

DR. SADYKOVA COSMECEUTICS

FOR PROFESSIONAL HOME CARE

expert formulas created by a dermatologist physician



12
years
of practice

SADYKOVA ZULFIA RUSTAMOVNA

Dermatologist-cosmetologist, founder of cosmetic clinics in Kazan and Moscow, and creator of the cosmeceutical brand DR.SADYKOVA

For over 12 years, Zulfiya Sadykova and her team of doctors have specialized in successful skin treatment, rejuvenation, and imperfection correction. Together with technologists, she developed formulations that have clinically proven their effectiveness.*

DR. SADYKOVA
COSMECEUTICS

UNIQUE BRAND IDENTITY

- 100% non-comedogenic and hypoallergenic formulas
- 0% dyes, sulfates, parabens, mineral oils
- active ingredients concentration in proven effective percentages
- visible results after the first use
- contains European active ingredients
- actively recommended by cosmetologists
- Halal certified
- product line includes all skincare steps suitable for any skin type
- not tested on animals

**clinical trials were conducted by LLC «Kosmederm» from September 15, 2021 to December 13, 2021.
URL: <https://drsadykova.pro/research>*



The analytics of the Russian cosmetics market shows that:

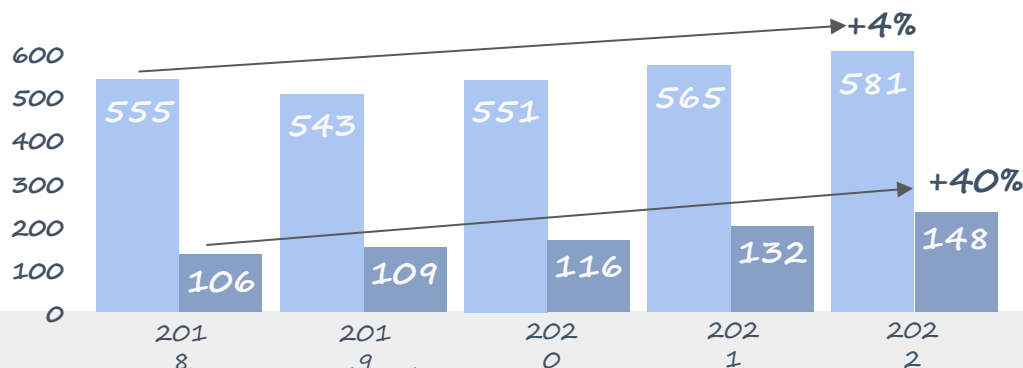
- More and more people prefer home care, especially facial care, and the number of men in this category is also growing.
- Russian brands are among the top three leaders in terms of consumers' willingness to purchase.

DR.SADYKOVA's home care products are high-quality domestic cosmetics. In the current situation in the country, it serves as a worthy accessible alternative to well-known premium-class brands that have left the market.



TREND FOR HOME CARE

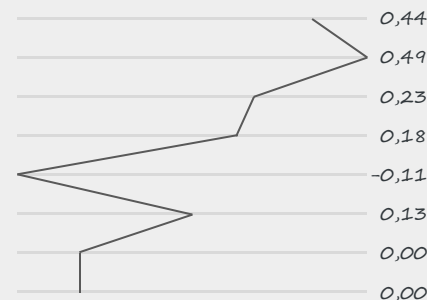
Volume in billion P of cosmetics and perfumery



Level of awareness about brands from different countries



Willingness to buy brands from different countries



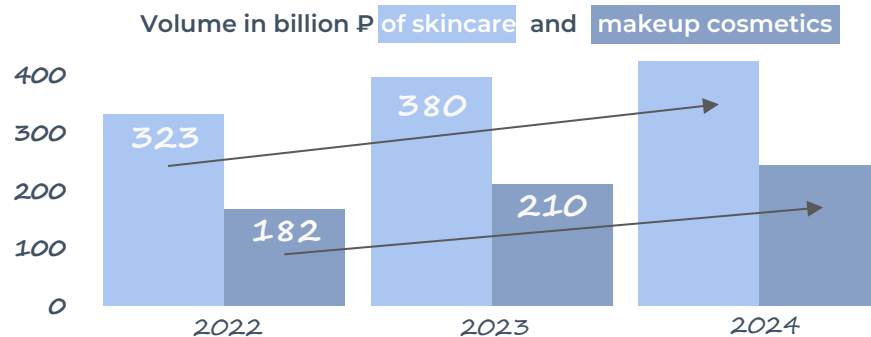
The analytics of the Russian cosmetics market shows that:

- More and more people prefer home care, especially facial care, and the number of men in this category is also growing.
- Russian brands are among the top three leaders in terms of consumers' willingness to purchase.

