



Evidence-Based
Cosmetology

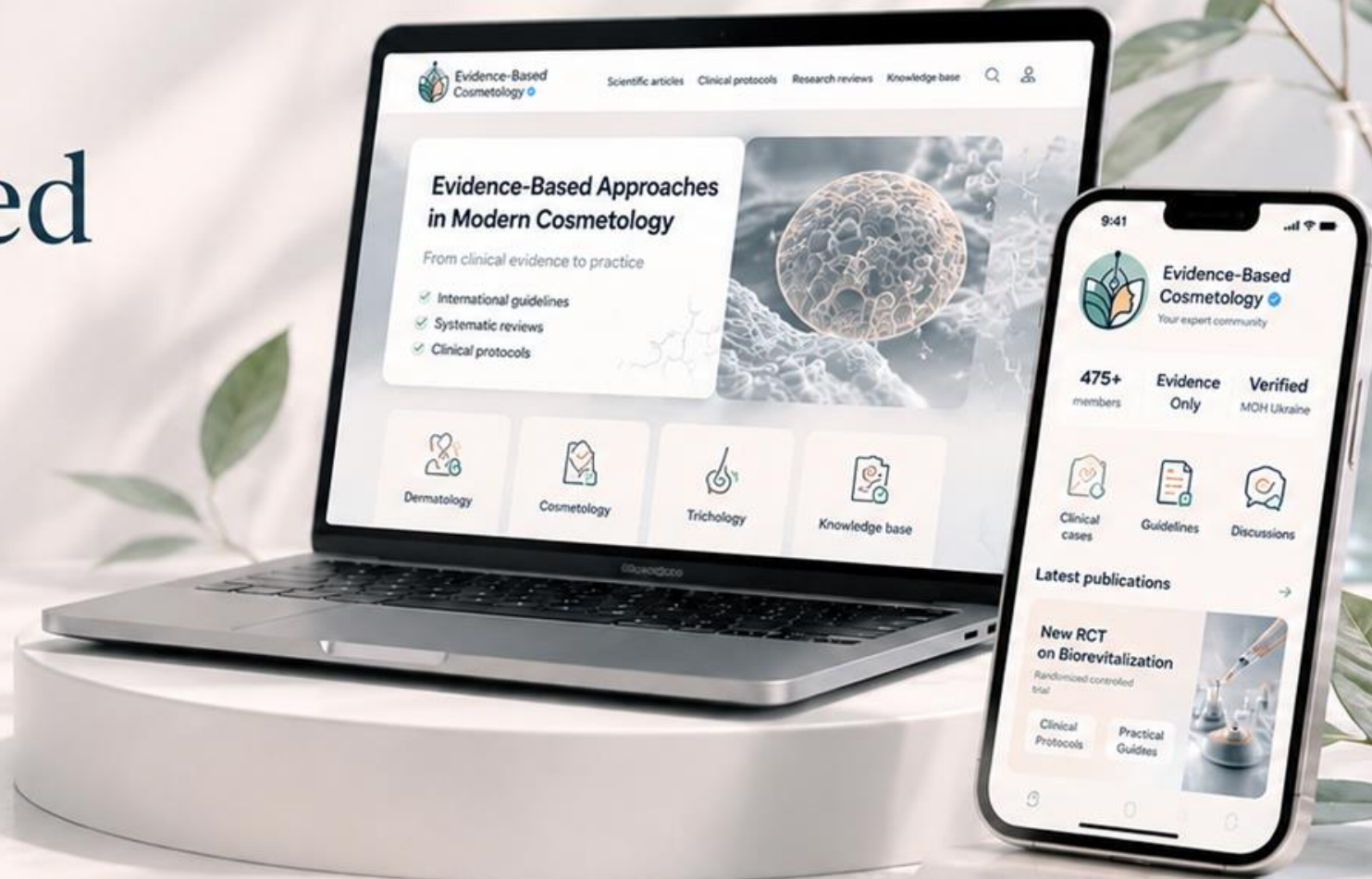
Evidence-Based Cosmetology

A trusted expert environment
for dermatologists, physicians,
and cosmetologists.



