

# PerioSciences, L.L.C.

## Extending Success

Back in 1994, two young entrepreneurs took some interesting research about antioxidants and skin cells and in less than a decade, developed it into a multimillion-dollar, high-end skin care company. That company, known as SkinCeuticals, was sold to L'Oréal in 2005, and it continues to be a top international skin care product line. The entrepreneurs, Russell Moon and Alden Pinnell, were named "Entrepreneurs of the Year 2003" by Ernst & Young, and the sale to L'Oréal was dubbed "Deal of the Year 2005" by *The Deal LLC* magazine.

In 2008, one of those two entrepreneurs returned to the same antioxidant studies. This time, Moon is extending that antioxidant research into a technology for oral cells. His new company is PerioSciences, L.L.C., headquartered in Dallas. The flagship product of the new company is AO ProVantage. It's an aqueous gel containing antioxidants formulated for cosmetic use in the mouth. Cool and refreshing, the antioxidant formula helps improve the appearance of gums.

The original dermatological research showed that certain combinations of antioxidants in specific concentrations could protect human skin cells from damage caused by ultraviolet rays and the resulting free radicals. That is, the antioxidants had an anti-inflammatory effect on skin. Similar antioxidant combinations applied to human oral cells have been shown to neutralize the effects of free radicals that are caused by nicotine, alcohol and hydrogen peroxide, which is commonly used in tooth whitening.

Continuing research is a hallmark of PerioSciences. "Our science and dental team are actively studying the effects of antioxidants on oral cells," says Moon. "They are sharing the study results with the dental and medical community through publishing in peer-reviewed journals."

Moon says that an associated area of keen interest is the link between oral disease and chronic inflammatory illness, such as cardiovascular disease. "Inflammation, including that resulting from gum disease, is strongly linked to cardiovascular disease," says Moon. "Our whole team is carefully monitoring emerging studies on how antioxidants reduce inflammation caused by free radicals."

## Business and Management Expertise

Moon is also extending some of the business and management

factors that contributed to the success of SkinCeuticals. The management team at PerioSciences includes several of the scientists and marketing executives that started with him at SkinCeuticals. He has added experts in the fields of information technology, dentistry and medical science.

Part of the success of SkinCeuticals was a narrowly targeted distribution channel through dermatologists and aestheticians. In a similar fashion, "We will market PerioSciences products exclusively to dental professionals," says Moon. "Their expertise in patient care and service is the best way to communicate the unique benefits of the product line, such as how important oral health is to overall systemic health."

Another innovation with PerioSciences is sophisticated marketing and distribution technology. In particular, Moon and a group of information technologists developed a proprietary direct ship model. "The beauty of the direct ship model is that patients can order products online at the dental office and have them shipped directly from the warehouse to their home address. This means the dental practice doesn't have to maintain any inventory, which can be a huge expense and hassle," explains Moon. PerioSciences also handles all accounting issues related to the sale on behalf of the dental practice.

Most of the sales and marketing materials are technologically advanced as well. "We are using a lot of video and Internet-based tools to empower and train our own marketing representatives and dental office personnel, too," says Moon.

A new application of a proven antioxidant technology; a confirmed strategy of the professional distribution channel; the latest innovations in information technology; and a seasoned, experienced management team — Moon and PerioSciences are extending a demonstrated formula for success into a bold new future.



Russell Moon, founder of PerioSciences, L.L.C.

For more information about PerioSciences, please call to schedule an appointment at 1-800-915-8110 or visit [www.periosciences.com](http://www.periosciences.com). ■

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