



Press release

Ángeles Blanco Appointed as Country Manager of Croma-Pharma Iberia

Leobendorf, January 11, 2024 – Croma-Pharma, a global leader in the minimally invasive aesthetics market, is delighted to announce the appointment of Ángeles Blanco as the Country Manager of Croma-Pharma Iberia, effective January 2, 2023. With a distinguished background in marketing and sales in the aesthetic industry, Blanco brings invaluable leadership and expertise to the Croma-Pharma team.

Ángeles Blanco holds a Master in Marketing & Sales from the Business Chamber Madrid. Her previous role as the Commercial Director of Teoxane for Spain and Portugal showcased her ability to drive sales and implement successful commercial and marketing strategies. Prior to Teoxane, Blanco served as the Sales & Practice Development Director at The HydraFacial Company, where she maximized sales in the EMEA region and spearheaded the brand's launch in key countries. She also held the position of Business Development & Key Account Manager Aesthetic & Corrective Business for GALDERMA before, further enriching her industry experience

Ángeles Blanco's appointment reflects Croma-Pharma's commitment to fortifying its leadership team with seasoned professionals. Blanco's wealth of experience in the aesthetics industry aligns seamlessly with Croma-Pharma's vision for sustained growth and innovation.

"I am looking forward to contribute to Croma's success in the minimally invasive aesthetics market. The Company's commitment to innovation and excellence resonates with my professional values. I look forward to leveraging my experience and expertise to drive further growth," says Ángeles Blanco.

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 the pharmacist couple Prinz, 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 cromapharma.com.

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