



RESEARCH ARTICLE

A nationwide survey on the efficacy of JRK's Psoriasis care products

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ABSTRACT

The present article discuss about the findings of nationwide survey on the acceptance, continuous prescription, efficacy and patient compliance on Dr. JRK's Psoriasis care products. A total of 1009 clinicians from indigenous medicine and dermatology participated in the survey and great proportion of clinicians stated that they are prescribing Dr. JRK's Psoriasis care products continuously over 1 year with great product compliance by patients. This feedback clearly suggest the product efficacy otherwise such continuous support along with patient compliance for disease like psoriasis cannot happen. 80% of the clinicians further stated that Dr. JRK's Psoriasis care products are effective for the management of psoriasis. All the aspects of survey are included in the report.

Indian J. Pharm. Biol. Res. (2026): <https://doi.org/10.30750/ijpbr.14.1.06>

INTRODUCTION

Ayush preparations are widely used for the management of various chronic, incurable, non-communicable diseases since time immemorial.¹ Ayush medicaments have offered remarkable treatment benefit to Psoriasis and among the various Ayush products in India, Dr. JRK's 777 oil, Psorolin B ointment, and Psorolin Derma Skincare soap (JRK's Psoriasis care products)²⁻¹¹ are accepted greatly across India by wide spectrum of medical practitioners belonging to both indigenous medicine as well as western medicine.

After thorough review of literature, we learned that no western medicine is safe for prolonged usage in the management of Psoriasis (steroids)¹² as like Dr. JRK's 777 oil, Psorolin B ointment, and Psorolin Derma Skincare soap. Though these preparations may offer slow and marginal benefit but offer extraordinary safety. The marginal efficacy and safety of the above treatment benefits are the reason for the great acceptance of AYUSH products in the treatment of Psoriasis as Psoriasis require life- long treatment.²⁻¹¹

The three products are continuously available in the market for nearly two to three decades with great patronage from clinicians of all spectrum. Therefore we planned to conduct a detailed nationwide survey on the efficacy, patient compliance and clinician's acceptance of Dr. JRK's 777 oil, Psorolin B ointment, and Psorolin Derma Skincare soap in India. We chose the clinician who are prescribing these products at least over one year continuously so the findings may reflect the efficacy than a mere chance occurrence. The survey was conducted through a questionnaire with

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How to cite this article: Aruna, V., Hemashree, K., Gayathri, R. A nationwide survey on the efficacy of JRK's Psoriasis care products. Indian J. Pharm. Biol. Res. 2026;14(1):28-34.

Source of support: Nil

Conflict of interest: None.

Received: 15/01/2026 **Revised:** 30/01/2026 **Accepted:** 23/02/2026

Published: 23/03/2026

definite, non-ambivalent questions with options to choose the response.¹³ About 1000 doctors participated in the survey and provided response/feedback in the questionnaire. The data was collated and inference/interpretations were arrived and presented in the article

Methodology

A questionnaire was prepared and provided to the clinicians and feedback was obtained and data was analyzed and summarized. The model questionnaire is present in the methodology

RESULT

A total of 1009 doctors participated in the survey and provided feedback to the questionnaire and. The distribution clinicians fairly represent the entire landscape of India- covering 20 states from south to north to west to east. 969/1009 (96%) were Ayush practitioners and 40/1009 (4%) were dermatologist.



Super. Superior. Choose the Best. Feedback form



S.No: 1

Date: _____

Dear Doctor,

We at Dr. JRK's Research and Pharmaceuticals sincerely thank you for placing your trust in our research-based products for the treatment and management of psoriasis.

We are currently working to understand the clinical efficacy of our products prescribed by you from multiple perspectives. Therefore, we kindly seek your feedback to help us further improve our formulations.

Please note that all data collected will be used solely for academic and research purposes, and the identity of the participating doctors will remain confidential.

We look forward to receiving your valuable feedback and thank you once again for your continued support.

Doctor Name _____

Speciality (Mark only one oval)

City/Town _____

Dermatologist General Practitioner

State _____

Ayush Others

1. Approximately how many patients with psoriasis would you have treated in the last 12 months with one or more products from Dr. JRK's Research ? (Mark only one oval per row)

	Less than 10	11-24	25-50	More than 50
Dr. JRK's 777 oil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Psorolin-B ointment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JRK's Psorolin Derma skincare soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Has there been an increase in the incidence of /or reporting of Psoriasis cases in the last 3 years? (Mark only one oval)

Significant increase Marginal increase No increase

3. In your clinical experience, how effective has Dr. JRK's 777 Oil been in managing psoriasis?

(Mark only one oval per row)

