

## Q&A with Roni Kramer, Founder, Chairman and CEO of Kamedis Inc bringing to market a Dermatology line of Products based on Traditional Chinese Medical Botanicals for Skin Conditions such as Eczema, Acne and Psoriasis



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**CEOCFO: Ms. Kramer, what is the concept behind Kamedis®, Inc?**

**Ms. Kramer:** Kamedis was founded to develop highly effective, safe, botanical-based products that treat skin disorders without the side effects of conventional solutions. All products are based on Traditional Chinese medicine botanicals that have been used successfully to treat skin

conditions for thousands of years. We have an active R&D operation that has tested hundreds of botanicals, patented botanical combinations that enhance product efficacy because of synergies that yield better results than individual botanicals, and a unique botanical extraction process that maximizes formulation potency. Our products have also been tested in dozens of clinical trials and validated by dermatologists.

**CEOCFO: What do people miss when developing skin care products? What do you understand about the very fundamental concept of skin care that perhaps others do not?**

**Ms. Kramer:** Development of products to treat chronic skin disorders like eczema, acne and psoriasis requires an understanding of the mechanism of disease and its different pathways to address the multiple symptoms associated with these disorders. Product efficacy depends on this fundamental understanding and scientific approach. Safety is also important because these are chronic conditions requiring extended use. Delivering products with this combination of efficacy and safety has traditionally been very difficult. Today's prescription drugs are typically effective but have potential side effects, while natural products offer safety but frequently sacrifice efficacy. In the middle are OTC products with limited number of active ingredients that are not as effective as prescription drugs for many people and often have side effects.

One of Kamedis' innovations is to combine those active ingredients, such as salicylic acid and zinc pyrithione, with Chinese Medicine botanicals that improve results while also curbing side effects. The botanicals we use are known to have direct effect on specific microbes and reduce the inflammation involved in most skin conditions. In vitro tests and clinical studies have proven the effectiveness of our products while also demonstrating the safety of use.

**CEOCFO: What are you working on today?**

**Ms. Kramer:** We just launched the Kamedis Dermatology line of products in the US at the end of February, so we are working on distribution channels and increasing brand awareness. In parallel we continue our R&D and clinical activity toward new product development. We also are running our largest clinical trial to date, which is comparing the results of our eczema product with and without botanicals with a third-party product. All of this is backed by our US medical advisory

board, which uniquely combines dermatologists and naturopaths in keeping with our melding of different approaches to medical challenges.

**CEOCFO: *What products are available? Would you walk us through the different items?***

**Ms. Kramer:** Our current products in the US include full lines for treatment of eczema (including a therapy cream, cleanser, and soon a calming lotion for acute itch situations); acne (including a spot treatment for lesions, moisturizing cream and wash cleanser) and dandruff (including a therapy shampoo and scalp lotion). Clinical trials have shown that these products reduce eczema flare-ups up to 50% in two weeks, acne lesions within 12 hours, and dandruff by 50% in two weeks – all without the side effects or ingredients such as benzoyl peroxide, sodium lauryl sulfate, parabens, steroids, dyes and coal tar frequently used in conventional prescription and OTC treatments. In the very near future we will also be introducing products for psoriasis and seborrhea dermatitis of the face.

**CEOCFO: *How do people figure out what they should be choosing from the variety of the products you have for a specific condition? How do you help the consumer understand which of the products they should use for a specific condition?***

**Ms. Kramer:** Our products are OTC, so we have very clear claims on the front panel of the products for easy differentiation. Consumers can navigate easily within the Kamedis product line searching by condition. This is another factor that differentiates us from other natural products. We have great customer service and will answer any further questions that arise.

