



Prof
& Doc

Powered by watercress.
Proven by science.

Meet Prof & Doc

Professor Paul Winyard (Prof) is the CSO of Watercress Research Limited and an Emeritus Professor of Experimental Medicine at the University of Exeter Medical School. He has published over 300 academic research papers in the field of redox biology and inflammation, accompanied by editing several books on this subject.

Dr Kyle J Stewart (Doc) is CEO of Watercress Research Ltd and a practicing NHS GP in a busy coastal surgery in South Devon. During medical school at Birmingham he also completed a Medical Sciences degree which sparked his interest in biomedical research.



The UK Natural Skincare Market

Market size and growth

2022 ~ £335m

CAGR ~ **6.5%**

By 2030 ~ £555m

- Natural skincare is a **growing slice of the broader £13Bn+ UK skincare market**
- Rising demand driven by **natural ingredients, efficacy, and ethical sourcing**

Consumer trends

- **Effectiveness first:**
47% of UK consumers prioritise proven results
- **Natural & transparent ingredients:**
52% check for “natural” claims
- **Sustainability & ethics:**
Consumers prefer eco-friendly sourcing and packaging
- **Ingredient-led skincare:**
Consumers want to know what works for what
- **Multi-use simplicity:**
25% prefer multi-benefit, streamlined routines





The opportunity:

A brand like Prof&Doc, with clinically validated Watercress Active[®], ethical sourcing, and natural formulations, aligns perfectly with UK consumer demand for effective, natural, and sustainable skincare.



Our vision:

To redefine natural skincare by proving that science and nature together can deliver results that are both powerful and pure.

We aspire to become a trusted leader in science-backed natural skincare, driven by innovation, transparency, and sustainability.

Our vision

- **Harness the transformative power of plants** through advanced research
- **Create skincare that restores skin health naturally**
- **Inspire a movement toward ethical beauty** where effectiveness never compromises integrity

At Prof&Doc, we envision a world where natural skincare is the new standard of performance — intelligent, responsible, and beautifully effective



Our brand story:

Prof&Doc was founded by Kyle, an NHS GP, and Paul, a Professor at Exeter University, who shared a vision to unite the best of science and nature in skincare.

The journey began with charitable funding to explore the anti-inflammatory potential of watercress — a humble plant long valued for its health benefits. Their pioneering research confirmed that watercress contains a powerful natural compound with exceptional skin-calming and protective properties.

Driven by this discovery, Kyle and Paul developed and commissioned a state-of-the-art bio-refinery to extract and refine this bioactive with scientific precision.

The result is **Watercress Active**® — a unique, patented natural ingredient that offers a genuine alternative to synthetic compounds used in many skincare products.

Beyond its proven anti-inflammatory performance, **Watercress Active**® delivers a nutrient-rich profile — naturally containing vitamins B and K, antioxidants, and minerals that nourish, protect, and restore the skin's natural balance.

Today, Prof&Doc stands at the forefront of science-backed natural skincare, combining clinical rigour with environmental responsibility to create products that deliver visible results, naturally.



Our philosophy:

We believe the best skincare
begins where nature meets science.

Our philosophy is simple: to create effective, honest, and sustainable skincare by combining cutting-edge research with the pure power of nature.

Through years of development, we have unlocked the remarkable potential of Watercress, crafting a unique natural extract that sits at the heart of every Prof&Doc formula.

We're driven by 3 commitments

- **Innovation**
grounded in science
- **Natural ingredients**
with proven results
- **Ethical practices**
that respect people and the planet

Prof&Doc
stands for
skincare that
is as intelligent
as it is natural.



Our history:

The Prof&Doc product range arose from the R&D activity of Watercress Research Limited.



Find out more

www.watercressresearch.com

Watercress Research Limited is a University of Exeter spin-out company, cofounded in 2019 by Professor Emeritus Paul Winyard ("Prof") and Dr Kyle Stewart ("Doc") who is a GP in the south-west of England.

