

Croma Pharma announces partnership with Megalabs, bringing high-performance aesthetic products to the entire Latin American region

March 12, 2024

Croma confirms the divestiture of its affiliate in Brazil to Megalabs with the closing of the contract on March 12, 2024.

The contractual agreement includes the distribution rights for the rest of Latin America and the Caribbean region for hyaluronic acid fillers, polynucleotide injectables, Croma's extensive skincare portfolio as well as all Croma's future technologies.

Dermatology, a key business field for Megalabs, starred by the product line Medihealth, available in all Latin American countries and more recently in the US with DS Labs, is the fundament for adding Croma's portfolio which is expected to take over a relevant part in strengthening Megalabs position in the region.

Entering the aesthetic field is a big step forward, Gianclaudio Broggi, Megalabs Global CEO, is looking forward to the cooperation: "Minimally invasive treatments have seen significant growth around the world. The reduction in recovery time and the possibility of enjoying visible results from the first moment make these treatments very attractive to many patients".

With the partnership, Croma-Pharma® is continuing its ambition to expand accessibility of their highly innovative aesthetic product portfolio, such as hyaluronic acid fillers, botulinum toxin, skin boosters, biostimulators and PDO threads, into new markets.

Andreas Prinz, CEO at Croma, comments: "We are excited to partner with Megalabs to expand our footprint in this important region. With our comprehensive portfolio, backed up by numerous clinical studies showing the safety and effectiveness of our products, we believe that the future of Megalabs and Croma-Pharma is bright."

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, 12 subsidiaries in Europe, 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.

About Megalabs

Megalabs is a pharmaceutical company committed to providing healthcare professionals and consumers with affordable therapeutic solutions for a healthier and more fulfilling life. We are present in 20 countries with more than 8,000 collaborators and offer more than 1,800 products that cross all therapeutic areas. Our continuous growth is supported by 18 production plants, a highly diversified portfolio with more than 1,800 products and 7 R&D centers. Megalabs is a forward-looking company with an established reputation as one of the leading pharmaceutical players in the Americas. For more information please visit megalabs.global.