



< FROM IDEA TO MARKET >

Dermadry™
Consumer-ready,
highly effective
at-home treatment
for excessive
sweating.



Strategy. Experience. Innovation.

The Story

Redesigned medical device provides a consumer-ready, highly effective at-home treatment for excessive sweating.



Using iontophoresis to treat hyperhidrosis (excessive sweating) was known to be effective, but no certified, user-friendly, affordable product was available on the market. We provided the user experience design and engineering expertise that the Dermadry entrepreneurs needed to transform their rough prototype and reassure investors.



Strategy. Experience. Innovation.

The Novo approach



Strategy.

Apply our design and technical expertise to redesign and redevelop the product for the consumer market while guiding the Dermadry team through the product development process.

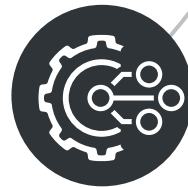


COMPANY: Dermadry Laboratory Inc.
PRODUCT: Dermadry



Experience.

Rethink and completely redesign not only the interface, but the entire apparatus for safe, comfortable use.



Innovation.

Develop, test, validate and verify a working prototype. Ensure that the final design could be manufactured at a low enough cost to be affordable for consumers. Pass Health Canada certification as a medical device.

The Novo solution



Product strategy

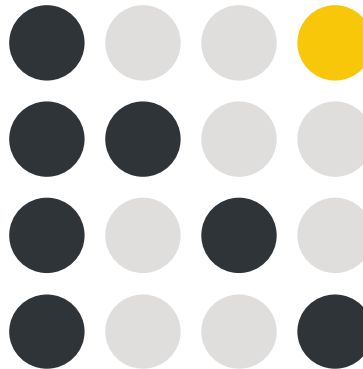
Industrial design

UX design

Electronic and
mechanical
engineering

Firmware
and software
development

IoT solutions and
cloud platforms



Strategy.

As a sufferer of hyperhidrosis (excessive sweating), the founder of Dermadry saw a market opportunity to help other people with the same condition. Other iontophoresis devices were hard to use, not effective, not certified and too expensive.

The Dermadry entrepreneurs initially asked for help redesigning the interface and receiving certification. Using our experience with medical devices, usability, and design, our team demonstrated that the entire apparatus needed to be redesigned to help Dermadry reach its goal of successfully launching this device on the consumer market.

“ In addition to their expertise, Novo provided us with excellent communication throughout the entire process. They also made the most of every minute of our strict timeline. Working with Novo has ensured a solid foundation for future product development. ”

Maxime Calouche, President Dermadry

Strategy. Experience. Innovation.



Experience.

Multiple criteria had to be met at the same time, including user comfort, usability, and affordability. The device had to provide maximum comfort since the technology directs a small current through the user's skin. As with all projects, we used a collaborative approach. Our teams worked together to take advantage of the extensive market and end-user knowledge provided by Dermadry. Their founder personally tested the design and gave feedback to evaluate the device as a user. He worked with our teams to ensure that the current was effective but not unpleasant.

Since the device was for home use, the interface needed to be highly intuitive and easy to use. As well, the device also had to be affordable, sleek, and consumer friendly.



Innovation.

Our engineering and design teams worked closely together to incorporate the patent-pending technology into a highly intuitive, non-invasive medical device. Safety and user comfort were primary concerns, requiring much analysis from both engineering and design, along with user feedback. Our engineering and software development teams worked in tandem to develop the firmware and hardware required to make the device work as envisioned in the design phase.

After collaborating with Novo, a new prototype was presented to investors in five months, helping to secure funding. In addition to developing the prototype, our team also provided the supporting documentation required for certification. The redesigned Dermadry product passed the first trial to receive Health Canada approval.

Easy-to-use interface

The impact

Certification in the first trial

By taking advantage of our project management, engineering, design, and quality systems expertise, Dermadry had a more polished prototype in five months to show financiers and secure funding. The final product received approval from Health Canada on the first trial.

Dermadry is now on the market as a Health Canada-approved medical device available to consumers. The Dermadry team is pursuing additional certifications so that the device can be sold in worldwide markets.

**Funding
from investors**

**Approval
from Health
Canada
on the first trial**

**Prototype ready
in 5 months**



Humanize technology, not the other way around.

For our global clients in the **medical industry**, we deliver best-in-class product design and development strategy.

We've supported a range of medical products including cardiovascular devices, digital health systems, ophthalmology tools, optics, respiratory and patient-monitoring systems.

Our Health Canada and FDA/compliance support, all driven by our solid engineering processes, help companies achieve higher product quality and accelerate time to market.





**Together,
we co-create
in small units with
one clear purpose:
accelerate time
to value.**

Let's co—create.

We partner with **high-potential startups** that can benefit from our expertise to **bring breakthrough technology to life**. For established organizations, we offer expert resources to **accelerate innovation, growth and change**.



**Digital+Physical
Product Design**

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