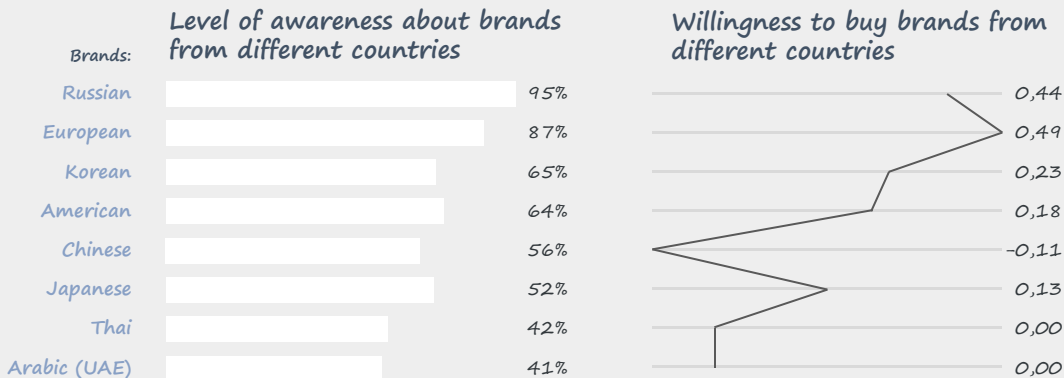
DR.SADYKOVA's home care products are high-quality domestic cosmetics. In the current situation in the country, it serves as a worthy accessible alternative to well-known premium-class brands that have left the market.



TREND FOR HOME CARE



Source: <https://ragradus.ru/blog/rynok-kosmetiki-i-parfumerii-v-rf-2023-2024---analiz-i-prognozy>



DR. SADYKOVA
COSMECEUTICS

SUCCESSFUL SALES EXPERIENCE

> 6 years
in the market

9 out of 10
make repeat
purchases

30 000 +
customers

> 100 cities
working with us. Shipping
throughout Russia

> 26 000 units
of product sold in
2023



DR. SADYKOVA COSMECEUTICS

Our customers



Men and Women
aged 25-46

Problems we address:

- ★ Eliminate pigment spots, lighten them, protect yourself and your children from the sun
- ★ Treat acne and inflammation
- ★ Reduce swelling and couperose
- ★ Minimize wrinkles, slow down skin aging
- ★ Calm sensitive and irritated skin, reduce inflammatory processes
- ★ Moisturize dry skin
- ★ Reduce oiliness of the skin and eliminate imperfections

DR. SADYKOVA
COSMECEUTICS

Buyers of Dr. Sadykova
skincare highly appreciate
the effectiveness of the
products and the ingredients
used in workable dosages.
When comparing with
competing brands, they
unequivocally choose Dr.
Sadykova and are willing to
recommend it.

STATISTICS

based on survey results among buyers of DR.
SADYKOVA skincare products:

selection criteria

price

69%

Ingredients

75%

effectiveness

80%

previously used brands

CLINIQUE

18
%

VICHY
LABORATOIRES

14
%

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE

11
%

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

12
%

OBAGI
MEDICAL

11
%

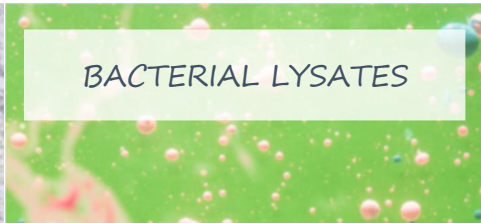


TOP ACTIVE INGREDIENTS AT WORKING CONCENTRATIONS

DR.SADYKOVA formulas are developed for various skin types and are suitable both for treating problematic skin conditions and for maintaining beauty and youthfulness.