**“Kamedis is the first company in the west that is harnessing the healing power of traditional Chinese botanicals to provide dermatological products. At a time when consumers and businesses are seeking natural products without sacrificing efficacy and safety, our combination of tradition and innovation is enabling us to deliver a new breed of solutions for treating chronic skin disorders that precisely match what the market is looking for. Our commitment to R&D, our future pipeline, the endorsement of key opinion leaders, our patents, clinical trials and quality assurance are all strong assets that drive our way forward and potentially position us to become one of the leading global companies of this category.”- Roni Kramer**

**CEOCFO: *There are so many botanicals available. How have you figured out what to put together to make a product that is valuable?***

**Ms. Kramer:** We specialize in Traditional Chinese medicine botanicals (also thousands available). I have a master's degree in Traditional Chinese Medicine and 10 years of clinical experience with botanicals. We also have a team of biologists, chemists, formulators and other TCM doctors. As an R&D company, the cornerstone of our work is the investigation of disease and matching the botanicals to the condition according to the mechanism of action. We examine the botanicals in the literature, advanced lab work, and clinical trial before we finalize the botanical formulation. Our patented botanical formulations and unique extraction process maximize potency and results.

**CEOCFO: *What have you learned about the US market? What have you looked at before you have entered and what are you finding even in the short time that you have been in the US market?***

**Ms. Kramer:** In the rest of the world, we work through distributors who focus on selling into retailers, hospitals and independent pharmacies. Here in the US, in part because of the increasing of online sales, we communicate directly with our consumers. This is exciting for us for several reasons. First, US consumers, these days, are much more aware of ingredients and are looking for natural products this is of course our bread and butter, so it's helpful to be able to reach them directly. Also, customer feedback influences business decisions such as product development, packaging and pricing, so having a more direct channel of communication is valuable. Our other realization has been that there is a lot of competition in our category but very little innovation and science. This gives us a large and promising market to tap.

**CEOCFO: *Are you seeking funding or partnerships as you bring the products further along to the market? What is the business plan?***

**Ms. Kramer:** We are looking for distribution partners and are also open to product licensing opportunities and R&D collaborations. Currently we sell through our own website. We will have products on Amazon soon, are beginning distribution to independent pharmacies in Washington and the Northeast, and hope to enter regional retailers in these areas as well. We also have a pharmaceutical detailing program to educate physicians about our products and a public relations program in place to support brand awareness to consumers and professionals. We plan to distribute nationally by 2019.

**CEO CFO: Do you need to maintain a big inventory? Are you able to produce as orders come in?**

**Ms. Kramer:** Production is in the US with a short lead time so we don't need to maintain an exceptionally large inventory. We can support growth and scale up according to demand.

**CEO CFO: Is there a shelf life to the botanicals? How does that compare with other products?**

**Ms. Kramer:** Botanical extractions have 3 years shelf life. OTC products have a shelf life of two years.

**CEO CFO: As the CEO, what surprised you over the last few years of getting to the point of being able to bring the product to market? What surprised you about growing and running a business?**

**Ms. Kramer:** Originally the company plan was to establish B2B partnerships as the fastest go-to-market strategy. My main surprise was realizing relatively quickly that in this category, the chances are low without having proof of concept. That means we had to build the defined markets ourselves. In a way it was a deviation from the plan, growing our marketing capabilities as a R&D company. Retrospectively I am happy about this extra pathway. As I mentioned before, I believe strongly in company-consumer direct relationships and believe it can affect Kamedis' evolution in a very positive way. .

**CEO CFO: Why is Kamedis an important company? Why should people pay attention?**

**Ms. Kramer:** Kamedis is the first company in the west that is harnessing the healing power of traditional Chinese botanicals to provide dermatological products. At a time when consumers and businesses are seeking natural products without sacrificing efficacy and safety, our combination of tradition and innovation is enabling us to deliver a new breed of solutions for treating chronic skin disorders that precisely match what the market is looking for. Our commitment to R&D, our future pipeline, the endorsement of key opinion leaders, our patents, clinical trials and quality assurance are all strong assets that drive our way forward and potentially position us to become one of the leading global companies of this category.

