



S^{DR}MJI[®]
PRO-ACTIVE SKINCARE
LONDON

Beauty Bulb Live, Oct 2027

**DEVELOPED IN CLINIC.
DESIGNED FOR REAL LIFE.**

For skin that holds up – today, next year, and beyond.

drsomjiskincare.com

Why Now?

The market is moving towards clinical credibility.

MARKET & BRAND SIGNALS

45% of luxury beauty shoppers
influenced by medical professionals. (Euromonitor)

+6.29% CAGR growth
in the UK premium/luxury skincare segment,
outpacing market growth. (Mordor Intelligence)

DTC **+88%** Revenue YoY
(Web & Clinics, Jan-April 2026 vs 2025)

33% Returning customer rate

£80 AOV

PROOF POINTS

97.9% five star reviews

5 industry awards
incl. Pure Beauty Best New Doctor-Led Brand

280 Million
YouTube views

782,300 combined social following
(Instagram · TikTok · YouTube: Dr Somji Skincare,
Dr MediSpa, Dr Somji, Henal Somji)

TATLER The Guardian *STYLIST* GRAZIA Forbes Good Housekeeping*



The Problem We Solve

THE PROBLEM

The industry rewards hype, speed and viral ingredients.

Consumers are left with unpredictable, irritated skin and a bathroom shelf full of things that don't work together.

OUR ANSWER

**Dr Somji Skincare
does the opposite.**

Fewer products. Proven actives.
A structured system designed to
build resilient skin - not react to it.

Skin is overwhelmed.

Routines are
too complicated.

Most brands are
making it worse.

We fix that.

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The Founders

A cosmetic surgeon and a medical aesthetician.
The science behind the brand is the founders.

DR MUNIR SOMJI @drsomji TikTok: 95.1k, IG: 81.1K

Cosmetic Surgeon · Founder, DrMediSpa

Globally recognised cosmetic surgeon. Founder of DrMediSpa (Knightsbridge, Marylebone, Loughton). Taught Clinical Dermatology at King's College London. Consulted on formulations for major global brands.

Built this range after years of watching patients arrive with skin destroyed by overcomplicated routines.

HENAL SOMJI @henalsomji IG: 36.2K

Medical Aesthetician · Trained Makeup Artist. · Co-Founder

A decade of hands-on patient work across sensitivity, pigmentation, acne and impaired barriers. Personally tested every formulation.

Her non-negotiables: no pilling under makeup, always fragrance-free, multiple actives that remain stable and elegant to use.



Results Not Promises

HOW WE PROVE IT

Every claim is substantiated through both Independent Consumer User Trials and in-Clinic VISIA imaging - on real consumers and patients.

244% Improvement in VISIA pigmentation score*

100% Said skin felt hydrated**

3 ACTIVE CLINIC LOCATIONS



Knightsbridge



Marylebone



Essex

REAL-WORLD FORMULATION TESTING

Trialled and refined on real clinic patients as well as independent user trials throughout development.



*Dr MediSpa in-clinic VISIA skin imaging results.

**Independent third party consumer user trials. 4 weeks usage. 60 participants.

Doctor-founded. Clinic-proven.
Consumer-accessible.
No one else occupies this space.

Dr Somji Proactive Skincare sits at the entry point to serious, doctor-led skincare.

Independently owned, husband-and-wife founded, and every formulation still tested in our three UK clinics before it reaches retail.



The Science – Simply

SOM1X[®] Proprietary barrier science, built by Dr Somji.

SOM1X[®] is our breakthrough proprietary complex, built by Dr Somji after developing the Signature Serum prototype and needing a way to let high performance retinol perform without irritation. SOM1X blends **Centella, Marine Probiotics, Ceramides, MSM, Blackcurrant Seed Oil and Milk Thistle Extract** and is featured in hero products Signature Serum, Signature Serum Light and Night Recovery Cream.