NIACINAMIDE



BACTERIAL LYSATES



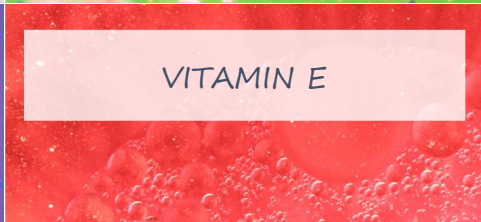
VITAMIN C



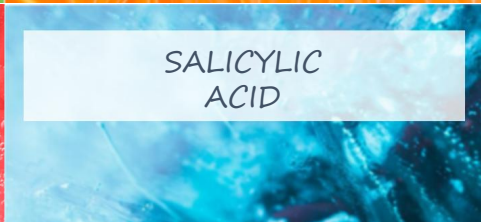
MARINE COLLAGEN



AMINO ACIDS



VITAMIN E



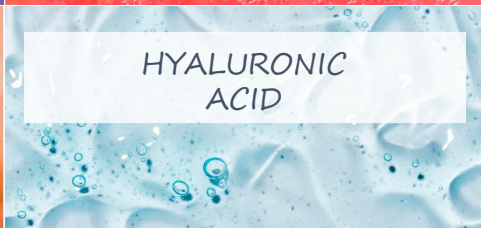
SALICYLIC
ACID



LACTIC ACID



COPPER PEPTIDE



HYALURONIC
ACID



RETINOL



PEPTIDE FROM SEA
SNAIL



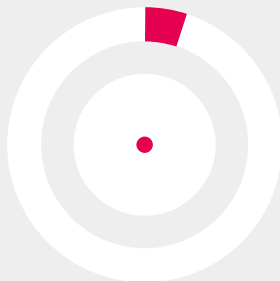
WORKING FORMULATION

Products from Dr. Sadykova's line are not just cosmetics, but rather cosmeceutics. This means that they are cosmetics with pharmaceutical effects.

Mass Market

Trace

Number of active ingredients



Cosmeceutics

Working

Number of active ingredients



Our cosmeceutics contain high concentrations of active ingredients. We use working dosages, meaning amounts of actives that deliver the desired result.



CLINICALLY PROVEN EFFECTIVENESS

*We only procure assets that have been clinically
and laboratory-proven to be effective.*

We conducted clinical research on our cosmetics.

The study involved 49 patients aged between 20 and 45 years old. Each participant underwent diagnostics before, during, and after using the cosmetics.

Measurements were taken using Janus and Multi Skin Test Center MC 750/1000 devices equipped with a Visioscope PC 450 camera.

After initial diagnosis, each participant received an individual set of Dr. Sadykova cosmeceutics. Testing lasted for four weeks.

All participants subjectively felt significant improvements in their skin condition.

Objective results of device diagnostics:

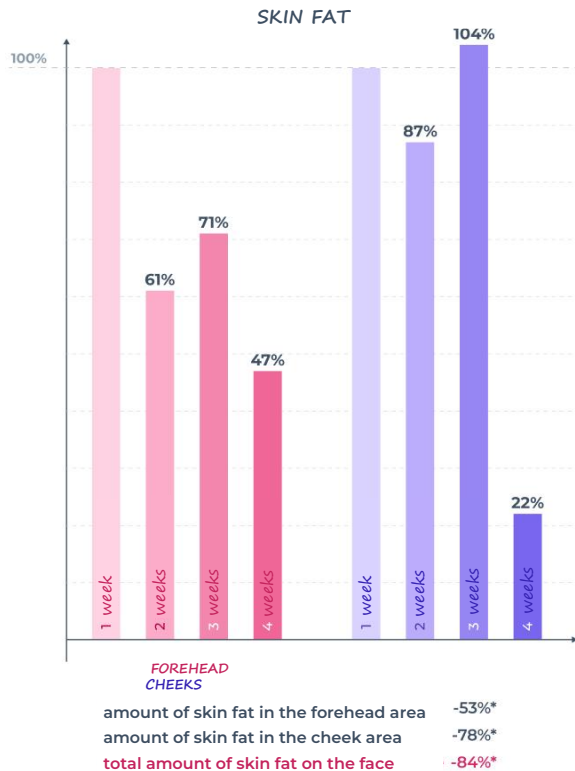
- reduction in sebum production by 65%*
- pore size reduction by 34%*
- pigmentation decrease by 28%*

