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Bengaluru-based startup Formial Labs raises Rs 2.88 Cr to expand personalised prescription skincare

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To strengthen clinical capabilities, advance personalisation technology and expand skin and hair treatment portfolio

Formial Labs, a Bengaluru-based, doctor-led personalised prescription skincare startup, has raised Rs 2.88 crore in a pre-seed funding round led by Zeropearl VC, with participation from angel investors including Aarti Gill, Founder of OZiva and Giga Capital; Arvind Radhakrishnan, Director of Partnerships at Social Alpha; Dr Sushil Selvarajan; Dr Ashok Ray Chaudhury; Dr Shekhar Neema; and Dr Dipti Thakur.

The company will use the fresh capital to expand its clinical team and consultation capacity, strengthen its technology for diagnosis, personalisation and follow-up, broaden its formulation portfolio across skin and hair care, and grow distribution through its own platform, dermatologist clinics and pharmacy partners.

At Formial Labs, skincare is not selected off the shelf; it is formulated from the ground up for each individual in the company's own lab. Founded by Dr Jeet Patel, a physician trained in skin cancer, Formial Labs combines bespoke formulation with a digital-first, clinician-led care model to deliver personalised dermatological care.

Unlike conventional skincare brands built around standardised products, the company develops custom-made formulations for each customer's specific skin concerns, from acne and pigmentation to signs of ageing. The personalisation extends beyond the formulation itself, with digital consultations and ongoing clinical reviews enabling treatment plans to be refined as individual needs evolve.

By bringing together in-house formulation, clinical expertise and continuous digital care, Formial Labs offers a distinctive approach to making personalised dermatology more accessible.

The startup has distributed more than 5,000 formulations across more than 87 SKUs and reports 40% month-on-month growth, with repeat customers contributing 40% of its business. It has also undertaken two peer-reviewed clinical studies, including a randomised controlled trial involving one of its formulations, and its clinical approach is supported by proprietary base vehicle technology and quality assurance frameworks. Formial also holds LegitScript certifications for pharmacy and telehealth. LegitScript is the standard platforms such as Google and Meta use to verify that healthcare businesses operate legally and safely.

As Formial Labs moves into its next phase, the company aims to play a role in shaping how prescription skincare is experienced by consumers, bringing greater consistency and continuity to the treatment journey. Its long-term vision is to build a care model where personalised dermatological treatment becomes a more integrated part of everyday skin and hair health management.