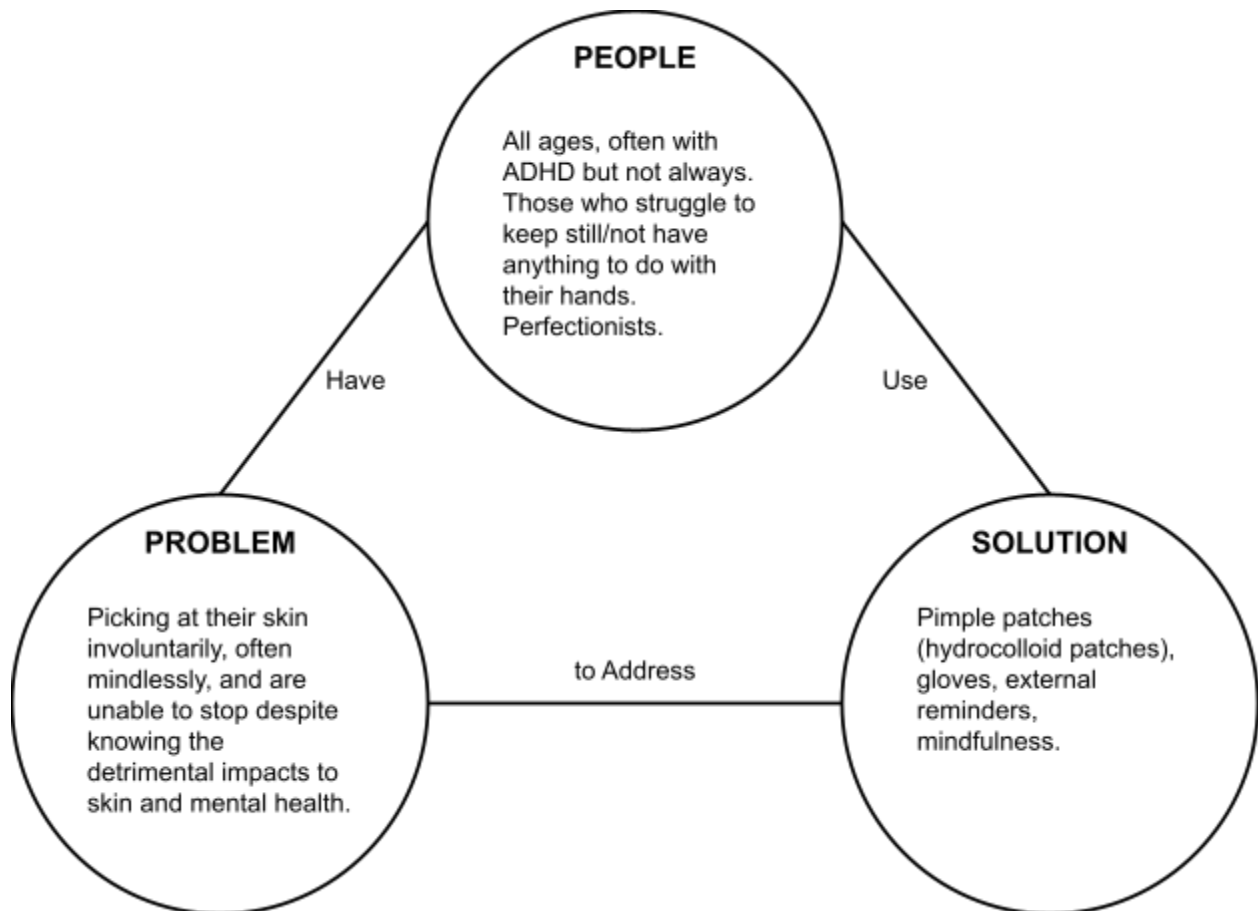


Excoriation Disorder, aka Dermatillomania Comparative Research Analysis

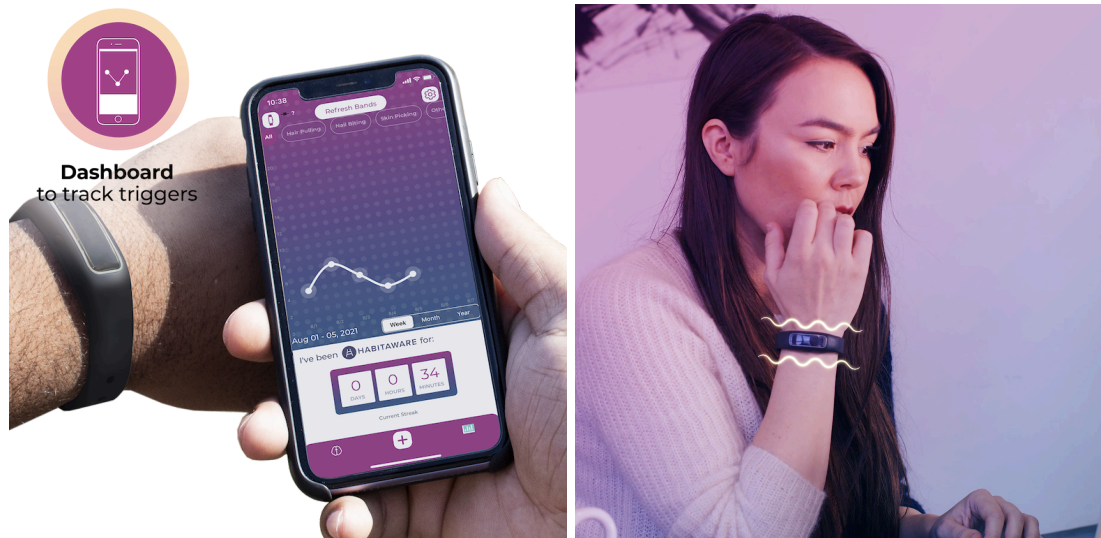
How are people coping with their compulsive skin picking habits, and what can we learn from these methods?

Team Albatross - Star Doby, Asher Hensley, Rebecca Pizzitola, and Hunter Zhang



Here we will look at and compare 8 competitors with solutions that could work for those with excoriation disorder

Competitor 1: HabitAware Keen2 Bracelet (<https://habitaware.com/>)



HabitAware's Keen2 is a wearable device designed to help users track and stop unconscious behaviors like skin-picking, hair-pulling, and nail-biting by using motion sensors to detect habitual hand movements and vibrating to alert the wearer. Targeting individuals with Body-Focused Repetitive Behaviors (BFRBs) and those seeking non-invasive habit control solutions, Keen2 offers AI-powered gesture detection, customizable alerts, and a companion mobile app with habit insights.

Strengths: discreet and customizable vibration alerts and a science-backed approach effective for habit awareness. Most people with BFRBs (including those in our study) have said that interventions to help them stop in the moment are most effective, but difficult to keep up in the long term, which HabitAware's device aids with.

Weaknesses: relatively high cost and potential limitations without behavioral therapy

Competitor 2: SkinPick.com (<https://www.skinpick.com/>)



SkinPick.com is an online therapy platform offering Cognitive Behavioral Therapy (CBT) programs specifically designed for individuals suffering from dermatillomania. It caters to those with severe skin-picking behaviors and individuals seeking professional, structured therapy. Key features include online therapy with licensed professionals, self-paced CBT modules, and progress tracking with customized treatment plans.