	Excellent	Good	Moderate
Controlling Itching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moisturizing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exfoliation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prolonging remission phase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. In comparison, how would you rate the efficacy of Ayush products for psoriasis from other companies vis-à-vis the products from Dr. JRK's? (Mark only one oval)

No tangible results Comparable positive results
 Low and limited results I have no experience with other products

5. In your clinical observation how effective has Psorolin B Ointment been in addressing various aspects of psoriasis? (Mark only one oval per row)

	Excellent	Good	Moderate
Controlling Inflammation with strong steroid like effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dermal absorption and moisturizing effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing Scaling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Postponing recurrence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. During follow-up visits, what percentage of your patients reported regular use of our products throughout their treatment period? (Mark only one oval per row)

	Less than 10%	>10% <= 30%	> 30% <= 50%	More than 50%
Dr. JRK's 777 oil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Psorolin-B ointment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JRK's Psorolin Derma skincare soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. How satisfied were your patients in addressing all the key symptoms of psoriasis* after regular use of JRK's products? (Mark only one oval per row)

	Delighted	Very satisfied	Quite Satisfied	Limited satisfaction
Dr. JRK's 777 oil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Psorolin-B ointment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JRK's Psorolin Derma skincare soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Scaling, Inflammation, Itching and Erythema/Redness

8. In what skin conditions have you found Psorolin Derma Skincare Soap being effective as a cleanser with therapeutic benefits? (Check all that apply)

- Psoriasis
 Atopic skin disorders
 Dry Skin problem
 Fungal Infection
 General skin health for all patients

9. Since how many years have you been recommending Dr. JRK's psoriasis range of products to your patients? (Mark only one oval per row)

	less than 1 year	1 to 2 years	3 to 5 years	More than 5 years
Dr. JRK's 777 oil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Psorolin-B ointment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JRK's Psorolin Derma skincare soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Psorolin Oil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thankyou for your feedback.

Employee name:

Location:

Doctor's signature & seal

The prescription pattern of dermatologist

Out of the 40 dermatologist, 4 dermatologist reported that they were prescribing Dr. JRK’s 777 oil to about 50 patients per year accounting to a total of 200 patients.

Out of the 200 patients who received Dr. JRK’s 777 oil as primary product for the treatment of psoriasis, 150 (75% compliance) of them have continued the product for the entire course of 1 year without any aberration. 75% patients comply to the treatment for the entire year.

2 of the 40 dermatologist each have stated that they have been prescribing Psorolin B ointment to 100 patients and Psorolin derma skincare soap to 100 patients per year. 50/100 (50% compliance) patients received ointment continued the usage of the ointment for the entire 1 year and all the 100 patients who were prescribed with Psorolin derma skincare soap used the product without any aberration for entire year (100% compliance).

20% of the dermatologist (8/40) who participated in the survey reported their unquestionable acceptance and prescription of Dr. JRK’s 777 oil, Psorolin B ointment, and Psorolin Derma Skincare soap for the treatment of Psoriasis. Table – 1

The prescription pattern of Ayush practitioners

218/969 (22%) of Ayush practitioners alone offered the continuous support to JRK’s psoriasis care products for 1 year without any deviation or shift to other products.

Out of the 109/218 Ayush practitioners reported that they have been prescribing Dr. JRK’s 777 oil over 50 patients per year continuously. 61/218 were prescribing Psorolin B ointment for 1 year continuously and 48/218

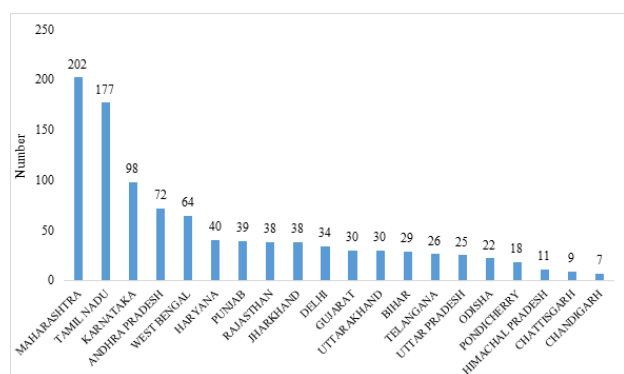


Figure 1: The distribution of clinician’s vis-à-vis geography

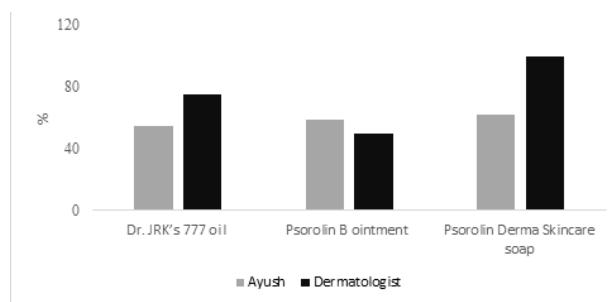


Figure 2: % Compliance of patients of AYUSH vs Dermatologist

were prescribing Psorolin Derma Skincare soap to about 50 patients per year.

