

## **Menarini strengthens presence in aesthetic dermatology in India**

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### **Investing and building a leading international dermatology company in India**

Menarini India, part of the Italian company Menarini Group, recently announced its expansion into the aesthetics market. With a strong commitment to continuous innovation and addressing the unique needs of Indian consumers, the company has introduced 'Definisse® Core Filler' to the country, strengthening its comprehensive range of fillers and threads from RELIFE - a part of the Menarini group.

The 'Definisse® Core Filler' launch involved 75 key aesthetic dermatologists, cosmetologists, and cosmetic surgeons across India, who were given hands-on training in utilising the new filler effectively to equip professionals with the necessary knowledge and skills.

The launch featured a distinguished panel of key stakeholders in the aesthetics industry, such as Dr Monisha Kapoor, Dr Chytra Anand, Dr Sukhbir Singh, Dr Nitin Sethi, Dr V.S Rathod, and Dr Rickson Pereira. They shared valuable insights and experiences emphasising the efficacy, safety, and ease of use of Definisse® Core Filler, empowering professionals to deliver exceptional, long-lasting patient results.

The launch of the 'Definisse® Core Filler' is a part of Menarini Group's larger commitment to investing and building a leading international dermatology company in India thereby fulfilling the aesthetic needs of the modern Indian consumer. Speaking on the same, Girisan K, Managing Director – Menarini Group said, "The launch of Definisse® Core Filler is one of the many ongoing efforts of our long-term mission to revolutionise the aesthetic landscape in India and provide advanced solutions that meet the highest standards of safety and efficacy."

According to Mordor Intelligence 2019 report, the aesthetic market in India is brimming with tremendous potential, with energy-based devices at 42.90% market share, followed by fillers at 22.1% of the aesthetic market.