All Prof&Doc products contain **Watercress Active**® which is a novel aqueous extract produced from the watercress plant (*Nasturtium officinale*) by a patent-pending process.

The demonstrated bioactivities of **Watercress Active**® suggest a wide range of future applications, in addition to skincare products. These include domestic cleaning products and medicines.



Watercress Active®

Purity. Science. Performance.



Our hero ingredient:

Watercress Active[®]

Nature's Most Intelligent Bioactive

Watercress Active[®] is our exclusive, patent-pending natural extract — the result of years of research into the remarkable properties of watercress, one of nature's most nutrient-dense plants.

Sustainably Sourced:

- Grown by **trusted UK watercress farmers**.
- **We use the excess harvest that would otherwise be discarded**, transforming waste into high-value skincare innovation.



Our hero ingredient:

Scientifically Refined:

- The peppery compounds in watercress are known to **help regulate inflammation and soothe itch.**
- These beneficial molecules are only released when watercress cells are broken down — a key step in our **bespoke bio-refining process.**
- The result is a **pure, stable, and effective extract** designed specifically for the skin.

Safe and Effective:

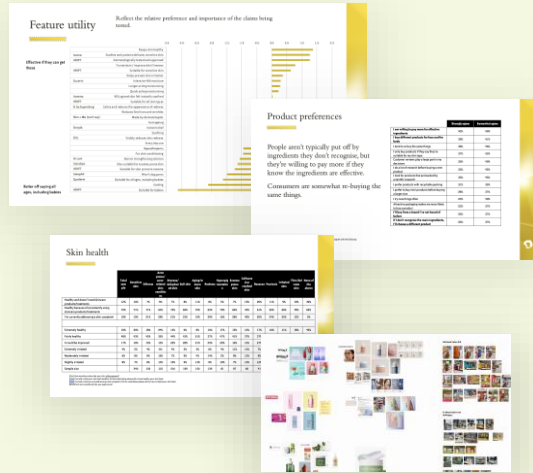
- Hypoallergenic and **proven safe for all skin types.**
- **Naturally antibacterial,** helping to reduce harmful skin bacteria linked to irritation and conditions like nappy rash.
- **Nutrient-rich,** containing vitamins B and K, antioxidants, and other skin-supporting phytonutrients.
- Endorsed by the CDC as part of the **world's most nutritious plant,** now optimised for skincare performance.
- **Watercress Active®** — Purity. Science. Performance.



Developing our brand.



Insight and Creativity



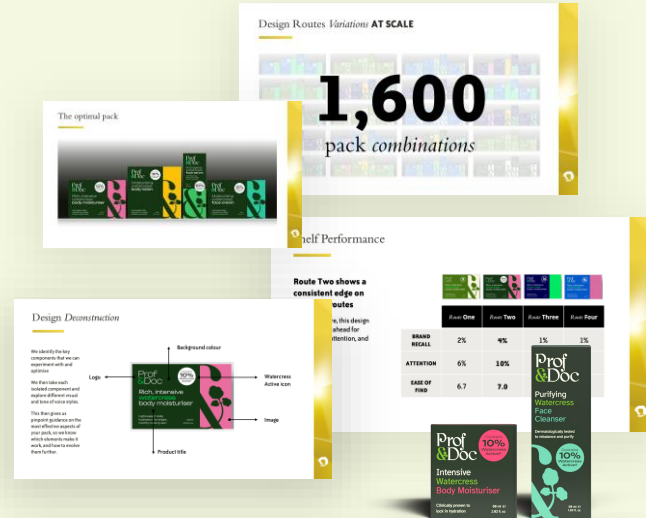
Insight

We started with insight. Analysing customer behaviour and expectations. As well as thoroughly looking at the brands they buy, why those brands win, what differentiates them and more. Observing customers in spaces and engaging with floor managers.



Creativity

We took the findings from the insight into our creative process, iterating versions of the brand and packaging alongside aligning with the essence of why Prof&Doc was established. We developed a design system that's fit for the future of the brand, as well as creating stand-out and shelf appeal.



