

# PRESCRIPT

## Practitioner FAQ's

### Can a skin detox occur for new customers?

When transitioning from conventional skincare products to natural ones, there is a possibility that your skin may experience some detoxification symptoms as it adjusts to the new skincare routine. We're confident that the new routine is a healthy one, though, and is well worth an adjustment period.

### Is Prescript compatible with other off-the-shelf products?

Off-the-shelf products cater to generic skin concerns with conservative doses of actives to minimise adverse reactions. In contrast, Prescript tailors' products to your skin and its concerns, excluding unnecessary actives. This ensures that you pay only for the specific actives you skin needs.

### Why is Prescript not organic, PETA and Vegan endorsed?

The customisable aspect of the prescription prevents Esse from ensuring a specific combination of active ingredients that a consumer might choose to utilise. Organic certification is granted after the formulation of the product, as it involves a comprehensive assessment of the entire production process. From a logical perspective, it's reasonable to have certain active ingredients classified as organic, some as natural, all adhering to PETA suitability for cruelty-free products, and all being vegan except for pro-vitamin D. Due to the numerous potential variations in customisation, certifying each individualised product is not a practical approach.

### What is the value perception?

Every skin is unique, only you have your skin, and its microbiome is different to any other person on earth. You also have a unique skin state, and your path to healthy skin is also unique. Your skincare products guide you along this path and it will do its job more effectively if it is built around your unique skin and its concerns. These products are built for you and designed for your unique road to healthy skin.

### Is this two-part bespoke skincare regime the first of its kind in South Africa?

Yes, Esse is the pioneering provider of a personalised two-part system, making it available for the first time in South Africa.

### Why is it not a moisturiser?

We do not refer to these two products as replacements for a "moisturiser." Instead, we consider them as comprehensive products that contain everything a client needs, effectively replacing all the leave-on products in their routine.

### Why is it a minimalist skincare system?

This customised active set can minimise the number of products necessary to address your skin concerns, as we can load the actives required into just two products, making this offering more cost-effective. Thus, we can do less for better results.

### What is the shelf life, storage instructions, and recommendations for usage once Prescript is opened?

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### **Why is Prescript not organic, PETA and Vegan endorsed?**

1. Keep the products out of direct sunlight: Sunlight can cause certain ingredients in skincare products to break down and lose their efficacy. Store the products in a dark or opaque container and avoid leaving them in direct sunlight.
2. Store in a cool environment: Heat can also degrade the potency of certain active ingredients, so it's best to store your products in a cool and dry place.
3. Keep the containers tightly closed: Exposure to air can lead to oxidation and spoilage of some ingredients. Ensure the containers are tightly closed after each use.

### **What is the reason for having a uniform price for all ingredients?**

We wanted to create Prescript to reach as many clients as we can, taking budget constraints into account. This is why we created a tiered system, to ensure that our Prescript clients have equal opportunity to choose the best possible actives for their skin concerns, whilst keeping to their budget.

### **Does the pricing strategy aim to target specific skin concerns without compromising product efficacy due to budget constraints?**

The cost of Prescript products is R3100, and their typical duration of use is approximately 60 days, resulting in an average daily cost of R52. To assess the cost-effectiveness of Prescript for the client, inquire about their current average expenditure on skincare products and compare it to the R52 daily cost associated with Prescript.

Additionally, you might inquire about the client's weekly consumption of cappuccinos at coffee shops and determine the monthly expenditure on this item. This can then be compared to the monthly cost of using Prescript products.

### **Can I buy 2 different serums?**

No, you have the option of purchasing 2 x Part One or 2 x Part Two with the same actives chosen together with your practitioner. As we are loading all the necessary actives to target your skin concerns, 2 different serums are not necessary.

### **What is the oil and serum proportions?**

The ideal usage instruction would be to dispense 1 pump of Part 1, and 8 drops of Part 2 in the palm of your hand. Then you can emulsify it into a creamy texture and apply it to the face, neck, and décolleté twice a day.



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## Actives

### **Hyaluronic Acid (HERO ACTIVE)**

- Dehydration
- Wrinkles
- Firmness
- Lipid Dry
- Wrinkles
- Maintenance

### **Synbiotic Mix**

- Improve Barrier function.
- Sensitive Skin

### **Antioxidant Mix (HERO ACTIVE)**

- Result in a darker serum colour
- Maintenance
- Protection from environmental stressors
- Improved response to UV
- Reduced cell damage

### **GABA (HERO ACTIVE)**

- Loss of firmness
- Relaxes subdermal muscles to reduce wrinkle appearance
- Improved firmness

### **Belides (HERO ACTIVE)**

- Pigmentation
- Inhibits tyrosinase activity
- Reduce melanin production
- Skin lightening

### **Salicylic Acid**

- Effective against breakouts
- Helps release corneocytes
- Light exfoliant
- Assist with skin lightening
- Exclude for clients with aspirin allergy

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## Actives

### Bakuchiol

- Anti-ageing (reduce wrinkles)
- Reduce inflammation
- Increase collagen production
- If a client struggles with very dry skin, keep a maximum dose of 1

### Omega Mix

- Effective against pigmentation
- Improves dehydration
- Anti-inflammatory
- Starting material for skin lipids
- Lacking in modern diet

### Provitamin D (HERO ACTIVE)

- Ideal for skin that doesn't get enough sun (most modern skin)
- Requires some UVB to activate
- Not vegan
- Vitamin D is important for immune control
- Regulating inflammation

### Sapienic Acid

- Human skin's most abundant fatty acid
- Inhibit pathogens, feed partners
- Ideal for breakout-prone and other problem skin
- Excluded automatically for sensitive skin - to bear in mind if a client is breakout-prone and sensitive

### Squalane

- Mimics squalene -  $\pm 12\%$  of human sebum
- "Heavier" oil
- May affect feel of product - slower penetration, more nourishment.
- Ideal for lipid dry skin

### Ximenia

- Long chain fatty acids to mimic sebum nutrients.
- Prebiotic oil
- Protection and hydration
- Possible slight impact on Part 2 feel

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### **Can the client order top-ups?**

After their initial order, the client can reorder the same prescription twice, after which they need to go for another diagnosis to get a new prescription.

### **Is this available in locations beyond South Africa?**

Currently, it is not available outside South Africa.

### **Is there a loyalty program for Prescript?**

There is no loyalty programme set out in Prescript. Prescript has a 25% discount applicable to each order that includes two personalised products

### **Can I revise prescription post the first order?**

Reorders cannot be changed from the original prescription. Due to the changes that the client will see in their skin, we recommend following up with the client and having a consultation with the client before they order their next set of products.

### **Can I save the details of my client's most recent prescription order?**

All completed orders, including unpaid orders, are saved under the client's history which a practitioner can access through the app.

