



DR PATRICIA YUEN

Clinic: MD Specialist Healthcare/Pacific Specialist Practice, set up in 2001

Name of private label: Skin Sense

Launched: June last year

Number of products: 11

Price range: \$38 for a Vitamin C Wash to \$130 for a pigment lightener

Consultation fee: \$100

Why have a private label?:

A lot of patients don't just see me for skin diseases, they also come to me to help maintain their healthy skin. Even with a good daily skin-care routine, the skin still needs further attention. I can't find a single range of cosmeceuticals that addresses various skin problems like acne, sebaceousness, dryness or sensitivity.

On a visit to the United States, I walked into Sephora (a multi-brand cosmetics chain store). I was inspired to come up with my own brand and be an entrepreneur.

Over-the-counter products do not have enough active ingredients, or may contain fragrance that does nothing for the skin, or may even harm it.

They are usually not backed by medical research either.

So I worked with a pharmaceutical plant in Indonesia that produces medicine and skin-care products to come up with my own range.

My products are non-comedogenic (they don't clog pores), so they are either gel-, serum-, or cream-gel-based.

There are no moisturisers in my range as I feel the ones already available to dermatologists are quite good.

For myself, I use only Skin Sense, I practise what I preach. It is like my fountain of youth.

The next Dr Murad?: No, even though my products are doing very well. I'm just a doctor helping my patients to manage their daily skin-care regime.

DR J.J. CHUA

Clinic: JJ Chua Rejuvenative Cosmetic & Laser Surgery, set up in November last year

Name of private label: Same as clinic name

Launched: April this year

Number of products: Eight, with plans to expand to 20 by early next year

Price range: \$20 for cleansers like Purifying Cleanser to \$120 for Age-Erasing Essence

Consultation fee: \$80-\$150

Why have a private label?: I had the idea when I was still working as head of cosmetic surgery at the Singapore General Hospital. But I was bound by rules and regulations then.

I didn't like the products supplied by cosmeceutical vendors. For example, I may like the texture of the product but not the smell or the bottling.

I would prefer to control the amount of active ingredients, the texture, the fragrance and the bottling.

Some even come in a plastic bottle with a ball bearing inside so that it can be shaken before use.

To me, that is not acceptable as it means the product doesn't mix very well and is not very stable. This means the skin can get irritated by the active ingredients.

So the moment I got into private practice, I wanted to create my own skin-care line.

My products are mostly made here in a pharmaceutical manufacturing plant.

Only two are manufactured in the United States – the age-erasing essence and the exfoliating gel.

The next Dr Murad?: I don't have the ambition to sell it over-the-counter now.

But if you ask me in three to five years' time, my answer would be different. I would be more settled down and may realise that there are no other challenges left besides introducing this to the rest of the world.



Photographers: ALAN LIM, DESMOND FOO & BRYAN VAN DER BEEK