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Emcutix and WiQo sign licensing partnership to revolutionise derma-cosmetic treatments in India

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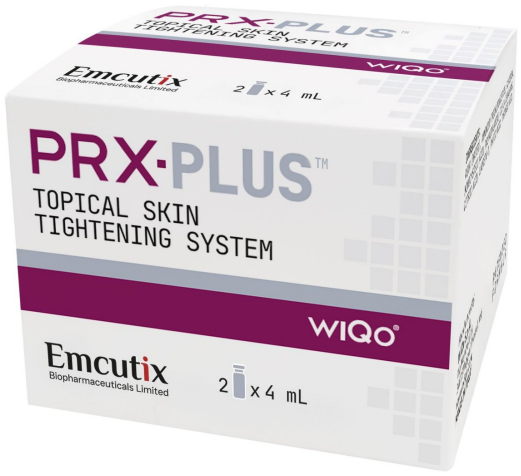
To import, promote and distribute PRX-PLUS, WiQoâ??s topical painless booster for skin tightening



Emcutix Biopharmaceuticals, a wholly owned subsidiary of Mumbai-based Emcure Pharmaceuticals, has announced an exclusive in-licensing agreement with WiQo, an innovative Italian derma-cosmetic and medical device company specialised in scientifically validated products.

The strategic partnership grants Emcutix the rights to import, promote, distribute and sell WiQo's ground- breaking product PRX-PLUS in India. The collaboration is set to redefine the landscape of non-invasive skin treatments in the region.

PRX-PLUS has a unique product feature with its deep-impacting formula that instantly tightens the skin, offering a non-invasive, pain-free alternative to traditional aesthetic treatments for those seeking effective results with convenience.

Over 40,000 dermatologists and aesthetic doctors worldwide use WiQo’s patented formulas. Since 2011, over 8 million needle-free skin booster professional procedures have been performed globally.

PRX-PLUS is an innovative combination. It features a cutting-edge droplet-based skincare solution that promotes immediate skin lifting without the use of injections, recovery time, or discomfort. It is safe for all skin types and phototypes and suitable for use in all seasons.

The dermatology market in India has been seeing consistent and significant growth in the last few years, owing to increasing awareness about skincare fuelled by growing disposable incomes. According to Indian Pharmaceutical Market (IPM) data, the dermatology market size is estimated to be around $1.8 billion, with a potential growth rate of 11-12% in the near future.