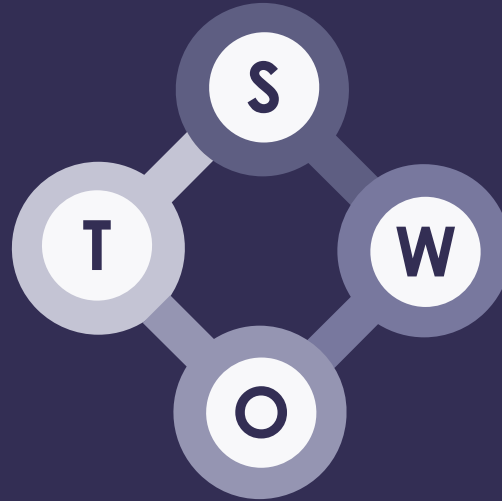
Source: Statista

STRENGTHS

Recognizable
Celebrity endorsements
Affordability and accessibility

THREATS

Provider relationships
Community



WEAKNESSES

Paradox of choice
Slow and bureaucratic
Antiquated marketing

OPPORTUNITIES

Personalized skincare
Influencers, not celebrities
Invest in online presence

03

Curology as Disruptor



Customer Experience



Convenient

Online subscription makes skincare as easy as a few clicks



Personalized

Customized formulas address customers' specific problem areas



Accessible

Direct relationship with providers removes barriers to access



Community

Digital community of users boosts customers' self-confidence

Personalization

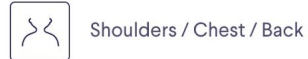
What's your skin type?

This helps your provider pick the right ingredients
—at the right strengths—for your skin.



Where are you breaking out?

(Select all that apply)



We're real providers who put you first



Behind the data, real doctors empathize with consumers' skin anxieties



Easy to chat with providers, ensuring most accurate treatment plan





Emily Gruber, NP-C 8/19/2018

Hi Ivy,

Great to meet you! After reviewing your photos and the information you provided, I've prescribed a customized leave-on medicated cream containing three ingredients that is meant to be applied to your face/neck once daily before going to bed.

- tretinoin 0.012% (unclogs pores, improves fine lines, skin tone, texture and firmness)
- azelaic acid 5% (fights redness and hyperpigmentation)
- niacinamide 4% (a form of vitamin B3 that fights inflammation and hyperpigmentation)

—This is a gentle strength of tretinoin that should allow your skin to adjust gradually without much irritation. Because tretinoin can be drying or irritating, here are some suggestions that may help minimize dryness/irritation if you experience any (you can try any of these):

- 1) Wait at least 10-20 minutes after washing your face before applying the medication as you start out. When the medication is applied too soon after washing, it really absorbs quickly and can cause irritation. This wait may not be necessary at all after your skin has fully adjusted.
- 2) Ease into the medication by applying M/W/F nights, then slowly increase frequency from there as tolerated.
- 3) Try applying your moisturizer first, then your Curology medication. (Don't worry, the medication will work just as well over or under your moisturizer.)
- 4) Dilute the medication by mixing it with some moisturizer in the palm of your hand before applying it.
- 5) If the air is dry, running a humidifier can help immensely!



Ivy Jiang 8/19/2018

Hi Emily,

Thank you for such a detailed treatment plan! I'm excited to start this skincare journey. I have one question: I have some pretty stubborn blackheads on my nose that have not been relieved from blackhead facewashes or pore strips. Will the tretinoin take care of this, or is there some other method I can use to clear this up? Thank you!



Emily Gruber, NP-C 8/20/2018

Hi Ivy,

I do anticipate that the tretinoin and also the azelaic acid in your Curology medication will help to treat these clogged pores as time goes on.

The addition of salicylic acid, a beta hydroxy acid (BHA), can provide additional exfoliation and help prevent and treat blocked pores as well. Once you feel that you have adjusted to your Curology medication, you can try a cleanser with salicylic acid, such as [Neutrogena Oil-Free Acne Wash \(http://amzn.to/1lfF66Y\)](http://amzn.to/1lfF66Y). Or for more effect, use Paula's Choice 2% BHA Liquid or a Stridex (red box) wipe after cleansing. Allow your face to dry completely after the BHA; then, apply your Curology medication. You could also use the BHA in the AM instead.