Validation

We removed any subjectivity by moving our preferred brand work back into insight. Through conjoint testing, we generated over 1,600 potential variants of our design framework. Our customer cohort then chose which configuration of that framework resonated best – from design, to colour coding, to copy.



The Range.



Prof & Doc

Face Care

Science and Nature in Perfect Harmony

Our **Face Care Range** harnesses the power of **Watercress Active®** to target visible signs of ageing, inflammation, and imbalance. Each product combines scientifically validated actives with nourishing, skin-kind ingredients to restore radiance, hydration, and resilience.



Key products:



Reviving Watercress Serum

The hero product, containing **93% Watercress Active®**, clinically shown to **reduce fine lines and wrinkles in 7 days** with sustained improvement at 28 days.



Moisturising Watercress Face Cream

Lightweight daily hydration enriched with antioxidants to **protect and restore** the skin barrier.



Purifying Watercress Facial Cleanser

Gentle yet effective cleansing to **remove impurities**, leaving skin balanced, refreshed, and calm.

Benefits:

- Clinically tested, science-backed formulas that **deliver visible results.**
- **Suitable for all skin types**, including sensitive skin and skin prone to Eczema
- Combines hydration, nourishment, and protection with **natural anti-inflammatory properties.**



Our hero product:

Reviving Watercress Serum

Prof&Doc **Revitalising Facial Serum** is the signature expression of the Prof&Doc philosophy — where clinical research meets natural intelligence.



- Contains **93% Watercress Active®** – the highest concentration of our natural bioactive.
- **Clinically proven results:**
 - 68% of participants experienced a **visible reduction in fine lines and wrinkles** after 7 days.
 - **Sustained improvement** observed after 28 days.
- **Rich in essential nutrients** – vitamins B and K, antioxidants, and minerals that nourish, protect, and revitalise the skin.
- **Lightweight, fast-absorbing, and naturally powered**, this serum restores radiance, balance, and youthful vitality.
- Prof&Doc Revitalising Facial Serum — **visible results, naturally.**



Prof
& Doc

Moisturising
Watercress
Face Cream

Clinically proven hydration.
Suitable for sensitive skin.

Contains
10%
Watercress
Active®

50 ml e
1.69 fl. oz

Prof
& Doc

Purifying
Watercress
Face
Cleanser

Dermatologically tested
to rebalance and purify

Contains
10%
Watercress
Active®

50 ml e
1.69 fl. oz

Prof
& Doc

Reviving
Watercress
Face Serum

Clinically proven to
reduce fine lines and
wrinkles in 7 days

Contains
93%
Watercress
Active®

50 ml e
1.69 fl. oz



Prof & Doc

Body Care

Nourishment beyond the face

Our **Body Care Range** extends the power of **Watercress Active®** to deliver intelligent, natural skincare for the whole body. Each formula is designed to hydrate, protect, and restore — leaving skin healthy, supple, and radiant.



Key products:



Intensive Watercress Moisturiser

A rich, restorative treatment that deeply hydrates and helps repair dry or sensitive skin.



Moisturising Watercress Body Lotion

Lightweight daily hydration with fast absorption, leaving skin smooth, balanced, and nourished.



Moisturising Watercress Body Mist

A refreshing, fine mist that revitalises the skin with an instant boost of moisture and nutrients.

Benefits:

- Powered by **Watercress Active®** to soothe inflammation, reduce irritation, and support skin barrier function.
- **Naturally antibacterial**, helping protect against harmful bacteria linked to skin damage and irritation.
- Enriched with vitamins B and K, antioxidants, and minerals that **nourish and revitalise**.
- **Suitable for all skin types**, including sensitive and reactive skin and skin prone to Eczema
- Prof & Doc Body Care — **Advanced Natural Skincare for Every Body.**





3 key imperatives for Marketing

These 3 drivers guide us in making P&D compellingly different as a new skincare brand and delivering our marketing plan.

Distinctive

Brand clarity in what we stand for as a new natural skincare range and how we look both in store and at home.