*You can find detailed information
about the study here:*

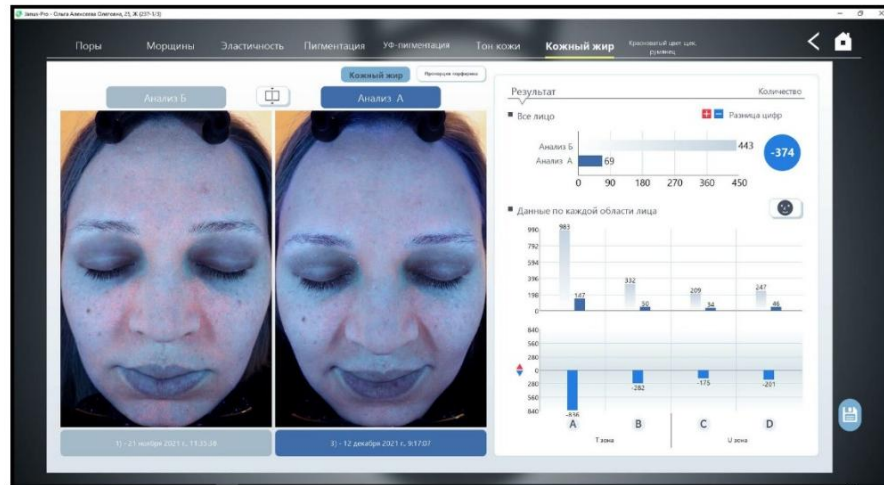




RESULTS AFTER 4 WEEKS OF USING DR.
SADKOVA'S COSMECEUTICAL
PRODUCTS



*consider 100% as the measurement data obtained on the Janus-Pro device before starting the use of cosmeceuticals



Analysis B - initial data (before using cosmetics), Analysis A - after using cosmetics.

Result:

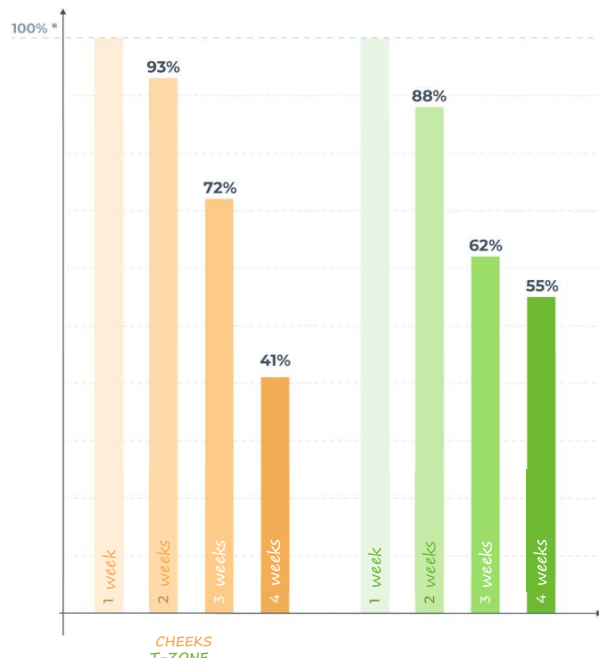
After 4 weeks, the oiliness of the skin in the forehead area decreased by **53%**.

B on the cheek area, seborrhegulation almost normalized and did not deviate from the norm. Overall, the condition of the skin according to the indicator of skin fat improved by **84%**. Additionally, overall facial swelling was reduced and skin tone improved.



RESULTS AFTER 4 WEEKS OF USING DR.
SADYKOVA'S COSMECEUTICAL
PRODUCTS

HYPERPIGMENTATION



decrease in pigmentation in the cheek area 59%*
decrease in pigmentation in the T-zone 45%*
decrease in pigmentation on the whole face 52%*

*consider 100% as the measurement data obtained on the Janus-Pro device before starting the use of cosmeceuticals



Result:

After 4 weeks, redness noticeably decreased: the intensity of erythema in the cheek area decreased by 58%, and in the T-zone by 45%. General facial edema and UV-induced hyperpigmentation also decreased.



WORKING FORMULATION

~~COSMETICS~~

COSMECEUTICS

Our products are not just cosmetics, but cosmeceutics with pharmaceutical efficacy, rich composition and high concentration of active ingredients.