Out of the 5450 patients who received Dr. JRK’s 777 oil as primary product for psoriasis continuously for 1 year, 3000 (55%) of them have continued the products their entire course of 1 year without any aberration.

Out of 3050 patients who were treated with Psorolin B ointment, 1800 (59%) had continued the product for 1 year. Out of 2400 patients who received Psorolin derma skincare soap, 1500 (62%) have continued the usage of the product for 1 year.

Compliance of patients on products

The compliance of patients with Dr. JRK’s 777 oil and Psorolin Derma Skincare soap when prescribed by dermatologist was higher when compared to the compliance level of patients of Ayush practitioners. Figure 2

Increase in the incidence of Psoriasis over 1 year vs % of clinicians

80% of the clinicians reported significant increase in the flow of psoriatic patients in the clinic clearly suggesting the possible increase in the incidence of psoriasis in the overall population. Figure- 3

733/1009 (73%) clinicians stated that Dr. JRK’s Psoriasis care products were comparable with the efficacy of various other Ayush products in the market and 90/1009

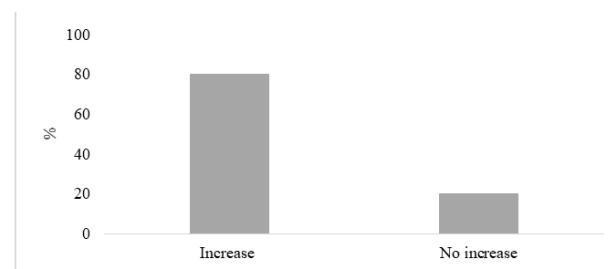


Figure3: Percentage of Doctors Reporting an Increase in Psoriasis

Table 1: Prescription versus patient compliance – Number of dermatologist = 40

Product name / No of doctors treated over 50 patients per year	Total no of patients	No. of patients/ Continued usage for 1 year
Dr. JRK's 777 oil /4	200	150 (75%)
Psorolin B ointment /2	100	100 (50%)
Psorolin Derma Skincare soap /2	100	100 (100%)

Table 2: Prescription versus patient compliance – total number of Ayush practitioner =969

Product name / No of doctors treated over 50 patients per year	Total no of patients	No. of patients/ Continued usage for 1 year
Dr. JRK's 777 oil/ 109	5450	3000 (55%)
Psorolin B ointment /61	3050	1800 (59%)
Psorolin Derma Skincare soap /48	2400	1500 (62%)

Table 3: Duration of support by Ayush vis-à-vis dermatologist

Product name	Number of doctors/ support between 3 -5 years	
	Ayush	Dermatologist
Dr. JRK's 777 oil	345 (36%)	18 (45%)
Psorolin B ointment	345 (36%)	10 (25%)
Psorolin Derma Skincare soap	345 (36%)	5 (12.5%)

(9%) clinicians reported JRK's Psoriasis care products to be inferior. 18.3% of clinicians reported either they have not tried the products or have not got any appreciable treatment response. Figure- 4

Among the 969 Ayush practitioners participated in the survey 345 (36%) have been prescribing Dr. JRK's Psoriasis care products (may not be continuously) over 3 to 5 years clearly indicating the therapeutic efficacy as the possible reason for the sustained prescription.

Out of 40 dermatologist 18 (45%) of them are prescribing JRK's Psoriasis care products over 3 to 5 years revalidating the efficacy. Table – 3

Level of satisfaction of clinician in treating outcome - Scaling, Inflammation, Itching and Erythema/ Redness

87% of clinicians reported satisfaction with Dr. JRK's 777 oil, 78% with Psorolin B ointment and 74 with Psorolin derma skin care soap – Figure 5

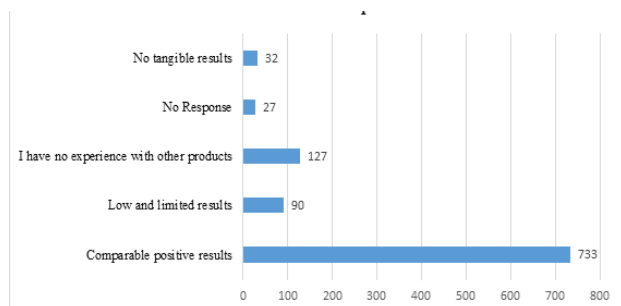


Figure 4: Dr. JRK's Psoriasis Care vis-à-vis other Ayush products in the market - Comparison

