



The Fusion of Science and Nature

CTRL™ Marketing Strategy



COMPARE TO OTHER BRANDS
We're committed to creating the safest and most effective acne treatment system possible.

Benefits	CTRL™	Other Brands
Oil Reducing 5x Technology™	Yes	No
2-Step System	Yes	No
Paraben-Free Ingredients	Yes	No
Pharmaceutical Grade Ingredients	Yes	Yes
Topical Prebiotic Complex	Yes	No
Skin Replenishing Ceramides	Yes	No

WHAT CTRL DOES

1 Reduces redness and promotes healing
2 Reduces skin dryness, irritation and inflammation
3 Attacks acne-causing bacteria with prebiotic complex
4 Targets acne's root cause: DHT produced sebum

CTRL™
ACNE TREATMENT SYSTEM
DESIGNED FOR MALE ACNE

100% SATISFACTION
GUARANTEED TO HELP CONTROL MALE ACNE
TRY-BEFORE-YOU-BUY KIT

Visit ctrlacne.com or call 877-CTRL-4U2
NOT FOR RESALE

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AVAILABLE EXCLUSIVELY AT ctrlacne.com



TOPICS

- The Market
- Strategic Imperatives
- Marketing Strategy
- Marketing Tactics
- Budget (see enclosed Excel spreadsheets)



The CTRL™ Market

- Sales by Segment
 - U.S Acne Treatment ~\$3 Billion
 - Channel
 - Prescription - \$1.6 Billion
 - Direct Response - \$850 Million
 - OTC - \$650 Million
 - CTRL Target Market Channel
 - Direct Response
 - Competitors: Proactiv (95% MS), Murad (5% MS), others



The CTRL™ Market

- Demographics/Gender
 - 60 Million youths between 10 - 24
 - Transgender
 - Males primary market for A&P effort and spend
 - Moms of acne sufferers: male and female

Strategic Marketing Imperatives

1. Achieve credibility and trust
2. Segment our customers
3. Pre and post-launch market conditioning
4. Multi-media engagement of the consumer
5. Internet Sales and Marketing
6. Demonstrate social responsibility

Strategic Marketing Imperatives

1. Achieve credibility and trust
 - Position product effectiveness
 - Clearly articulate product/brand differentiation
 - Accurate and actionable scientific information
 - Professional insight and advice
 - Charitable giving and testimony

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1. Achieve credibility and trust
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2. Segment our customers
 - Parents versus teens
 - Gender specific
 - Male age range segmentation



Strategic Marketing Imperatives

3. Market conditioning

- Unbranded acne site (Pre)
- Branded CTRL site (at launch)
- Public relations and media outreach
- Targeted trial usage/Sampling

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4. Multi-media communications

- TV
- Internet
- Events
- Advertising
- Direct promotion in high traffic zones (campus)



Strategic Marketing Imperatives

5. Internet Sales and Marketing

- Pre-launch viral/social networking campaign
- Launch: CTRL site blog
- Unbranded site blog
- Affiliate marketing program
- Acquisition campaign “CTRL Club”

6. Demonstrate social responsibility

- Charitable giving (national and local)
- Celebrity identified causes
- Kids Camps (Discovery and Horizon)



Marketing Strategy

- Identify Messaging, Packaging, Media Channels
- Market Conditioning : Three months prior to launch
 - Young Males: Cool, edgy campaign to acquire *"Take Control Club"* registrants
 - Moms: "Medicalize" male acne and differentiate from female acne
- Launch: CTRL site that segments our customers
 - Young males: Leverage spokesperson for source credibility
 - Moms: Establish third-party source credibility through experts
 - *"Take CTRL Club"*: Segmented factoids, expert advice and patient testimonials
- Targeted multimedia communications across market channels
 - Online, College Campuses, TV, Community and National events
- Demonstrate Social Responsibility through charity programs
- Affiliate marketing program to reach target audiences



Marketing Tactics

- Focus Groups: confirm our customer segments and approach
 - Advisory “Breakout” sessions with Moms, Males, Females, MDs
 - Package designs: learn what resonates best with each customer segment
 - Multimedia vehicle validation for each segment
- Pre-launch Market Conditioning
 - Unbranded “*Take Control*” site
 - Viral campaigns on Facebook, My Space, grass-roots community programs
 - Create banners, buy lists, and drive organic traffic through SEO and SEM
- Launch CTRL site during back to school time frame
 - Create multiple landing pages tailored to gender, ethnicity, skin type
 - Spokesperson endorsements, blogs, factoids, expert interviews
- Spokesperson introduces social responsibility charity program
 - Emotional connection; coincides with product endorsement



Marketing Tactics (cont'd)

- Infomercial: Scalable integration for multimedia distribution:
 - Multicultural Expert Interviews and Patient Testimonials (Web & TV)
 - Purchase commercial time on affordable male centric channels
 - QVC and other direct purchase shows
- Campus Marketing
 - Pop-up Display/Exhibit, BRC Card Samples, Web, TV and Print
 - Sampling program on campus, clinics, infirmaries,
 - Middle School and High School Nurses
- Publication Planning
 - Scientific White Paper – peer reviewed by leading Dermatologists
 - Seeded in appropriate consumer and MD magazines/journals/conferences
- PR Press kit and Event Participation
 - Samples and kit sent to celebrities and managing editors of magazines
 - Multicultural events, national charities, community programs



Market Launch Timeline

Launch minus 3 Months

Launch

2 Yrs+

Consumer Awareness & Acquisition *(Male Acne Patient Focused)*



'Take CTRL for Strong Skin' Platform

Consumer Database
(Segmented)

Male Acne
Education

Branded
Communications

Analytics



