

Press Release

Croma-Pharma: Further strengthening its portfolio with PhilArt biostimulators

- Adding a complete range of rejuvenating skin boosters to our portfolio
- Stimulating the body's own cell regeneration

Vienna/Leobendorf, 26 January 2023. Croma (Croma-Pharma® GmbH) is a global player and challenger in the dynamically growing, minimally invasive aesthetics market and a leading manufacturer of premium quality hyaluronic acid (HA) syringes. With the launch of PhilArt, a complete series of injectable skin boosters, Croma is now further broadening its already comprehensive portfolio. Skin boosters are an important pillar of a minimally invasive aesthetics portfolio, next to HA fillers, botulinum toxin and PDO threads, allowing for combination therapies and a full-face approach.

PhilArt improves patients' skin quality^{3,5}, rejuvenating the skin and making it more radiant. The PhilArt range restores the skin's elasticity and promotes hydration^{4,7}. The application range stretches from the face, scalp and neck to décolletage and hands. Used as a foundation therapy, it also creates better outcomes for follow-up aesthetic treatments.⁴

Polynucleotides: Beauty from within, stimulating cell regeneration

PhilArt is an injectable gel consisting of long-chain polynucleotides (PN). Polynucleotides promote hydration of the skin¹ and scavenge free radicals², thereby building an optimal environment for the growth of fibroblasts (cells that produce collagen)^{3,4}. As a consequence, they promote the production of new collagen² and elastic fibres, stimulating the body's own cell regeneration.

Based on natural ingredients

The polynucleotides (PN) are of natural origin and derived from European freshwater fish intended for human consumption, with full control over the production chain. The manufacturing process is based on the polynucleotide high purification technology (PN-HPT®), leading to a superior level of purification, thus ensuring product safety.

Proven safety and efficacy

Polynucleotides have a proven safety and efficacy profile with high tolerability and low risk of adverse events⁴, supported by extensive clinical data. Their use is based on more than 70 years of research and more than 100 published studies presented at national and international congresses.

Four products for all skin types and age groups

PhilArt offers a line of four injectables, suitable for all skin types and age groups. Croma launches the first two products, PhilArt and PhilArt Eye at the IMCAS World Congress at the end of January. PhilArt is an injection treatment for more radiant and rejuvenated skin for young and mature patients, for use on the face, neck, décolletage and hands. PhilArt Eye is an injection treatment for the delicate area around the eyes to revive tired-looking eyes, for young and mature patients. PhilArt Hair and PhilArt Next will follow by the end of Q1 2023.

About Croma

Croma 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 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 80 markets globally, including the US/Canada, China and Australia/New Zealand. It also operates as a contract manufacturer in orthopaedics and ophthalmology. For more information please visit croma.at.

The medical practitioner confirms having informed the patient of a likely risk associated with the use of the medical device in line with its intended use. For risks and adverse events associated with the use of the product, consult the instructions for use.

References

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