Strengths: scientifically proven CBT approach and full online accessibility

Weaknesses: could be cost prohibitive, requires users to commit to a therapeutic process over time

Competitor 3: Picking Me Foundation (<https://www.pickingme.org/>)



Picking Me Foundation is a non-profit organization dedicated to raising awareness and providing resources for individuals suffering from skin-picking disorder. It serves those looking for a supportive community and individuals interested in advocacy and education. Offering free educational materials, community support groups, and workshops, the foundation excels in accessibility and engagement. However, it lacks personalized therapy solutions and digital intervention tools, limiting its ability to provide tailored treatment for individuals seeking structured therapeutic support.

Strengths: Free, provides community support groups, meets users where they are at

Weaknesses: Lacks personalization

Competitor 4: Mighty Patch by Hero Cosmetics (<https://www.herocosmetics.us/>)



Mighty Patch is a skincare solution that uses hydrocolloid patches to cover blemishes, protect skin from the environment, and promote healing. Designed for individuals struggling with acne, offering a soothing and extracting treatment option, it also provides benefits to those who struggle with skin-picking. It offers a passive method to prevent picking and helps those who feel like touching their acne will make it go away by giving them an active alternative that still feels like they are personally doing something. Its unique features include hydrocolloid-based healing, an invisible and wearable design for daytime use, and a non-medicated formula safe for all skin types.