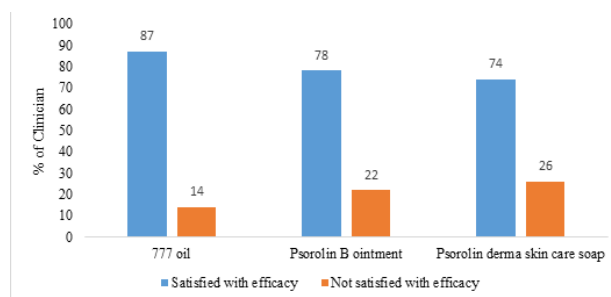


Figure 5: Clinicians Positive response

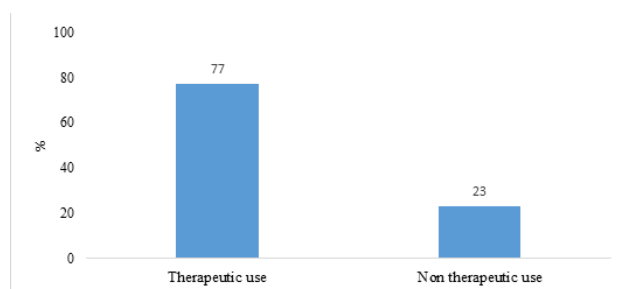


Figure 5: Specific role of Psorolin Derma Skincare soap as stated by clinicians

Therapeutic vs non-therapeutic value

List of therapeutic indication other than psoriasis- Fungal infection, Atopic skin disorders, dry skin problem,

DISCUSSION

The present survey has clearly revealed the greater acceptance of Dr. JRK's Psoriasis care products such as Dr. JRK's 777 oil, Psorolin B ointment and Psorolin derma skincare soap by wide spectrum of medical practitioners in India. The 96% of the clinicians out of 1009 participated in the feedback survey were from indigenous system of medicine and rest of the 4.0% were dermatologist.

Though dermatologist who offered support to the Siddha products was less in the present survey but their consistent support and patient compliance to the products when they prescribed was seemingly higher than Ayush practitioners.

We have conducted the survey extensively in almost in all parts of India starting from extreme north to south, from west to east with fair representation of clinicians in every geographical area.

22% and 20% respectively the Ayush practitioners and Dermatologist prescribed JRK's Psoriasis care products for 1 year intensely for treating psoriatic patients. Further greater proportion of the patients also complied with the treatment regimen for entire 1 year without any aberration which suggest directly the therapeutic efficacy of JRK's Psoriasis care products.

We also found that 45% of the total dermatologist and similarly 36% of Ayush practitioners confirmed that they have been prescribing JRK's Psoriasis care products for over 5 years at different time points. Another major information we got from the survey was about the patient turnover. 80% of the clinicians reported that there is a significant increase in psoriatic patients in their clinic in the last 3 years which clearly suggest that Ayush products have enormous scope provided they are as effective as Dr. JRK's Psoriasis care products.

As far with comparison on the efficacy of Dr. JRK's Psoriasis care products vis-à-vis other products in the market, most doctors clearly opinioned the marginal superiority of Dr. JRK's Psoriasis care products which we extrapolate as significant superiority due to

Psoriasis being chronic and incurable disease

The high level of compliance in the usage of products by patients

Despite multiple products available in the market still JRK's Psoriasis care products got prolonged patronage

80% of clinicians out of 1009 participated in the survey, reported high level of treatment satisfaction with Dr. JRK's Psoriasis care products. This further suggest that the scientific evaluation, the prudent quality norms followed, and the process etiquette adopted in the manufacturing of Dr. JRK's Psoriasis care products as the reason for the therapeutic effect and the acceptance by both clinicians and patients.

Due to the larger sense of soap considered more for cleansing purpose than for treatment, we posed a specific question to the clinician about how they perceive Psorolin derma skincare soap, 77% of clinicians out of 1009 clearly stated that Psorolin derma skincare soap of Dr. JRK's has very strong medicinal value and hence they prescribe the same to treat various skin conditions such as fungal infection, fungal infection, atopic skin disorders, dry skin problem besides the main indication – Psoriasis.

The present survey has brought out clearly that JRK's Psoriasis care products are extremely useful for the treatment of Psoriasis, and give significant treatment improvement, safe for prolonged usage and are manufactured with utmost quality conscience.

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