120+ ACTIVES across 11 products, each used at clinically backed levels

EXOSOME, DRONE AND ENCAPSULATION TECHNOLOGY

the right molecule sizes, delivered precisely, time released and targeted, with less irritation.

HIGH SEARCH DEMAND INGREDIENTS*

all featured in the Dr Somji Skincare range

- **Centella Asiatica** +147%
- **Retinol** 2.1m popularity index +24%
- **Hexapeptide** +118%
- **Salicylic Acid** + 315%
- **Beta Glucan** +739%
- **Exosomes** - moving fast from clinics to mainstream



The Range – Architecture at a Glance

A structured 11-product system. Built to treat, repair, protect.

- Fragrance-free
- Dermatologically tested
- Suitable for Sensitive Skin
- Cruelty free
- Made in the UK

TREAT

Cleansers	Detoxifying Charcoal Cleanser · 125ml · £40 Nourishing Cream Cleanser · 125ml · £40
Concentrates	Anti-Blemish Concentrate · 15ml · £45 Anti-Redness Concentrate · 15ml · £45 Anti-Wrinkle Concentrate · 15ml · £45 Anti-Dark Spot Concentrate · 15ml · £45 (NEW)

REPAIR

Serums	HERO PRODUCT Signature Serum 50ml · £85 Signature Serum Light · 50ml · £85 Exosome Barrier Repair Serum · 50ml · £85
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PROTECT

Moisturisers	DAY Vitamin C Daily Defence SPF 30 · 50ml · £75 NIGHT Night Recovery Cream · 50ml · £85
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Every product designed to perform better together



100%

said skin felt hydrated
- Vitamin C Daily
Defence SPF 30

97%

said their skin felt
deeply hydrated, soft
and smooth on waking -
Night Recovery Cream

95%

agreed skin was
hydrated and soothed
- Signature Serum



**Based on independent, third party consumer user trials, over 4-6 weeks, 60 participants.*

HERO PRODUCT

Signature Serum

50ml • £85 RRP • Repair

A supercharged, multi-tasking serum that addresses hydration, radiance, suppleness, skin tone and texture in a single step.

Over 15 active ingredients including our proprietary complex, SOM1X®.

Original: for normal to dry skin types

Light: for normal to oily skin types

“ I’ve never found active skincare that acts as such a beautiful face primer whilst improving the tone and texture of the skin. ”

*Dani Guinsberg
Celebrity makeup Artist.*



KEY ACTIVES

Exosomes

Encapsultated Retinol

SOM1X®

Marine Probiotics

Hyaluronic Acid

95%

said skin is hydrated
and soothed*

**Based on independent user consumer trials. 4 weeks usage. 60 participants.*

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The Dr Somji Protocol – Bringing The Clinic Home

Built from 10 years of clinic consultations

Choose your Concentrate(s) by skin concern

Mix and match by concern or skin zone - use different Concentrates on different areas of the face

STEP 1 - TREAT



**Anti-Blemish
Concentrate**
15ml | £45
For acne, breakouts
and congestion



**Anti-Redness
Concentrate**
15ml | £45
For rosacea,
sensitivity and
flushing



**Anti-Wrinkle
Concentrate**
15ml | £45
For fine lines,
loss of firmness
and ageing



**Anti-Dark Spot
Concentrate**
15ml | £45
For pigmentation,
uneven tone and
sun damage

Apply your Serum to amplify and seal the results

STEP 2 - REPAIR



**Signature
Serum**
Normal-dry
skin
50ml | £85



**Signature
Serum Light**
Normal-oily
skin
50ml | £85

STEP 3 - PROTECT



**Vitamin C Daily
Defence SPF 30**
50ml | £75 | AM



**Night Recovery
Cream**
50ml | £85 | PM

Consumer – Who Buys This Brand

Not chasing a trend. Building skin that holds up, in good lighting, with no filter, on Monday morning.

MASTER CONSUMER

Women & men 25+
Invests in quality
Knows their actives
Shops premium
HH Income £48K+
Interests: wellness, fashion, travel, health.