We source the best assets from all over the world: Germany, Italy, France, Russia, Australia, Korea, Japan.

Contains medicinal and highly intensive ingredients: ketoconazole, azelaic acid, salicylic acid, retinol, vitamin C.

The formulation includes cutting-edge scientific developments: filaggrinol, bacterial lysates, copper peptide, essential amino acids, lactobacilli, hydrolyzed collagen, inulin, phospholipids.

We use working dosages, meaning high concentrations of active ingredients that deliver noticeable results. The percentage of main components is indicated on our website, while the percentage of all assets can be provided upon request by managers.

If we used only one active ingredient in each product, it would already work effectively. Our products provide a pronounced effect because they contain an average of seven active ingredients per formula.



SOFT ACTION

The problem with active cosmetics is that a client may harm themselves by applying such products too frequently or failing to follow sun protection rules on unprepared skin.

DR. SADYKOVA products protect clients from their own mistakes.

We employ formulas with minimal irritating and photosensitizing effects.

Each product maintains a balance between renewing and restorative ingredients.

The line does not include alcohols, mineral oils, dyes, heavy silicones, or harsh surfactants.



COSMETICS THAT INTEGRATE WITH YOUR SKIN

The structure of all our creams resembles the water-lipid mantle. The structure of all our creams resembles the water-lipid mantle. Components are organized into layers (lamellae) consisting of oil, with water layers in between.

Lamellar structure restores skin barrier function and delivers active ingredients deeply.

Lamellar creams instantly hydrate, create a feeling of comfort, and restore damaged skin. They can be used long-term.

The lamellar texture is similar to the texture of human skin



Lamellar cream

Human skin

Regular cream



Microbiome care —
2024 trend in cosmetics



MICROBIOME-FRIENDLY

Skin microbiome is equally important as gut flora.

Most cosmetic brands contain parabens, aggressive surfactants, antiseptics, and alcohol, which are harmful to microorganisms. These substances disrupt the microbiome and worsen skin condition.

DR.SADYKOVA products do not contain harmful substances and feature ingredients that restore the microbiome, including bacterial lysates (Italy and Germany) and prebiotic inulin.

Results of microbiome restoration:

- Acne correction
- pH normalization
- Moisturization
- Anti-aging



More details here:

*URL:
https://drsadykova.pro/support_microbiom_blog*



PREMIUM QUALITY AT AN ACCESSIBLE PRICE

DR. SADYKOVA offers premium-quality cosmetics at an optimal price, enabling you to establish a comprehensive home care routine comparable to salon treatments:

- ***Ready-made base** for daily three-step care: cleansing, toning, nourishing.*
- ***Addressing various skin concerns:** acne, rosacea, hyperpigmentation, edema, dryness, wrinkles, oily skin, aging changes, post-acne scars, comedones.*
- ***Additional care options:** highly active serums, sunscreen, anti-aging products.*
- ***Variety of sizes and economical usage** up to 3-4 months.*
- ***Affordable cost** of cosmeceutical sets.*



PRICE COMPARISON

DR. SADYKOVA
COSMECEUTICS

O|B|A|G|I
M E D I C A L

sesderma[®]

GIGI
LABORATORIES

	Product	ml	Price ₺	Product	ml	Price ₺	Product	ml	Price ₺	Product	ml	Price ₺
Cleansing	Gel Sebo Clear	200	3 650	Foaming gel Obagi Foaming Cleanser	200	5 350	Gel OCEANSKIN	200	4 788	Gel GIGI Ester C Mild Cleanser	200	3 954
Toner	Intensive hydration mist	100	2 600	Calming Toner pH Balancer Softening tonic for restoring surface pH	180	4750	SERENITY Night Face & Pillow Spray- Mist	100	7 992	Facial lotion spray Water mist GIGI City NAP Fresh Water Mist	100	4 026
Nourish – ment	Intensive recovery cream	50	3 350	Recovery Creme Restoring cream ZO Skin Health	50	13 450	HIDRADERM HYAL Nutritious face cream	50	6 120	Texture Relief Night Cream, night restoring cream	50	4 598

DR. SĀDYKOVA
COSMECEUTICS

BESTSELLERS

DR. SADYKOVA COSMECEUTICS

Gentle cleansing gel reducing
oily shine and minimizing pores
Sebo Clear

Sebum serves as «food» for
microorganisms causing acne.
Therefore, it's crucial to reduce
oiliness.