Also, an exfoliating mask once a week can be helpful. You might try Queen Helene mint julep masque (<http://amzn.to/1nXbShT>).

I look forward to seeing how you do!
- Emily

Skin Community



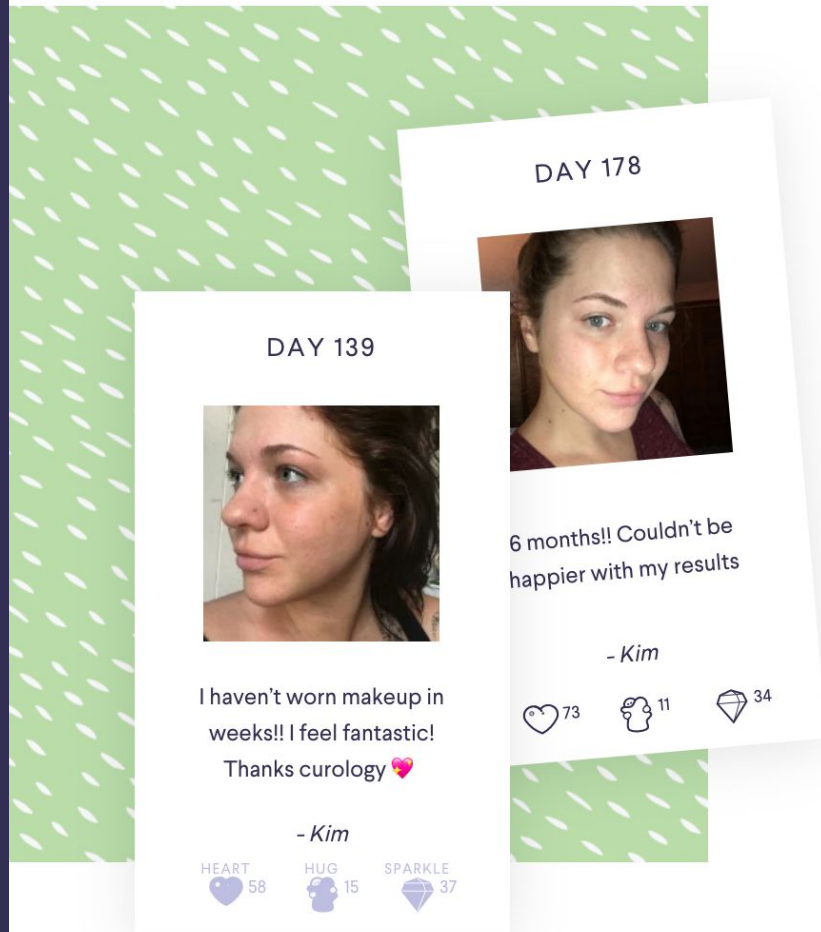
Welcoming

Safe space allows customers to share their skin journeys and cheer one another on



Empowering

Builds confidence and accountability to one's treatment plan



Consistent Innovation



#CreamON

Reminders to stick to the 2 minute skincare regimen each day



Cart Abandonment

A push to the two main Curology segments to join the community



Progress Reports

Status updates that lead to great data and marketing

Product Line Expansion

2014

Original “superhero
bottle” acne treatment

1

2017

Dark circles and
scarring

2

2018

Face wash and
cleanser

3

Product Line Expansion

2019

Wrinkle treatment and anti-aging products

4

2020

Body wash and acne patches

5



Social Outreach

How does your identity influence your skincare or beauty choices?

How has your race, gender, ethnicity, sexuality, etc. impacted your relationship with your skin?



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Find out if you qualify for the Curology Access Program

Every month we provide 300 free 2-year subscriptions to teenagers of families who qualify for the National School Lunch Program or young adults that provide documentation of financial need (e.g., Medicaid, WIC, SNAP/food stamps, etc.).