Premium packaging and story that builds trust and relevance instantly.

True

Evidence based claims through rigorous clinical testing on both efficacy and safety.

Credible scientific proofs and story.

Desirable

2500 people have used Prof&Doc in initial user trials.

1000 consumers used in brand and packaging creation.

Marketing messages

Our Mission

Create effective, honest, and sustainable skincare by combining cutting-edge research with the pure power of nature.

Our reason to believe

Through years of research and development, we have unlocked the remarkable potential of Watercress, crafting a unique natural extract that sits at the heart of every Prof&Doc formula.

Our focus

- **Brand positioning and compelling evidence:**
On product range and benefits
- **Brand awareness:**
Through PR ahead of launch, at launch and after
- **Brand story:**
Strong consumer and media interest in the watercress story
- **Multichannel campaign:**
Press articles national and health magazines,
social media campaign, radio, influencers etc.

PR plan

PR FOCUS		25 NOV	DEC	26 JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Press Pack	Press releases introducing the Prof & Doc range including backgrounder on the founders														
Launch	Launch: P&D range press release to women's monthly titles, weeklies, National newspaper's, specific journalists, opinion leaders & influencers. Follow up, samples. Follow up														
Ongoing Press Office	Ongoing product placement PR, influencer outreach and media opportunities including founders story interviews														
Themed Press Releases	Themed press releases to drive ongoing coverage within relevant themed magazine features. For example target Mother's Day, Spring Renewal; Prepping body for summer; Focuses on individual products - such as Facial Serum or Intense Body Moisturiser as well as health relevant days such as World Eczema Day														
Awards	Relevant consumer facing awards for Prof & Doc. Examples include Woman & Home Skincare awards; Pure Beauty etc														
Reader Offers/Competitions	Research reader offers/competitions/subscriptions offers as way of extending coverage														

Pricing and commercial plan for retailer

Brand	Product	Size	MSRP	MSRP Ex VAT	Unit Cost Price
Prof & Doc	Purifying Watercress Face Cleanser	50ml	£14.95	£12.46	£4.98
Prof & Doc	Moisturising Watercress Face Cream	50ml	£17.95	£14.96	£5.98
Prof & Doc	Reviving Watercress Face Serum	50ml	£19.95	£16.63	£6.65
Prof & Doc	Moisturising Watercress Body Mist	100ml	£16.95	£14.13	£5.65
Prof & Doc	Moisturising Watercress Body Lotion	100ml	£18.95	£15.79	£6.32
Prof & Doc	Intensive Watercress body moisturiser	60ml	£23.50	£19.58	£7.83

Why Prof&Doc belongs on UK retail shelves

1. Proven Science Meets Natural Skincare

- Clinically validated formulas powered by Watercress Active®, with visible results (e.g., 68% reduction in fine lines in 7 days).
- Combines natural, nutrient-rich ingredients with patent-pending science, appealing to evidence-driven consumers.

2. On-Trend & Growing Category

- Capitalises on the rapidly growing UK natural skincare market.
- Meets consumer demand for clean, sustainable, and effective skincare.

3. Premium Hero Ingredient & Story

- Watercress Active®: sustainably sourced from UK farmers, upcycling excess crops, naturally hypoallergenic, and rich in vitamins and antioxidants.
- Strong brand story: founded by an NHS GP and a University Professor, combining authenticity, credibility, and innovation.

4. Complete, Market-Ready Range

- Face Care: Reviving Watercress Serum, Moisturising Face Cream, Purifying Facial Cleanser.
- Body Care: Intensive Body Moisturiser, Moisturising Body Lotion, Moisturising Body Mist.
- All products formulated to be shelf-ready, visually cohesive, and premium.

5. Retail-Ready Differentiation

- Offers a unique proposition in the market: natural, clinically proven, and ethical.
- Premium but accessible — positioned to attract both mainstream and discerning natural skincare consumers.

Prof&Doc.
The science-backed
natural skincare brand
UK retailers can
confidently stock.

Thank you.