**An ecosystem of professional
solutions —**

from international clinical guidelines
to everyday clinical practice.



CLINICALLY VALIDATED MARKETING COMMUNICATIONS



VERIFIED MEDICAL COMMUNITY



Evidence-Based
Cosmetology

Your expert audit without "marketing noise"



500+

active physicians

480+ verified clinic owners and independent practitioners — representing ~50% of Ukraine's licensed aesthetic medicine market



100% Verification

Channel access is granted only upon diploma and MOH license verification. We guarantee each member's professional status.



Elite expertise

Clinic owners, private practice leads, and KOLs (Key Opinion Leaders) who independently evaluate procurement decisions for medical products.



We do not sell influence.

We provide access to a professional core
that shapes the aesthetic medicine market in Ukraine.



VERIFIED MEDICAL COMMUNITY



Why does a modern physician feel an information deficit with excessive advertising?



Information noise

Physicians are overwhelmed with commercial content from so-called “experts” who have no evidence to support their claims.



Time deficit

Even the most diligent practitioner cannot keep up with the volume of new texts, meta-analyses, and studies that require thorough evaluation.



Marketing aggression

New drugs and devices are widely advertised while clinical data on their safety and efficacy remain limited.



Risk of errors

“Trendy” techniques without proper analysis may pose a risk to the physician’s reputation and the patient’s health.



Evidence-Based Cosmetology is a filter that removes noise and leaves **only what truly works**.
We give physicians confidence in every decision.



Evidence-Based
Cosmetology

Ready clinical solutions replace theory

We don't just inform.
We provide a tool for fast,
practical decision-making.



7 Publications per Week

Weekly updates on evidence-based medicine in a physician's daily practice.



In-Depth Expertise

Thorough clinical answers to complex questions.



