

**Press Release**

## **Emcutix and WiQo Sign Exclusive Licensing Partnership to Revolutionize Derma-cosmetic Treatments in India**

- *Emcutix secures exclusive rights for the Indian market to import, promote and distribute PRX-PLUS, WiQo's topical painless booster for skin tightening*
- *An innovative and patented combination that promotes skin renewal without the need for injections*

**Mumbai, April 1, 2025:** Emdurix Biopharmaceuticals Limited, a wholly owned subsidiary of Emdur Pharmaceuticals Limited, 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 Emdurix 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.

**Sathya Narayanan, CEO – Emdurix Biopharmaceuticals Ltd. commented,** *"At Emdurix Biopharmaceuticals, our vision is to bring innovative and high-quality dermatology solutions to the Indian market. Our collaboration with WiQo marks a significant step toward fulfilling this commitment, introducing PRX-PLUS, a unique and advanced skincare solution. With the strong marketing expertise of Emdurix, we are confident that PRX-PLUS will set new benchmarks in dermatological care, making cutting-edge skincare more accessible to consumers across India."*

**Cristian Dufeu, WiQo CEO – commented** "Partnering with Emdurix in India marks a significant milestone in our mission to revolutionize aesthetic treatments. With PRX Plus, we are not only introducing an innovative, needle-free solution for skin tightening, but also empowering dermatologists and patients with a safer, more effective alternative in the ever-evolving world of aesthetic medicine. This collaboration is a testament to our commitment to bringing ground-breaking, science-backed innovations to new markets, and we are excited to see the profound impact PRX-PLUS will have in India's dermatology landscape."

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 USD, with a potential growth rate of 11-12% in the near future. This partnership underscores

Emdurix's dedication to developing and introducing both prescription and consumer dermatology solutions across the country.

#### **About Emdurix Biopharmaceuticals Limited**

Emdurix Biopharmaceuticals Limited, backed by Emdur Pharmaceuticals, is a dermatology company committed to delivering innovative skincare and aesthetic solutions in India. Established in 2024, Emdurix aims to become a world-class leader by introducing groundbreaking treatments, globally recognized brands, and a differentiated product portfolio spanning therapeutic and aesthetic dermatology. The company is focused on introducing category-defining solutions that enhance patient outcomes and redefine care in Prescription, Consumer, and Aesthetic Dermatology. With a patient-centric approach, strong marketing expertise, and strategic partnerships with global leaders, Emdurix is set to redefine dermatological care and address unmet skincare needs across India.

#### **About WiQo®**

Founded in Italy in 1994, WiQo is a pioneering company in aesthetic medicine, dedicated exclusively to the development, manufacturing, and distribution of non-invasive, non-surgical skin health medical devices that are scientifically validated for both efficacy and safety. The company's flagship products include PRX-T33, a next-generation skin treatment combining TCA and hydrogen peroxide, and PRX-PLUS, a chemical biostimulator based on TCA salts, specifically formulated to meet the rigorous standards of the APAC market. Healthcare focused investment firm ARCHIMED acquired in 2023 fast-growing WiQo in order to accelerate its expansion organically and through acquisitions. In partnership with the founder and management, ARCHIMED aims to build a major brand in aesthetic medicine, building on the existing category leadership.

#### **About PRX-PLUS**

PRX-PLUS is a revolutionary 15-minute in-clinic aesthetic procedure, performed by a licensed skincare professional, offering immediate and long-lasting skin revitalization without needles, discomfort, or downtime. As a disruptive force in the advanced medical aesthetics field, PRX-PLUS is designed for year-round use, suitable for all skin types and ethnicities. With its unique mechanism of action, PRX-PLUS tightens the skin, creating a new category of treatment all its own. Set to become one of the fastest-growing innovations in India's aesthetic and dermatological markets, PRX-PLUS is poised to redefine the future of skin health.

#### **Media Contact:**

Naveen Soni  
(Emdur Group)  
[Naveen.soni@emdur.com](mailto:Naveen.soni@emdur.com)  
+ 91 9870985003