But how can this be done?

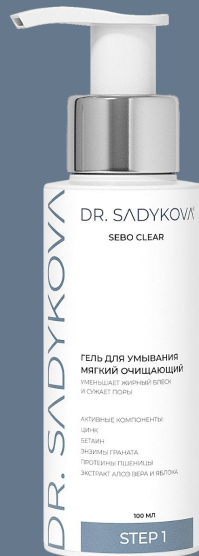
If you clean your skin until it
squeaks, this will trigger
compensatory increased
activity of the sebaceous glands
and make things worse.

Effects of Sebo Clear cleansing gel

- reduced oiliness
- pore minimization
- acne correction
- pH balance restoration
- microbiome recovery

TOP

CLEANSING NOT ONLY THE SKIN BUT ALSO THE PORES



Gentle cleansing gel
reducing oily shine
and minimizing pores Sebo Clear

100 ml

SeboClear gel contains a
special form of zinc (0.5%,
Germany).

This product inhibits 5-
alpha-reductase and
reduces oiliness not
through excessive washing,
but by weakening the
activity of sebocytes within
the pores.

Active ingredients of Sebo Clear cleansing gel

- Pumpkin enzymes - 1%, Italy
- Aloe extract - 0.2%
- Pomegranate enzymes - 1%, Italy
- Apple extract - 1%
- Sodium PCA - 3%, France
- Hydrolyzed wheat proteins - 1.5%

DR. SADYKOVA
COSMECEUTICS

Have you encountered acne that doesn't respond to treatment?

An issue few people know about: the fungus *Malassezia*. *Furfur* causes acne-like eruptions.

Malassezia folliculitis looks like common acne. Doctors often misdiagnose this condition and prescribe treatment as if it were classic acne. As a result, there is either no effect or the situation gets even worse.

FIGHT AGAINST MALASSEZIA YEAST



Gentle cleansing gel
Clear Gel free from Malassezia

100 ml

Research has shown that in 68% of cases, besides other microorganisms, *Malassezia* is present in any type of acne. ([Link 1](#)).

We have developed a product specifically targeting fungi: soft cleansing Gel Clear gel free from *Malassezia*.

It contains:

- ketoconazole (1%) for direct elimination of fungi;
- bacterial lysates (3%, Italy) for restoration of the microbiome;
- azelaic Acid (5%) to prevent inflammation and reduce sebum secretion.

More details here:

https://drsadykova.pro/defeat_fungal_acne

DR. SADYKOVA
COSMECEUTICS

DR.SADYKOVA brand's position
is gentle care.

Problematic skin suffers from
aggressive treatment. Patients
experience discomfort and
abandon therapy. It's important
to support the skin's natural
resources that fight against acne.

*The toner that restores the
epidermal barrier, strengthens the
protective functions of the skin.*

RESTORATION OF EPIDERMAL BARRIERP

TOP



Tonic restoring
epidermal barrier

100 ml

Ingredients:

- Glycolipids and phospholipids (0.5%, France) – strengthen cell membranes and create a protective layer on the skin's surface.
- Salicylic acid (2%, Germany) – creates favorable pH conditions for beneficial flora growth, reducing inflammation.
- Niacinamide (2%, Italy) – improves skin's barrier functions. Reduces inflammatory and stasis marks of post-acne, combats hyperpigmentation.

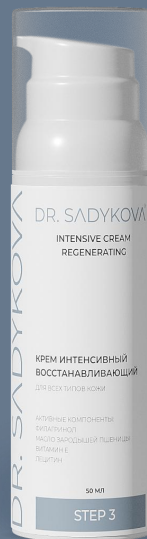
DR. SADYKOVA
COSMECEUTICS

The product contains a unique plant-based active ingredient **Filagrinol (5%, Italy)**. This substance stimulates the synthesis of the protein filaggrin. Thanks to this, a protective barrier is formed that prevents moisture loss and penetration of microorganisms.

Effective for acne, rosacea, dry and sensitive skin. Restores after peels, polishes, frostbite, windburn, and sunburns. Suitable for all skin types and conditions.

