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Merz Pharma unveils anti-aging therapies on 110th anniversary

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The event showcased a wide-ranging portfolio of aesthetic products offered by Merz India which includes Ultherapy, the only U.S. FDA-cleared non-invasive skin lifting.



Merz Pharma, an international healthcare company specializing in the fields of dermatology, neurology and metabolic disorders recently celebrated its 110th anniversary. Merz is a global leader in the pharmaceutical industry headquartered at Frankfurt, Germany.

Merz anniversary celebration event was to align everyone to the fact that Merz Pharma completes 110 years, Merz India completes 3 years and Merz India has all the products for the Indian doctors to achieve the most well-proportioned face in people and making them more beautiful. Mr. Raymond Ong, Regional commercial director-Merz APAC, Dr David Chang, Senior manager-Merz medical affairs, Manju Garg, Country Head-Merz India and Noorin Sha who is an actor, last seen in the movie ABCD who has facial measurements as per the golden ratio were a part of the celebration. Dr Sonja Sattler, a doctor from Germany who has wide experience in using botulinum toxins and finds merit in the use of PURE incobotulinum toxin i.e. Xeomin was the guest of honour.

The event also showcased a wide-ranging portfolio of aesthetic products offered by Merz India which includes Ultherapy, the only U.S. FDA-cleared non-invasive skin lifting and tightening ultrasound device, Xeomin (IncobotulinumtoxinA), Belotero (hyaluronic acid dermal filler) that enables physicians in India to meet the aesthetic needs of patients. "Ulthera has more than 1 million users globally" says Manju Garg, country head, Merz India.

The pure truth of anti-ageing therapies was unveiled at the celebration with 4 key messages about Xeomin:

Truly effective treatment performance: XEOMIN results are clinically proven. Efficacy and safety is well established and significant improvements are seen when the treatment is used for glabellar lines.

Highly purified: Xeomin is a botulinum neurotoxin uniquely free from complexing proteins thus providing the lowest possible risk of antibody formation. The unique manufacturing process of Xeomin removes complexing proteins which are not needed for therapeutic effect. Xeomin is distinct from other products as Xeomin is a purified neurotoxin which does not come with complexing proteins. Complexing proteins are foreign proteins, with the potential to stimulate neutralising antibodies. These neutralising antibodies act against the neurotoxin and may result in partial or complete treatment failure. This assumption is backed by recently released clinical data as in aesthetic practice, secondary treatment failure is being recognized more frequently. Five practices reported cases of treatment failure linked to neutralising antibody formation after the administration of conventional botulinum toxin containing complexing proteins. Thus, choosing a neurotoxin free from complexing protein provides low risk

More than a decade of trust and value: US FDA approved.

Highly stable – This is an added advantage for the physicians since there is no need for refrigeration for shipping and storage.

"We are focused on constant innovation and product development" said Mr Raymond Ong, Regional commercial director, Merz APAC. Merz Aesthetics serves the Indian practitioners more than just products. Merz Aesthetics is the 1st Pharma company to launch a new medical guideline to help aesthetic doctors achieve well-proportioned faces in Asians. "I am very happy to be in India for the 110th anniversary of Merz Pharma. Xeomin is a superior and the purest toxin available in the world at the moment" said Dr Sonja Sattler.