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Alma introduces new approach in Indian anti-ageing treatments market

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Announces the launch of renowned European skin-remodeling brand, PROFHILOÂ®



Alma, one of the top five global leaders of energy-based medical and aesthetics solutions, has announced the launch of renowned European skin-remodelling brand, PROFHILO®, in India, offering a new breakthrough approach in skin anti-ageing. PROFHILO®, developed by the international pharma company, IBSA, created a new concept of ‘Bioremodeling’ in the dermal injectables industry, offering an overarching approach to skin ageing, beyond currently available solutions.

PROFHILO® delivers a high concentration of pure Hyaluronic acid to different layers of the skin, promoting the multilevel and dynamic remodelling of extracellular matrix in terms of elasticity and support, while maintaining the viability of fibroblast, keratinocytes, and adipocytes to provide deep hydration and rejuvenation of the skin tissue. With 64 MG of hyaluronic acid per syringe, PROFHILO® delivers the highest concentration of this compound to the skin as compared to other HA-based treatments.

PROFHILO® is administered using a proprietary injection technique, named Bio Aesthetic Points (BAP), which identifies five strategic points to deliver high concentration of pure Hyaluronic acid to different layers of the skin. The BAP technique allows progressive diffusion of the product across widest sections through sub-dermal patterns.

“This exciting launch of PROFHILO® in India follows its successful launches in Israel and Hong-Kong, and soon in China. Alma, a pioneer in Aesthetics Regenerative Medicine practices, is proud to introduce this new concept of bioremodeling, boosting the production of scaffolding proteins collagen and elastin in the deep layers of skin to address the source of skin laxity and wrinkles.” said Lior Dayan, Chief Executive Officer Alma.