

Obagi's First Chief Medical Director

Dr. Suzan Obagi
An Expert You Can Trust

Global Expertise

Renowned for groundbreaking work in dermatology, cosmetic surgery, and skincare

Aesthetic & Medical Skincare Leader

Authority in aesthetic dermatology and medical-grade skincare solutions

Anti-Aging & Skin Health Champion

Pioneered advancements in anti-aging treatments and promotes overall skin health



“Obagi has an incredible reputation for delivering high-quality, medical-grade skincare solutions and I'm thrilled to be taking on a more formal role.”
— Dr. Suzan Obagi

Skincare Based On Science and Backed by Decades of Clinical Research

Our skincare originates in science and is backed by decades of clinical research. We leverage cutting-edge technologies and pharma-grade ingredients that deliver transformative, visible results for all skin concerns, skin types and skin tones. Obagi carries both premium cosmetic skincare and RX products.

At Obagi, breakthrough innovation begins with a deep understanding of skin biology

A Range Targeting All Consumer Needs



HYPERPIGMENTATION

Obagi Nu-Derm® Rx and Fx Systems Normal to Dry and Normal to Oily
Obagi-C® Rx and Fx Systems Normal to Dry and Normal to Oily



HYDRATION
Hydrate Collection
Daily Hydro-Drops® Collection



RECOVERY + HYDRATION
Obagi® Rebalance



ELASTICITY, FINE LINES
ELASTIderm® Collection



BRIGHTENING
Professional-C® Collection



LASH AND BROW SERUM
Obagi Nu-Cil™



SENSITIVE SKIN
SUZANOBAGIMD™



ACNE
CLENZIderm® Collection
Obagi Tretinoin (Rx only)

OBAGI® MEDICAL

Leading the industry we created by transforming people's skin, confidence, and lives.

MEDICAL-GRADE SKINCARE

Formulated with the purest, most potent and effective ingredients. Our products are dermatologist tested and physician endorsed.

TRUST OVER TRENDS

While staying on top of the latest trends, our focus is on the timeless. Our products undergo rigorous testing for every skin type and skin tone to provide results for all.

INCLUSIVE FROM THE START

We were the first skincare brand to test our products across the entire Fitzpatrick Skin Spectrum, a scientific classification which identifies six different skin types according to the amount of pigment in the skin and the skin's reaction to sun or UV light exposure.

Our products are made for everyone.



Noteworthy Mentions



Obagi® Rebalance
Skin Barrier Recovery Cream

Best hydrating facial cream!

"This product did not disappoint!
It is the best hydrating facial cream
I have ever used! **My skin has now
been transformed!**"

vanHalstom / Age 35-44



**Elastiderm® Neck and
Décolleté Concentrate**

94%

of study participants showed
**visible signs of improvement
to horizontal lines and sagging
skin of the neck after 12 weeks***



**Obagi Hydrate Light®
Weightless Gel Cream**

Best Oil-Free Moisturizer

24-hour lasting hydration
with a single application†



Professional-C® Serum 20%
Best Serum on the market

"I have had many friends compliment my
skin looking more even and smooth since
using this product. This is my go-to serum
and I will always have a bottle on hand."

Angela M. / FL / Age 45-54



**Obagi Nu-Cil™
Eyebrow Boosting Serum**

"My eyebrows look like they
did when I was 16."

Sara / CA / Age 35-44



The Obagi Promise

OUR CONSUMER COMMITMENT

RELATABLE

We are committed to bringing you the very best to the very most, whether it be at the dermatologist or online.

ACCESSIBLE

There's nothing more important than how our products improve our customers' lives. Our customers face each day with confidence- whether we're helping someone even out their skin tone, experience advanced sun protection, or feel more confident in their own skin.

WE'RE AHEAD OF WHATS NEXT

For over three decades, Obagi has been ahead of our time. Now we're ahead of what's next. We are looking forward to building upon our foundation of innovation and reimagining skincare for generations to come.

Transforming skincare for generations
DISCOVER #THEOBAGIEFFECT

Targeted Skincare Solutions

Transformative Results

Obagi® Nu-Derm Rx and Fx Systems are available in **Normal to Dry** or **Normal to Oily** options. Also available without hydroquinone.



Baseline**



Week 12**

100%
of patients said their skin
**texture and firmness showed
visible improvements†**

*Results based on a 2012 12-week blind study.

†Results based on a 2023 bioinstrumentation study conducted on 26 subjects ages 21-65. Measurements were performed following a single product application.

<http://obagi.com/sites/default/files/useruploads/files/doc-prescribing-info-nu-derm.pdf>
<https://cdn.shopify.com/s/files/1/0669/3175/3236/files/tretinoingel-pi.pdf?v=1679616255>
<https://cdn.shopify.com/s/files/1/0669/3175/3236/files/tretinoicream-pi.pdf?v=1679611770>

**Photos have not been retouched. Results may vary.

†Study results for a 24-week evaluation of the efficacy and tolerability of twice-daily use of the Obagi Nu-Derm® Normal to Oily System with 0.025% Tretinoin.

‡Tretinoin sold separately and is indicated for topical application in the treatment of acne vulgaris.