



NEWS RELEASE

AlumierMD Selects Centric PLM™ for a Central Source of Product Information and to Save Time

Rapidly expanding medical skincare company sets digital foundation for continued growth

CAMPBELL, Calif., June 16, 2022 – AlumierMD, the medical skincare brand, has selected Centric Software®'s Product Lifecycle Management (PLM) solution. [Centric Software](#) provides the most innovative enterprise solutions to plan, design, develop, source and sell products such as apparel, footwear, sporting goods, furniture, home décor, cosmetics, food & beverage and luxury to achieve strategic and operational digital transformation goals.

Founded in 2016, AlumierMD, with offices in the USA, Europe, and Canada, creates medical-grade skincare produced in a socially responsible way with a focus on educating customers on how to care for their skin.

Daniel Eskin, Co-President of AlumierMD says, "We're growing very rapidly. We sell exclusively to dermatologists, plastic surgeons, and medical spas who have the expertise to recommend our medical grade formulations. We have a wide range of products from home care to back bar—which means both products that patients use at home, as well as those that skincare professionals use for treatments in clinic, like chemical peels or masks, for example."

Eskin continues, "Our teams are very organized, but there's only so much that you can accomplish without the right software. We continue to scale and expand internationally. To that end, we need to utilize software that will be able to keep up with our growth when we are 5x or 10x of where we are now over the next couple

of years. As you can imagine, for a rapidly expanding company that's operating in numerous markets, things can get very complicated.”

AlumierMD’s vetting process to find the right PLM was thorough. “We built an RFI for ourselves with all the key aspects of the software that we needed. We ended up reviewing a lot of them, narrowing it down to three or four finalists. Our team liked Centric the most. Centric met our requirements, one of which was to make sure that we could obtain modular, expanded functionality in the future and grow with it.”

Packaging is an area that AlumierMD had also targeted for use in PLM not only to accommodate packaging changes but also to work around ingredient shortages and discontinuations due to the pandemic and disrupted supply chains. Eskin says, “When that happens, we have to change every product—and therefore packaging—that had that ingredient. The other consideration is, due to expansion into new regions with varying regulatory oversight, we're having to produce region-specific packaging. Having software that allows us to do proofs for different regions is really important.”

Eskin lays out the expectations for Centric PLM. “The main benefit that we’re looking for is centralized information. What we like the most about Centric is our information can continue to be in a central repository. Secondly, Centric will save us time. Centric has relational databases where one change carries through to all areas it impacts. I think it'll save people 20 to 30% of the regular amount of time that they would spend on making these types of changes, whether it's a regulatory or an artwork issue.”

President and CEO of Centric Software, Chris Groves, says, “We are very pleased that AlumierMD, a rapidly growing company in their field, has chosen to partner with us. Centric is excited to welcome a medical dermatology company into the fold and are looking forward to seeing them continue to flourish.”

Learn more about [Centric PLM](#)

[Request a Demo](#)

Alumier Labs Inc. (www.alumiermd.ca / www.alumiermd.com / www.alumiermd.co.uk)

AlumierMD was launched in 2016 and has been continually developed and driven by a group of skincare-passionate scientists, physician and science-loving skincare specialists with over 100 years of combined experience in the industry. With offices in Europe, the US and Canada, this scientific community continues to evolve and innovate the brand and its offerings.

AlumierMD is one of the fastest-growing medical skincare brands, with a growing global network of partner clinics.

AlumierMD was conceived to service an unmet need: medical-grade skincare that is produced in a socially responsible way and focuses on the importance of educating its customers on how to care for their skin. The company backs this commitment with innovation and education: For six years, it developed a patented technology to eliminate diversion and counterfeiting so that products are always professionally dispensed. And since it was founded, it has offered unparalleled complimentary in-clinic, classroom and virtually on-demand continuing education options - including CPD certifications (UK exclusive) - to build knowledge and inspire confidence in every skincare professional that joins the team.

Centric Software (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor, consumer electronics and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle

Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Retail Planning is an innovative, cloud-native solution powered by Armonica Retail S.R.L., that delivers an end-to-end retail planning process designed to maximize retail business performance. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.

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