

## Entod Pharma forays into medical, cosmetic skincare market

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### Launches ENTOD Beauty London products in India

ENTOD Pharmaceuticals has recently launched its dermatological venture in India in collaboration with its UK sister concern ENTOD Beauty London Ltd.

ENTOD Beauty London products will now be sold in India through Entod Pharmaceuticals nationwide sales field representative and distributor networks. The UK-developed products will be manufactured in India under the Make in India Initiative and through a technology transfer arrangement between the two companies.

"The products intended for India have been specially designed for Indian skin types after detailed consultations with Indian dermatologists and skincare experts. A successful Indian venture will also allow us to build a better global brand presence and keep innovating in the medical & cosmetic dermatology segments" said Dana Grossman, GM, ENTOD Beauty London.

Two of Entod Beauty London's skincare products that have created a roar in global markets in recent times are Lashfactor and Vasuki. Lashfactor is the world's first clinically tested nanotechnology-based eyelash and eyebrow prostaglandin growth serum that is developed to enhance & give more prominent eyelashes & eyebrows. Vasuki on the other hand is a synthetic tripeptide snake venom serum complex that gently relaxes muscle contractions under the skin, and has shown in clinical studies to reduce both dynamic and static lines & wrinkles in early ageing skin.