

Press Release

Croma completes launch of its botulinum toxin in eleven European markets. Further launches planned.

Leobendorf/Vienna, October xx, 2022. Croma-Pharma announced today that it has now completed the launch of its botulinum toxin in eleven core markets in Europe (with its subsidiaries in Austria, Poland, UK/Ireland, Germany, Italy, France, Netherlands, Portugal, Spain and Romania). With the decentralized procedure and the step-by-step European launch of its botulinum toxin to treat glabellar (frown) lines Croma added the missing piece to its minimally invasive aesthetics portfolio, complementing the broad range of hyaluronic acid (HA) fillers, PDO threads, biostimulators as well as a complementary skincare line. Croma is one of four companies in Europe to have a botulinum toxin in its product portfolio. Further markets in the EU will follow.

Croma's botulinum toxin submission in Europe was based on the data of three completed, randomized, placebo-controlled phase III trials that enrolled a total of >1.000 subjects in Europe and the US.¹⁾ Croma has licensed the product from Korean toxin producer Hugel Inc. for Europe with whom it had already established a joint venture company in 2018 to develop and commercialize Croma's HA filler products together with Hugel's botulinum toxin product in the US, Canada, Australia and New Zealand.

About Croma:

Croma-Pharma® is a global player in the minimally invasive aesthetics market and a leading European manufacturer of premium quality hyaluronic acid syringes. The company offers a comprehensive and innovative aesthetics portfolio including botulinum toxin, fillers, lifting threads and biostimulators complemented by its own skincare brand. Founded in 1976 by a pharmacist couple, Croma-Pharma GmbH is a family company headquartered in Austria/Europe where it also operates its manufacturing plant. With 550 employees, 13 subsidiaries in Europe and Brazil, two joint-ventures and 60 exclusive export partners it distributes its products in 70 markets globally, including the US/Canada, China and Australia/New Zealand. It also operates as contract manufacturer in orthopedics and ophthalmology. For more information please visit [croma.at](https://www.croma.at)

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