APPLY NOW

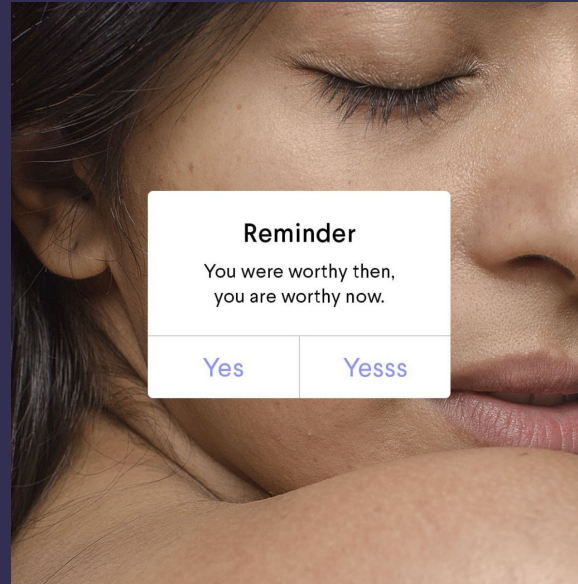
Does your gender identity influence your skincare and beauty choices?

How might skincare and beauty be different for members of the transgender community?



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Marketing Techniques



User-Generated Content

Real People, Not Models

Honest Reviews

04

Audience & Insights





Buyer Persona

Demographic

22-year-old female

Geographic

Suburbs in California and NY

Psychographic

Average person with normal skincare budget looking for personalization



I've gone to derms inconsistently throughout my life, partly because they're **expensive**, partly because they're **hard to get an appointment with**, and partly because there are so many **over-the-counter products with pretty packaging that I'd rather try** than the medicinal-looking prescriptions you get from the derm.

If you were to ask me what Curology was a mere three months ago, I would've said something vague. Ask me now, and I'll tell you it's my **favorite face fixer I've ever used**.

Cosmopolitan Editor Review

Testimonials



User Insights

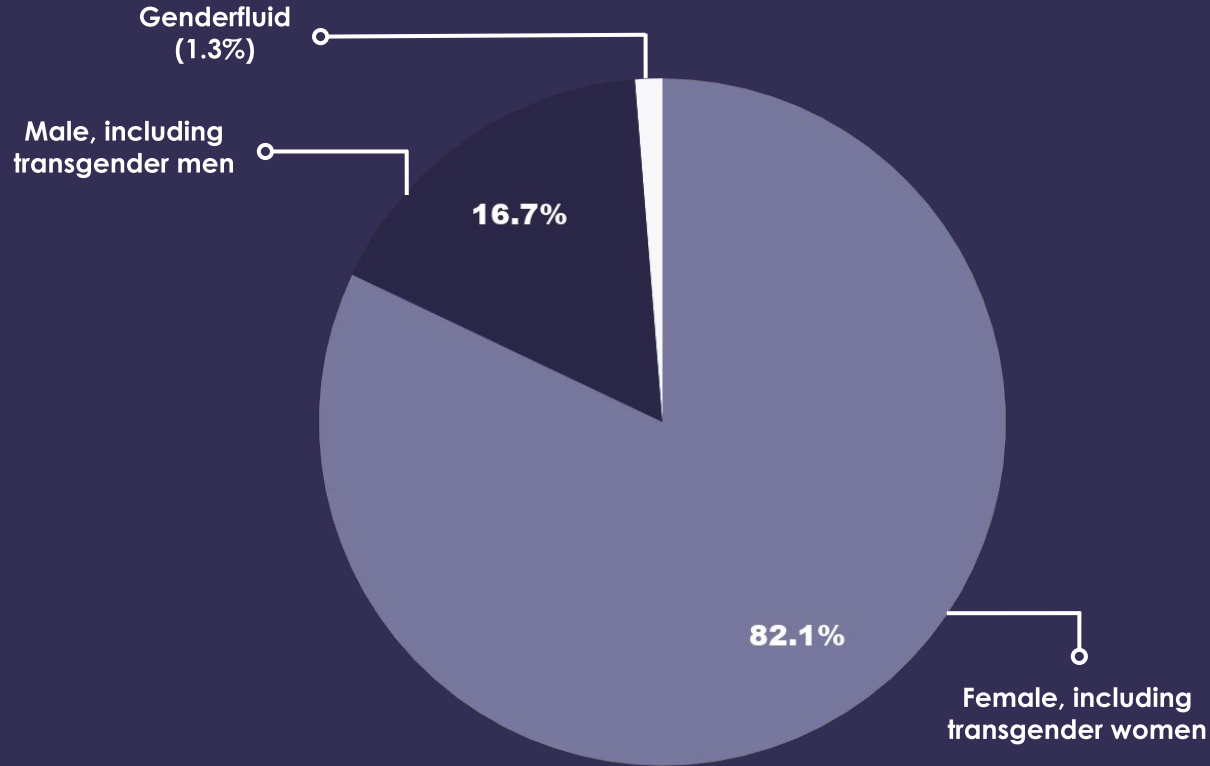
Pros

- Convenience
- Personal provider
- Free trial
- Less expensive and harsh than other treatments
- Helps with macne (mask acne)

