

communication & marketing



marketing exploitation of your results

In order to make your results and your extracts of study reports more attractive, simpler, clearer and more comprehensible to everyone, we realize different types of marketing media.

marketing report extract

- > Synthesis of the results and of study conditions
Aim of the study / Panel / Principles and measurements instruments / Trial schedule / Results for each studied parameters / Conclusion / Bibliography
- > Best adapted visual aids
*Graph
Image acquisition and analysis
Photograph of the measurement instruments
Method diagram*



Measurement instrument



Image acquisition

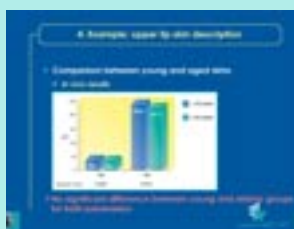
- > Customization of your documents
The media can be coherently customized according to your graphic chart or product chart (keeping Pantones Colors, fonts, logos, photographs of the product...).

different presentation modes

- > Forms (A4), four sheets (A3), leaflets, folders, etc.
- > Posters
- > Slides or transparencies
- > Multimedia animation
- > Files on CD's
- > Printing in small or large amounts
- > etc.



Example of poster



Example of slide

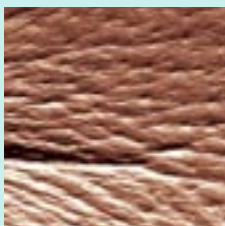
example of a marketing extract



Example of four sheets (A3)

an image bank at your disposal

- > The Communication and Marketing Department has an important image bank that we can put at your disposal.



Wrinkle print - Skin Image Analyser®



Hair - Scanning electron microscope

advantages for you...

- > **Considerable saving of time**
We deliver you an all-inclusive medium.
- > **Perfect interpretation of your results**
The Communication and Marketing Department guarantees the coherence between the results given by the scientists in charge of the study and your technical and marketing requirements.
- > **Sales-increasing tool**
For your marketing teams, medical representatives, providers, etc.
- > **Promotion tool**
For the press, for your conferences, etc.
- > **Training tool**
For your in-house services, your firms, your marketing department, your hierarchy, etc.
- > **DERMSCAN Group signature**
The name of an independent laboratory authorized by the French Ministry of Health.



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