



Which OTC products do dermatologists recommend?

Do they mention your brand?

Have they heard your message?

INTRODUCING

Reco-trak™

Tracking OTC Recommendations in Dermatology

Reco-Trak™ is our new Internet-based, nationwide survey of dermatologists, administered 3 times per year so you can track trends.

From the researchers you trust at

KMR
Kurkowski Market Research

Faced with a vast array of OTC product choices, many consumers rely on their dermatologists for guidance.

So dermatologists don't just prescribe. They also recommend a host of OTC products as part of therapy.

Reco-trak™ tells you what dermatologists are recommending and why, as well as how they learn about products.



SKIN CLEANSERS

MOISTURIZERS

SUNSCREENS

HAIRCARE

MAKEUP

UV CLOTHING

PEDIATRIC CARE

ANTI-WRINKLE

ANTI-SCAR

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METHODOLOGY

Reco-trak™ is a web-based survey of 200 dermatologists — large enough to draw statistically projectable conclusions. Participants are a diverse sample recruited from our nationwide database. To allow for direct comparison on consecutive modules, KMR uses a rotating panel of participants, comprised of 50% repeaters and 50% new participants.



LONGITUDINAL DATA

While Reco-trak™ is useful as a snapshot in time, its real value is that it allows you to track changes in recommending habits as they unfold. For the first time, you have a tool that enables you to measure the ROI of your promotional programs. With 3 data points per year, Reco-trak™ tells you whether your messages are gaining traction with your target audience. Reco-trak™ provides you with objective data that may be cited in advertising.

Reco-trak™ is offered on a syndicated basis so that we can keep costs at a minimum.

- Single report cost: \$16,500
- Discounted price for annual subscription (3 modules): \$44,500
- Receive an additional 10% discount for subscribing by September 30.

CALL OR EMAIL KMR TODAY.



609.884.9975
research@kurkowski.com
www.kurkowski.com

COMING SOON:
RECO-TRAK™
PATIENT STUDY.
What OTC recommendations do patients hear from dermatologists?