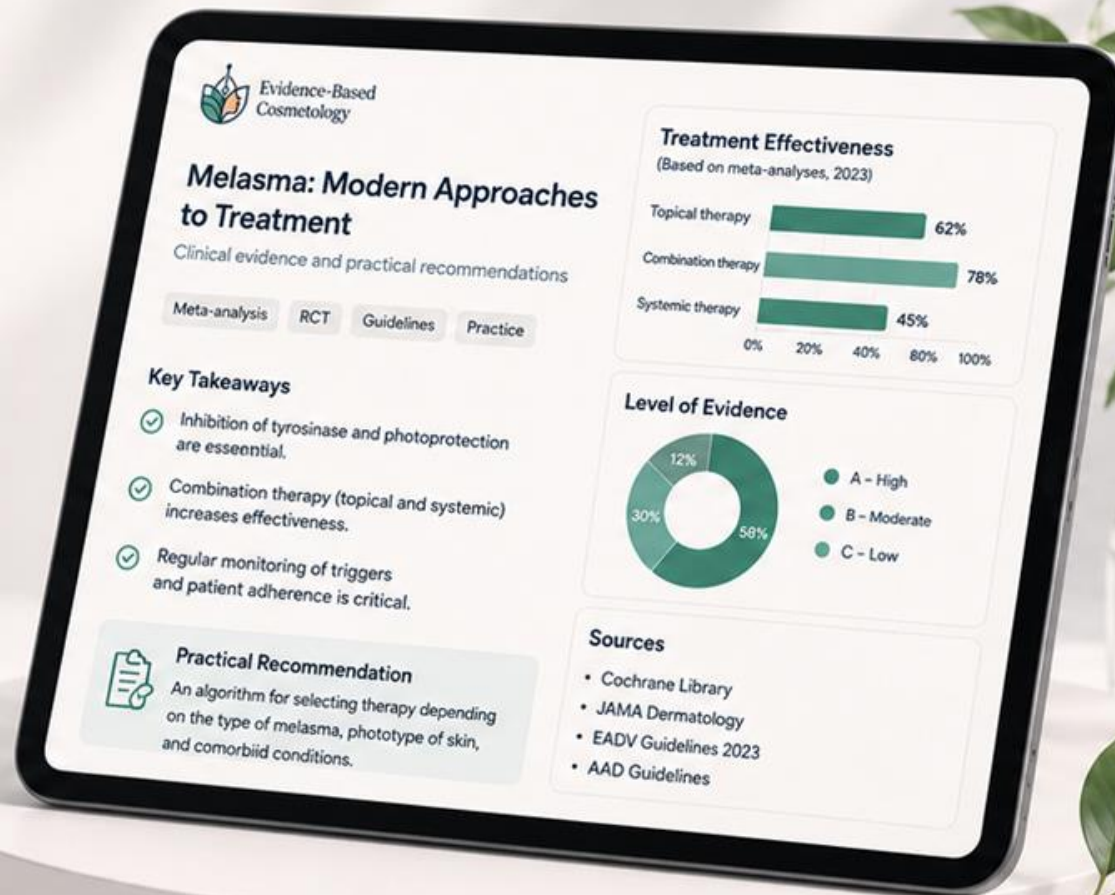
International Database

Adapting the latest data (RCTs, meta-analyses, guidelines) to Ukrainian clinical practice.



Practical Choice

Focus on the practical selection of drugs and methods, not on theoretical mechanisms.



Our project doesn't teach.

It helps an experienced physician
make informed clinical decisions here and now.



Evidence-Based
Cosmetology

Targeted Expertise

IN KEY AREAS



Therapy

treatment of skin
conditions and diseases



Aesthetics

correction and
rejuvenation



Prophylaxis

support of skin health
and quality



Acne



Hyperpigmentation



Retinoids
(schemes)



Sensitive skin
management



Injection
techniques



Peelings



Devices and
technologies
(parameters)



Combination
rejuvenation
protocols



Antioxidants
(evidence)



Photoprotection
(protocols)



Nutricosmetology
(myths vs facts)

EACH TOPIC IS REVIEWED THROUGH A PRISM

EVIDENCE



SAFETY



RESULTS



We cover all strategically important areas,
helping physicians make a daily choice in favor
of the most effective or the best brand.



Evidence-Based
Cosmetology

Value that converts to trust



FOR PHYSICIANS

Efficiency and Confidence



Time Savings

Concise evidence-based guidance in an easy-to-use format.



Reduced Errors

Evidence-based materials to support safe clinical practice.



Professional Status

Affiliation with a respected professional community.

FOR PARTNERS

Reputation and Impact



Expert Context

We associate your brand with clinical validity and science.



High Loyalty

We avoid direct advertising (1:15 ratio), which preserves audience attention and audit goodwill.



Long-Term Impact

Building sustainable trust in products through professional cases.



SYNERGY

TRUST • EXPERTISE • RESULTS



We don't sell advertising space,
we create an intellectual environment for physicians
where brand choices are made.





Three Golden Rules of Brand Integration

1



Editorial Control

The content is prepared by our medical editorial team. We know that our “voice” is our audience’s audit, and we maintain a unified scientific style across the channel.

