

# DERMCLINIC PROFILE

Dermclinic was established by Dr. Vinson B. Pineda as a way of bringing easily accessible dermatological services by pioneering the concept and trend of mall-based skin and hair care clinics that are widely popular today.

Dr. Pineda opened the first Dermclinic in 1971, on a small commercial space in front of the University of Santo Tomas in downtown Manila. As his services became well-known, two more branches were launched at Capitol Medical Center in Quezon City and at Grace Park, Caloocan City. The late 70's also marked Dr. Pineda's founding of the Dermatological Institute Foundation of the Philippines (DIFP), an integral facet of Dermclinic's professional approach to clinical dermatology.

In 1982, Dr. Pineda established the first mall-based Dermclinic branch at the Goldcrest Village Square in Makati, part of where the present Glorietta Commercial Complex stands. The clinic eventually became the prototype for future modern dermatology centers inside general business establishments. As this trend gained popularity, Dr. Pineda continued to expand his network of skin clinics by putting up more branches in some of the biggest shopping center chains in the country such as Shoemart and Ayala Malls.

Dermclinic's significant growth was likewise hallmarked by the establishment of its marketing and operations departments, research institute, and distribution arms – JLC Miller & Co., Inc. in 1992, and Michael L. Patt in 2003.

In 1993, DermCenter, Inc. was established, which in four years later become known as DermPharma, Inc. Born out of future-oriented research, Dermpharma's innovative product lines are clinically proven to deliver superior results while maintaining the highest standards of safety. An ISO-certified manufacturing company, Dermpharma's complete list of breakthrough products includes the well-known hair growth brands, Regroe, Isac and Pregroe 4-in-one Hair Care System, and the best skin care lines, namely, Derm A, Dermplus, Skintel, Gluta White & Firm, Gluta Advance, Nuderm, Nuderm Intensive Whitening, Nuderm Advance Glowwhite, and Dermclinic's flagship product line – Nuderm Supreme.

Dermclinic also graced Philippine television in 1994 with "Skin Deep," in coordination with the government-run People's Television Network (PTV4), and a segment entitled "Skin & Scalp Talk" at ABS-CBN's pioneer morning tv show Alas Singko y Medya for a number of years. These, among others, are just some of the highlights in the realization of Dr. Pineda's vision and its successful progression.

Today, 45 years later, Dermclinic is one of the country's largest chains of mall-based dermatological centers with 16 branches in key cities. Managed under the expertise of licensed dermatologists and highly-trained medical staff, Dermclinic uses state-of-the-art medical equipment and high-quality products to address Filipino skin and hair care needs seven days a week.



**dermclinic**  
The True Skin and Hair Clinic

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