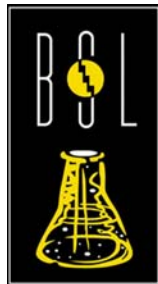


Do You Sell Your Product On A Tight Margin Or Do You Differentiate It And Make A Profit?

By Daryl S. Paulson, Ph.D

BioScience Laboratories

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Most wound product and medical device manufacturers have their products approved by meeting the standards of the Food and Drug Administration (FDA) or the Environmental Protection Agency (EPA) and then simply look for avenues to sell those products.

Unfortunately, many of those products are indistinguishable from the other products within the same market. Manufacturers and distributors have appropriate product claims, but the products lack any *differentiation*, or specific characteristics that could create a niche market opportunity for those products.

Figure 1. Product Claims are the Same
(Must Sell at the Same General Price)



Because products lack differentiation, consumers consider them to be the same. Products are marketed and sold based on their distribution channels or competitive cost. Is there a better way to differentiate your product to increase your market share *and* profit margin? Definitely, yes.

What Does the Product Do Better?

The question is this: How does your product compare with competitors' products? What makes your product more appealing to the consumer? For example, current surgical scrubs in your marketplace include:

- CHG – your product
- Alcohol + CHG
- Alcohol

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With a CHG product, you have already met the FDA standards through a surgical scrub claim.

You discover that alcohol + CHG products are faster-acting than your CHG, and those products are rendering your product nearly obsolete.

	Product	Speed	Long-Acting
Example:	CHG	O	X
	Alcohol	X	O
	Alcohol + CHG	X	X

What options do you have? You might be forced to drop the price to secure sales, and seemingly lowering your price every year.

But BioScience Laboratories, Inc. offers ways of designing a variety of studies that can determine your products' strengths and others products' weaknesses, which will help you differentiate your product, giving you a competitive edge and allowing you to sell your product based on its positive attributes. This aids you in increasing sales and profitability.

At BioScience Laboratories, we looked at a number of variables and found that CHG does not sting and burn the skin when applied to an open cut on your hands. Also, upon repeated use, it was found to prevent dryness on the hands. If applicable, you could begin your marketing program with specific product attributes in mind.

How Do You Sell Your Product?

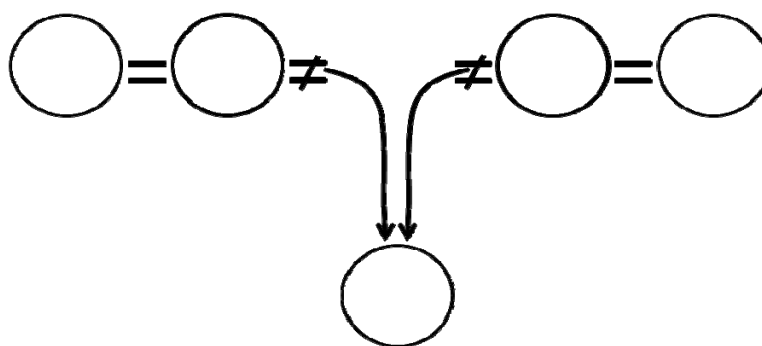
Product	Characteristics:	
	Skin Irritation	Dryness
CHG	O	O
Alcohol	X	O
Alcohol + CHG	X	X

This does not illustrate all of the product characteristics but is intended to show you some of the major attributes.

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We design studies in such a way that you clearly see your product's differentiation.

Figure 2. Your Product is Differentiated



Now, you are able to sell your product for more money and increase your market share.

Please note that these are not claims you must support with FDA/EPA testing; however, they are mechanisms to enable you to show, scientifically, that differences do exist between your product and others on the market. That product differentiation may be the competitive edge you are seeking.

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About the Author:



Dr. Daryl S. Paulson, President and CEO, has extensive experience in skincare research designs, clinical trials, and biostatistics. He is the author of the standard texts of the industry -- [Topical Antimicrobial Testing and Evaluation](#), [Applied Statistical Designs for the Researcher](#), and [Handbook of Regression and Modeling: Applications for the Clinical and Pharmaceutical Industries](#) -- as well as the editor of the [Handbook of Topical Antimicrobials: Industrial Applications in Consumer Products and Pharmaceuticals \(Manufacturing Engineering and Materials Processing\)](#). Dr. Paulson has designed the procedures used at BioScience Laboratories, Inc., for evaluation of skin care and cosmetic products, as well as the statistical models used to assess the data. These include factorial designs, Analysis of Variance designs, regression analysis, exploratory data analysis, and integrative and statistical design in both parametric and nonparametric methods.

He is a member of the [American Society for Testing and Materials Subcommittee](#) that concerns itself with antiseptic-testing, the [American Society for Microbiology](#), the [American Organization of Analytical Chemists](#), the [Association for Practitioners in Infection Control](#), the [Parenteral Drug Association](#), the [American Society for Quality Control](#), [American Psychological Association](#), and the [American College of Forensic Examiners](#).

Dr. Paulson is the author of seven books and has published articles in several industry journals including, but not limited to [American Journal of Infection Control](#), [AORN Journal](#), [Applied and Environmental Microbiology](#), Dairy, Food & Environmental Sanitation, [Environmental Health](#), Food & Environmental Sanitation, [Food Protection Trends](#), [Food Quality](#), [Medical Device & Diagnostic Industry](#) [Pharmaceutical Engineering](#), [Journal of the American Dental Association](#), [Lab Manager Magazine](#), Pharmaceutical & Cosmetic Quality, Soaps & Cosmetics, and [Soaps/Cosmetics/Chemical Specialties](#).

Dr. Paulson welcomes your questions about how BioScience Laboratories can design a study specifically for marketing your product.

Daryl S. Paulson, Ph.D.
CEO and Founder
BioScience Laboratories, Inc.
Bozeman, Montana
dpaulson@biosciencelabs.com
(406) 587-5735