If you have any questions or would like further product samples, please get in touch.



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Scientific Publications on Watercress Extracts and Constituents

For the last decade, Kyle Stewart (CEO of Watercress Research) and Paul Winyard (CSO of Watercress Research) have led scientific research, with their academic collaborators, into the plant biochemistry and human skin anti-inflammatory activity of watercress constituents:

1. **Winyard PG, Stewart K**, Jenkins ATA (2024) Skin care, in relation to bacterial urease inhibition by watercress extracts. *Proceedings of the Skin@Bath, Skin and Synovium Network Symposium*, 11-13 Dec 2024, Bath, UK. <https://skinatbath.org/wp-content/uploads/2024/11/Skin@Bath-Symposium-2024-FFF-Programme-241124F.pdf>
2. Kyriakou S, Demosthenous N, Amery T, **Stewart K, Winyard PG**, Franco R, Pappa A, Panayiotidis MI (2024) Naturally derived phenethyl isothiocyanate modulates induction of oxidative stress via its *N*-acetylated cysteine conjugated form in malignant melanoma. *Antioxidants* **13**, Article number 82. <https://doi.org/10.3390/antiox13010082>
3. Owen EJ, Heylen RA, **Stewart K, Winyard PG**, Jenkins ATA (2024) The multi-factorial modes of action of urease in the pathogenesis of incontinence associated dermatitis. *Skin Health and Disease* **4**, e349. <https://doi.org/10.1002/ski2.349>
4. Owen EJ, Heylen RA, **Stewart K, Winyard PG**, Jenkins ATA (2024) Detecting and monitoring incontinence associated dermatitis: Does impedance spectroscopy have a part to play? *Proceedings of the Institution of Mechanical Engineers, Part H: Journal of Engineering in Medicine* **238**, 655-666. <https://doi.org/10.1177/09544119231159178>
5. Kyriakou S, Potamiti L, Demosthenous N, Amery T, **Stewart K, Winyard PG**, Franco R, Pappa A, Panayiotidis MI (2023) A naturally derived watercress flower-based phenethyl isothiocyanate-enriched extract induces the activation of intrinsic apoptosis via subcellular ultrastructural and Ca²⁺ efflux alterations in an in vitro model of human malignant melanoma. *Nutrients* **15**, article number 4044. <https://doi.org/10.3390/nu15184044>
6. Heylen RA, Jenkins ATA, **Winyard PG, Stewart K** (2022) Using watercress extract against the virulence factor urease as a potential treatment for *Helicobacter pylori* infection. *European Helicobacter and Microbiota Study Group (EHMSG), Proceedings of the 35th International Workshop on Helicobacter & Microbiota in Inflammation and Cancer*, 8-10 September 2022, Glasgow, UK. Abstract P02.33. <https://www.microbiotajournal.com/wp-content/uploads/sites/7/2022/09/Abstract-Book-2022.pdf>
7. Kyriakou S, Michailidou K, Amery T, **Stewart K, Winyard PG**, Trafalis DT, Franco R, Pappa A, Panayiotidis MI (2022) Polyphenolics, glucosinolates and isothiocyanates profiling of aerial parts of *Nasturtium officinale* (watercress). *Frontiers in Plant Science* **13**, article number 998755. <https://doi.org/10.3389/fpls.2022.998755>
8. Kyriakou S, Tragkola V, Alghol H, Anastopoulos I, Amery T, **Stewart K, Winyard PG**, Trafalis DT, Franco R, Pappa A, Panayiotidis MI (2022) Evaluation of bioactive properties of lipophilic fractions of edible and non-edible parts of *Nasturtium officinale* (watercress) in a model of human malignant melanoma cells. *Pharmaceuticals* **15**, article number 141. <https://doi.org/10.3390/ph15020141>
9. **Stewart K, Winyard PG** (2020) Watercress and the gut. *Helicobacter* **25**(S1), 89-89. https://onlinelibrary.wiley.com/doi/epdf/10.1111/hel.12745?saml_referrer