INTENSIVE RESTORATION

TOP



Intensive
restoring cream

50 ml



Ingredients included:

- Filagrinol (5%)
- Vitamin E (1%)
- D-Panthenol (0.5%)
- Oil complex (Almond 3%, Shea 3%, Macadamia 2%, Argan 1%)
- Propolis Extract (0.5%)
- Lecithin (0.5%)

DR. SADYKOVA
COSMECEUTICS

We decided not to use standard ascorbic acid since it causes irritation, redness, flaking, and burning sensations.

Instead, we chose two innovative, safe, and effective forms of vitamin C (9.5%). One provides immediate results, while — the other offers delayed and cumulative benefits.

Additional ingredients include: amino acid complex (1%), trehalose (1%), neem leaf extract, and vitamin E.

TOP

SERUM WITH VITAMIN C



Serum with vitamin C

30 ml



Serum effects:

- lightening of pigment spots and evening out skin tone;
- protection against free radicals;
- stimulation of collagen synthesis, increase in skin elasticity;
- moisturizing, restoration of the epidermal barrier.

Suitable for sensitive skin, including those who cannot tolerate other vitamin C products.

More details here:

<https://drsadykova.pro/vitamin.c.abilities>

DR. SĀDYKOVA
COSMECEUTICS

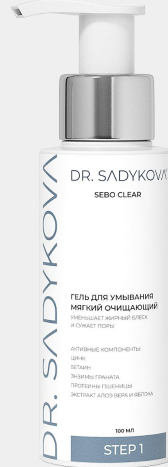
CATALOG

DR. SADYKOVA
COSMECEUTICS

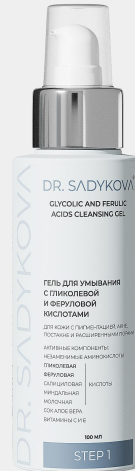
CLEANING



Micellar
water



Cleansing gel
Sebo Clear



Washing gel
with glycolic
and ferulic acids



Moisturizing
cleansing foam
Cleansing mousse



Cleansing gel
Clear Gel
free from Malassezia

DR. SADYKOVA
COSMECEUTICS

TONING



*Intensive
hydration mist*



*Epidermal barrier
restoring toner*



Tone-evening toner



*Lymphatic
drainage toner*

DR. SADYKOVA
COSMECEUTICS

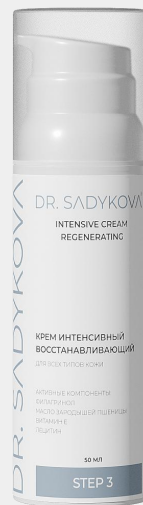
NOURISHMENT



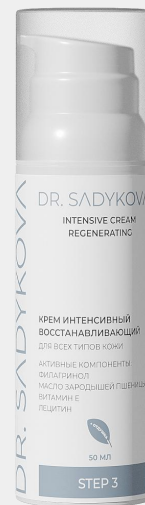
Moisturizing
day cream
c SPF 6



Moisturizing
sunscreen
cream for face
SPF 30



Intensive
restoring cream



Intensive
restoring cream with
fruit-flower aroma



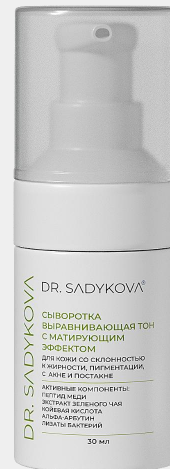
Anti-aging cream
with retinol
and vitamin E

DR. SADYKOVA
COSMECEUTICS

SERUMS



*Vitamin C
serum*



*Tone-evening
serum with
mattifying effect*

DR. SADYKOVA
COSMECEUTICS

EXTRA CARE



*Rejuvenating fluid
for eyes and lips*



*Hyaluronic lip
balm SPF15*



VITAMIN C SERUM

*Customer survey results
(customers note high effectiveness of the product)*

97,1%

*noted that their skin
tone had improved **

93,7%

*reported that their
skin tone became more
even **

77%

*reported that facial
inflammations
disappeared ***

77%

*reported that skin
pigmentation decreased ****

** According to the survey conducted by Z.R. Sadikova among cosmeceutical buyers from February 27 to March 13, 2024, the sample size was 206 respondents.*

*** According to the data of the survey conducted by individual entrepreneur Z.R. Sadikova among cosmeceutical buyers from February 27 to March 13, 2024, the sample size was 126 respondents.*