FIVE AUDIENCE SEGMENTS (GWI Data)

Luxury Skincare Buyers
25+ | £48K+ | Quality-first, brand-loyal, daily users

Clinic Visitors
35+ | £60K+ | Highest spend.
Considers/has had treatments

The Skin Distressed
25+ | £48K+ | Seeking real solutions for skin conditions

Skin-tellectuals
32+ | £48K+ | Ingredient-savvy, wants transparency

Ageless Warriors
55+ | £60K+ | Honesty, reliability and proven performance



Press & Social Proof

Already earning trust from the people your customer listens to.

**3.5M+ ORGANIC
INFLUENCER REACH**

Georgia Steel **1.6M**

Amber Davies **1.3M**

Courtney Green **595K**

"The Exosome Barrier Repair Serum gets the *GH* thumbs up."

- Lynne Hyland, *Good Housekeeping*

"I loved how this formula felt on my skin, and it didn't take long before it became a staple in my routine."

- Danielle Wilkins, *The Guardian*

The products are quite simply... AMAZING!!!

- Nick Cox, *The Grooming Guide*



"A staple in my skincare kits – applies beautifully, leaves skin calm, nourished and glowing. "

Emily Rose Lansley, Celebrity MUA



"I noticed a difference after day 1. I don't say that often. "

Lucia Ferrari, Beauty Journalist

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97.9% Five-Star Reviews

Here's what happens when the product meets the customer.

Vitamin C Daily Defence SPF 30

"The only SPF that doesn't feel heavy. Lightweight and silky." - *Elli*

Full Range

"I've moved from ZO Skin products to these and noticed a MASSIVE difference. Massively recommend every single product." - *Krishna*

Night Recovery Cream

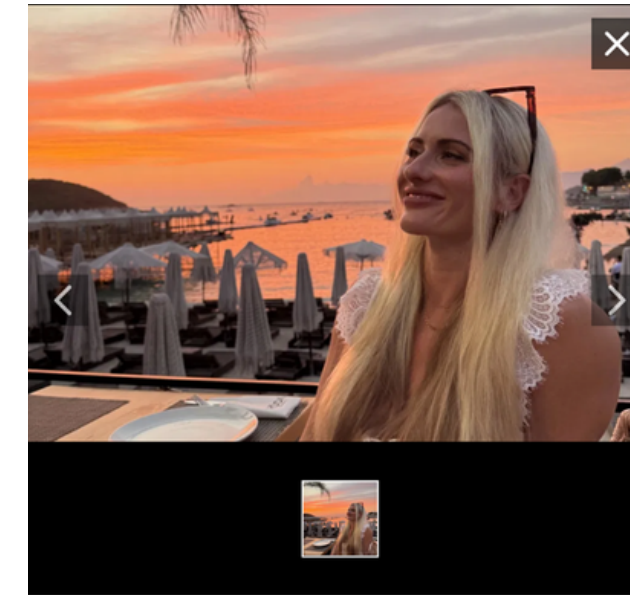
"In the morning I wake up to a glowing and smooth face." - *Perly*

Signature Serum

"Hands down one of the best serums I've ever used..." - *Lienev*

Anti-Redness Concentrate

"...My skin looks even, fresh and less red. I will purchase forever." - *Lauren*

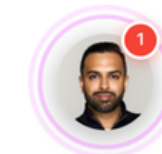


★★★★★

Katie

07/09/2026

The BEST products, service and results. I wouldn't buy anything else - my skin has totally transformed and was my biggest insecurity! Thank you to everyone at DrMediSpa and all his amazing products too 😊



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We create clinically driven formulations designed to build resilient skin that holds up in real life – today, next year, and beyond.

WHY US, WHY NOW

The market is moving towards clinical credibility.

Dr Somji Skincare is a British, doctor-founded brand with clinic-proven formulations, a structured consumer system and an active social presence to drive sell-through at retail.

NEXT STEPS

To discuss ranging, terms and next steps:

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