2



Medical Accuracy

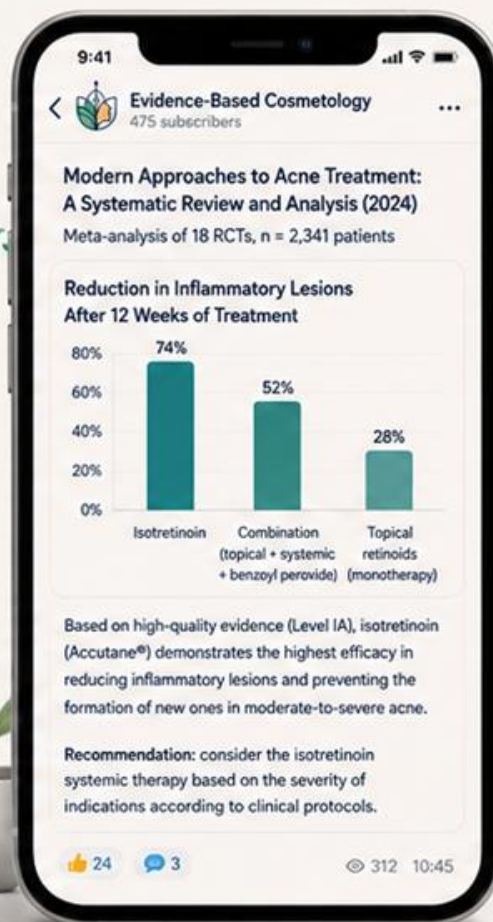
The partner provides factual substantiation and compliance with internal brand standards. We work in synergy with your medical department.

3



Clinical Relevance

The brand is mentioned only where it is logically relevant to the medical point of view. No advertising for the sake of advertising.



Main Goal:

Building a strong neural connection between the physician:



Problem



Clinical Evidence



Your Product



We don't sell advertising space, we deliver the right context.
In our environment, your brand becomes part of the scientific evidence.



Evidence-Based
Cosmetology

A Stable Channel of Influence to the Professional Core of the Industry



Expert Environment

Your product becomes part of evidence-based guidelines.



Targeted Contact

Direct communication with physicians who make purchasing decisions.



High Trust

Building loyalty through evidence in the database, not through advertising.



“Evidence-Based Cosmetology” —
a place where **science** meets
your brand.



We Invite You to a Strategic Partnership



E-mail: da@multiprint.kiev.ua



+380-50-156 36 78 (mobile/WhatsApp/Telegram)



Evidence-Based
Cosmetology

What You Gain for Your Brand by Being Part of “Evidence-Based Cosmetology”?

01

Conversion into Purpose and Purchases

You reach a safe audience
of 475+ Decision Makers.



Awareness
of the product



Evaluation and trust
(evidence base)



Purchase
decision



Benefit: Shorter path from awareness
to order placement.
One post with us is equal
to dozens of visits from trade
representatives.

02

Trust Capitalization (Scientific Status)

Transition of your brand from the category
of “just cosmetics” to the category
of “cosmeceuticals supported by evidence”.



Trust in the Brand Over Time



Benefit: High brand loyalty allows you to capture
a larger share of the market and beat
competitors in the long run.



Loyal
audience



Scientific
reputation



Protection
of market share

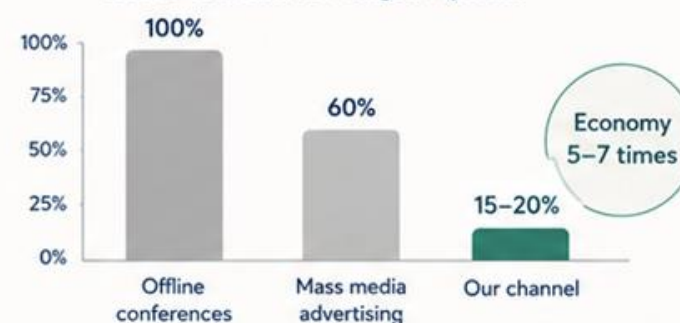
03

Savings on Marketing Budget

The value of your outreach
to a target physician in our channel
is 5–7 times lower than offline conferences
or advertising in traditional media.



Cost of Outreach to 1 Target Physician



Benefit: Maximum outreach accuracy
(Zero Waste Marketing) —
you don’t pay for the wrong people.



We don’t just showcase your product.
We integrate it into the clinical thinking of physicians,
creating long-term loyalty based on professional confidence.



Clinical
thinking



Evidence-Based
Integration



Stable
Loyalty