**** According to the data of the survey conducted by Individual Entrepreneur Z.R. Sadikova among cosmeceutical buyers from February 27 to March 13, 2024, the sample size was 137 respondents.*



BEFORE / AFTER

WRINKLES

2.5 months
of use

- Sebo Clear cleansing gel
- Intensive moisturizing mist
- Intensive restoring cream
- Sunscreen with SPF30
- Vitamin C serum



ACNE

5 months
of use

- Gentle cleansing gel Sebo Clear
 - Toner for restoring epidermal barrier
 - Intensive restoring cream
- +Topical ada palene 0.1% + benzoyl peroxide 2.5%



DR. SADYKOVA
COSMECEUTIC
S



Catalog

REVIEWS

You can read other reviews on our website and social media pages



ОТЗЫВЫ ★ TONIC EPIDERMAL BARRIER ★ ★ INTENSIVE CREAM ★

Виктория
Мне очень понравился у вас тоник
восстанавливающий барьер кожи и
крем для лица интенсивный
восстанавливающий.)) очень
приятные по консистенции кода
такая мягкая и увлажнённая и
действительно быстро заживает и
успокаивает личико после
механической чистки!))

09:07

TONIC

Dr. Sadykova

Epidermal
barrier

© 200 ml

I really loved your barrier recovery toner
and intensive face repair cream. They
have such pleasant textures, leaving my
skin soft and hydrated, and they truly
speed up healing and soothe my face
after mechanical cleaning!

ОТЗЫВЫ ★ SEBO CLEAR ★

Елена Семёнова

Да, очень довольна 🌻, эффект
ощутила после нескольких
применений, поры на носу
значительно уменьшилось, стали
более светлыми, очень приятный
продукт в плане применения:
запах, небольшой расход 🌞

17:43

I'm very satisfied, I felt the effect after
just a few uses—the pores on my nose
significantly reduced in size and became
lighter. It's also a pleasure to use: it has a
nice scent and is economical in usage.

ОТЗЫВЫ ★ СОЛНЦЕЗАЩИТНЫЙ КРЕМ ★ ★ СЫВОРОТКА ★

Фируза

Добрый день! Пользуюсь вашей
косметикой давно, уверена в
качестве. Спасибо огромное за
продукцию, в этот раз приобрела
солнцезащитный крем и сыворотку,
моя кожа говорит спасибо:) 13:13

DR. SADYKOVA
SUNSCREEN
SPF 30

DR. SADYKOVA

Good afternoon! I've been using your
cosmetics for a long time and I'm
confident in their quality. Thank you
very much for your products—this time I
bought sunscreen and serum, and my
skin says thank you too!

BONUSES FOR PARTNERS

 *Samples and testers*

 *Personal consultant manager*

 *Tools for increasing sales:*

- *advertising materials*

Providing brochure layouts, banners, and video presentations for product promotion.

- *seasonal promotions*

Special offers and discounts on products during specific periods.

 *Transparent and effective business model:*

- *Transparent pricing description for products.*
- *Detailed contractual formalization of all aspects of cooperation.*
- *Regular updates on products, prices, and terms of work.*
- *Fast delivery of products with order tracking capability.*
- *Regular quality control of products. Certification and compliance with international quality standards.*
- *Support and guidance, staff training, and provision of educational materials.*

YOUR BENEFITS



Expanded audience reach

Products in the mid-price segment, accessible to a wide range of consumers, will increase your customer base coverage and enhance competitiveness.



Reputation

Your clients' skin condition will noticeably improve, allowing you to strengthen your reputation and ensure loyalty.



Increase in additional sales

Introducing high-quality cosmeceuticals into your assortment enables you to increase revenue through additional sales.



High quality

Each product undergoes strict production stages and expert evaluation.



European raw materials

Mid-priced products, accessible to a broad consumer base, will expand your clientele reach and boost your competitive edge.

DR. SADYKOVA COSMECEUTIC S

WE LOOK FORWARD TO HAVING
YOU AS ONE OF OUR PARTNERS!

Official website: drsadykova.pro

Phone number of partner
relations department: +7 992 072-07-02

Email for proposals: hello@dr-sadykova.ru

Head office address: Kazan, Ulyanova-Lenina St., 26