

## Press release

### Croma-Pharma: New brand identity

Vienna/Leobendorf, 15 June 2023 - Croma-Pharma® ('Croma'), a global player in the dynamically growing market of minimally invasive aesthetics, is starting the summer with a new corporate brand identity.

'It is our strong family heritage that sets us apart from our competitors in minimally invasive aesthetics. As a family-run business, the success of our clients, aesthetic medical professionals, is important to us, but so is the personal contact with them. We wanted to reflect this warm and open core in our new brand identity', says Andreas Prinz, CEO of Croma-Pharma.

With its modular system of different shapes and colours, the design concept of the new Croma brand is based on the principles of a flexible visual identity and thus provides the foundation for a strong brand in the digital age. Croma's new visual language allows the brand to be associated with closeness and familiarity. Croma's models are open and approachable, portrayed in groups and interacting with each other in familiar poses. They reflect Croma's brand essence and concept of beauty.

When we feel beautiful, we radiate positivity into the world. Practising self-care as a natural part of everyday life leads to well-being, which in turn allows us to share our beauty and better connect with our surroundings. With reliable and effective treatments for all aesthetic indications, Croma-Pharma provides its customers with the means to help their patients feel the very best version of themselves, to bring their beauty into the world.

#### **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, Australia and New Zealand. It also operates as a contract manufacturer in orthopaedics and ophthalmology. For more information please visit [cromapharma.com](http://cromapharma.com)

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