Cons

- Subscription cancellation
- Purge period
- Not enough product
- Survey not comprehensive enough

Opportunity for Expansion



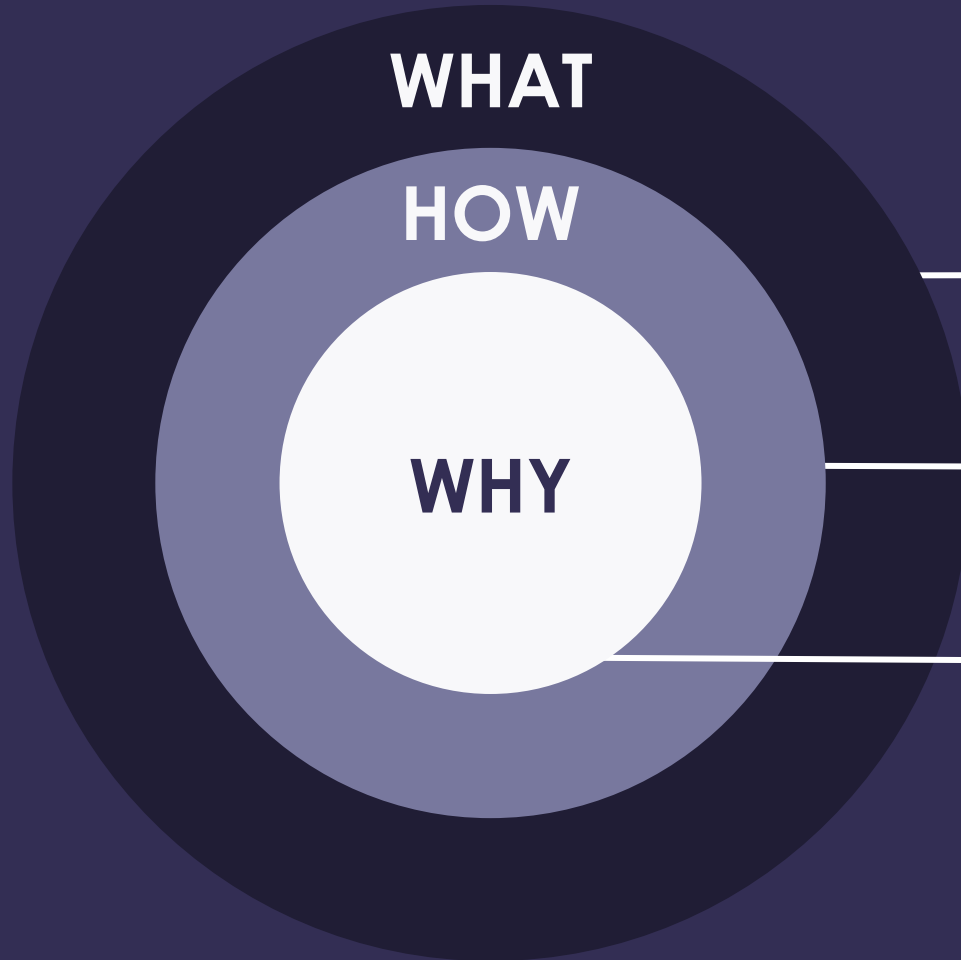
Curology

Skincare

**Beauty &
Wellness**

Confidence

The Golden Circle



What

Skincare that's formulated just for you

How

Making effective skincare accessible to all via DTC

Why

Empowering customers to feel confident in their skin

05

Looking Forward



Curology and Covid-19

- Pandemic has motivated many private practitioners to go digital
- Government and private insurers expanded coverage to include tele dermatology
- Emergency legislation enacted to permit doctors to provide care across state lines
- Increased accessibility → competition for Curology



Thank You!