Strengths: Affordable, widely available, easy to use, effective physical barrier

Weaknesses: Does not address the root cause of the behavior and lacks a behavioral intervention component, requires user to remember to use them and keep them on hand

Competitor 5: TouchPoints Stress Relief Wearables (<https://thetouchpointsolution.com/>)

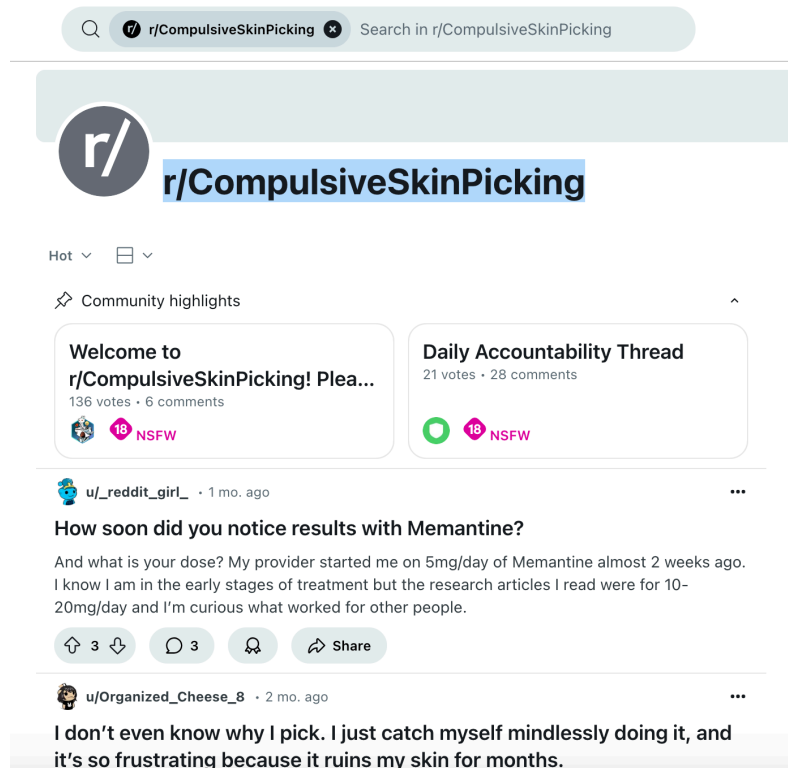


TouchPoints are wearable devices that use micro-vibrations to reduce stress and anxiety, which are common triggers for skin-picking behaviors. Targeting individuals with stress-induced Body-Focused Repetitive Behaviors (BFRBs) and those seeking non-pharmaceutical anxiety solutions, TouchPoints utilize bilateral stimulation to promote relaxation and can be worn on the wrists or clipped onto clothing.

Strengths: Clinically tested for anxiety relief, non-invasive, drug-free approach to stress management.

Weaknesses: Not specifically designed for this condition and only applicable to those whose behaviors are anxiety- or stress-induced, can be cost prohibitive

Competitor 6: Reddit Community: r/CompulsiveSkinPicking (<https://www.reddit.com/r/CompulsiveSkinPicking/>)

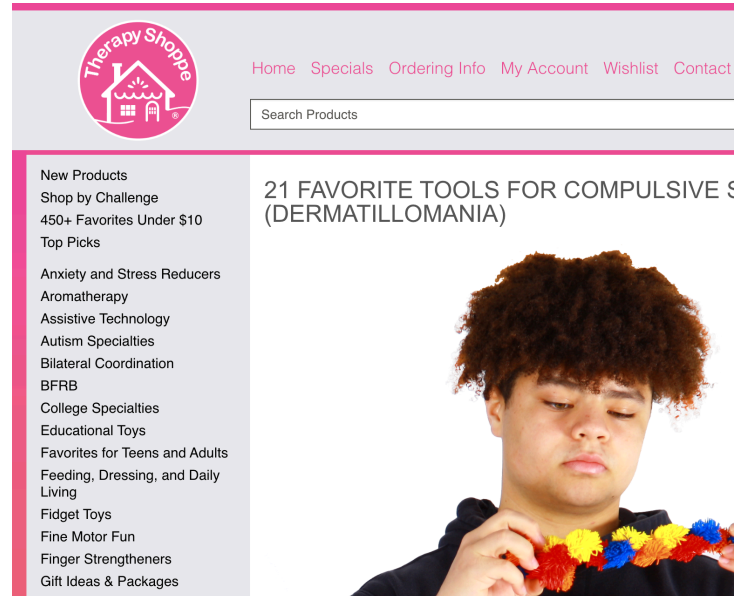


Many people turn to Reddit communities to get real advice from people who have similar experiences. A number of topics can arise from what medications are effective, if medications are safe, prevention techniques, etc. But often people just need someone to talk to about their experience. It's comforting to know when someone experiences a similar thing. Reddit threads are frank and everyone (from what I can see) has good intentions for helping each other – not just trying to get people to buy things.

Strengths: people find community, real advice about people who try medications, breadth of topics, organization using tags, large communities of people, success stories are encouraging, moderated by the community

Weaknesses: some posts are graphic (people share photos of their skin picked, nails, face), some posts are mostly venting (which is good for the ppl who vent, not always good for people who receive), hard to relate if you don't find a similar person, you might be scared to post/be vulnerable,

Competitor 7: Fidget Toys at TherapyShoppe (<https://www.therapysshoppe.com/>)



Therapy Shoppe has a number of tools that they suggest for Compulsive Skin Pickers (Dermatillomania). They show customers how fidget toys are a great tactile alternative to have on hand for reducing anxiety, managing stress, and redirecting potentially harmful body-focused repetitive behaviors.

Strengths: toys come in different shapes and sizes, different physical properties (squeezing, picking, pulling, sensory, temperature), some toys are small enough to be on desk or discrete location, some toys don't make sound, good for keeping hands busy during idle periods

They have different options for different types of dermatillomania

[Hair Puller Skin Picker Fidget Tools](#)

[23 Favorite Stress Reducing Fidget Tools](#)

[21 Fidget Toys for Compulsive Hair Pullers \(Trichotillomania\)](#)

[23 Fidget Toys for Nail Biters](#)

[21 Sensory Tools for Cheek Biting](#)

Weaknesses: expensive, too many options, no way to try it out before buying, some toys are not as discrete (noisy, bright colors), not so normalized when used at work or front of people, toys are only viewed for children

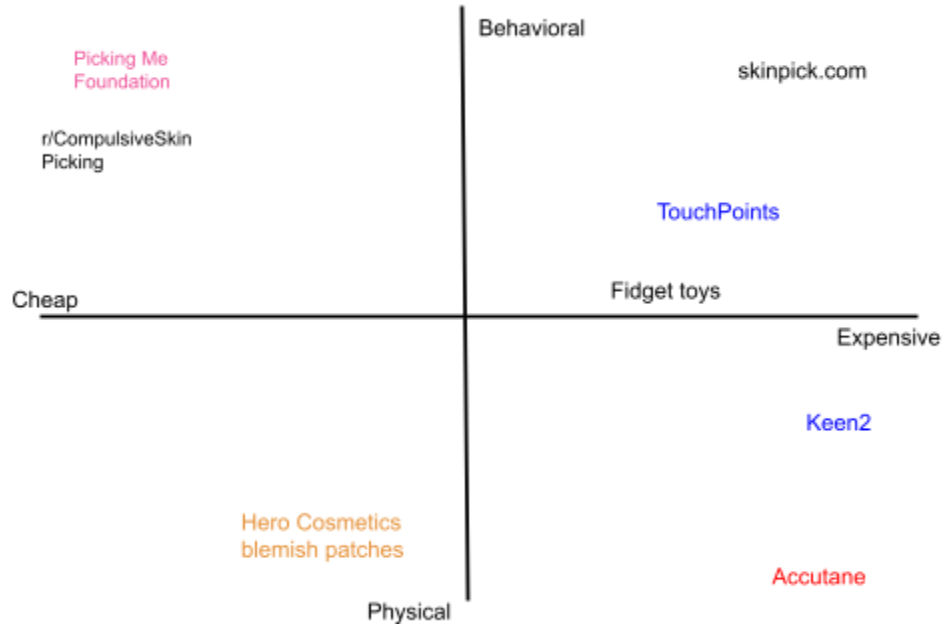
Competitor 8: Acne medication/Accutane (<https://rxaccutane.com/>)



Isotretinoin, also known as Accutane, is a prescription medication known to completely eradicate acne and is prescribed to those with severe acne which is unresponsive to other interventions. It is also often prescribed to people with excoriation disorder, regardless of skin severity, due to its eradicating benefits. People with excoriation disorder often feel that their picking is triggered by skin imperfections and skin texture; resolving them of these texture and blemish issues gets rid of the desire to pick.

Strengths: addresses the behavior where it starts, is effective long-term

Weaknesses: severe side effects, requires constant medical supervision, often makes skin worse (and consequently picking) before it gets better, can be cost prohibitive



Insights:

- **SkinPick.com** is the most therapy-driven but has higher costs.
- **Mighty Patch** and **Picking Me Foundation** are affordable but don't offer behavior modification.
- **Keen2** is effective for self-awareness but comes at a premium price.
- **r/CompulsiveSkinPicking** is great for finding community but not as personalized to your experience
- **Fidget Toys at TherapyShoppe** have a range of toys but doesn't really help you narrow down options that work for you

How Our Product Fills the Gap

1. **Blending Therapy & Prevention** – Unlike competitors that focus solely on therapy or prevention, our product integrates both.
2. **Cost-Effective Alternative** – Offers an affordable middle-ground solution between premium wearables and traditional therapy.
3. **Digital Personalization** – Provides AI-based insights for habit tracking and progress monitoring, enhancing user experience.

Conclusion

This analysis identified the market gaps and opportunities where our product can create a unique value proposition. By addressing both **habit awareness** and **behavioral modification** at an accessible price point, our solution stands out in the competitive landscape.