

Press Release

For Immediate Release

Glenmark launches a globally-renowned hair growth formula Nourkrin® Woman in India

- Glenmark is the only company to launch this product in India through an exclusive licensing agreement with Pharma Medico
- Nourkrin® Woman is a globally renowned, clinically-proven proteoglycan replacement formula that normalises hair growth cycle in women
- Nourkrin® Woman has proven to normalise hair growth cycle affected by various factors like stress, medical disorders, childbirth, pollution, use of styling products, etc.

Mumbai, India; February 28, 2018: Glenmark Pharmaceuticals Limited, a research-led global integrated pharmaceutical company, today announced the launch of Nourkrin® Woman, a globally renowned, clinically-proven proteoglycan replacement formula, for normalizing hair growth cycle. Nourkrin® Woman will be exclusively marketed in India by Glenmark Pharmaceuticals under a licensing agreement with Denmark-headquartered firm Pharma Medico.

Nourkrin® Woman contains Marilex®, a unique and proprietary scientific formula, rich in specific proteoglycans (PG) essential for hair follicle development, which helps in normalizing, supporting and maintaining the Hair Growth Cycle. Nourkrin® Woman is a proven formula, based on more than 56 scientific studies and is recognized by leading regulatory agencies globally. Nourkrin® is the number one product in UK and Europe for hair loss management and is available in more than 40 countries worldwide.

Sujesh Vasudevan, President and Head – India, Middle East and Africa, Glenmark said, “Glenmark is proud to launch Nourkrin® Woman in India. Glenmark has been present in the field of Dermatology for over 4 decades bringing globally advanced therapies to Indian patients. The launch of Nourkrin® will enable millions of women in India manage hair loss not by just preventing hair loss but by normalizing the hair growth cycle and tackling the problem at the follicular level.”

Rajesh Kapur, Senior Vice President – Sales & Marketing, Glenmark said, “It is alarming to note that 60% women experience hair loss at some stage in their lives and in India there are more than 90 million women reported to have hair loss. With male and female hair loss patterns being different, Nourkrin® Woman is the first and exclusive product focusing on female hair loss problem through proteoglycan replacement.”

Nourkrin Woman is a core prescription product in India and will be promoted by Glenmark exclusively to dermatologists across the country. It will also be available at select retail chemists and healthcare portals.

According to Indian Journal of Clinical and Experimental Dermatology, 15.3% women in India reportedly suffer from hair loss. As per 2011 Census data, population of women in the country was 586.47 million. This means 90 million women have hair loss problem.

Number of factors such as stress, pollution, certain medical disorders, childbirth, conditions caused by hormonal imbalances, use of certain drugs, nutritional deficiencies, and use of styling products disrupt the hair growth cycle and lead to hair loss in women. Nourkrin Woman addresses the core issue of normalizing the hair growth cycle.

Nourkrin Woman, available as tablets, is an easy-to-use therapy compared to clinical procedures and hair sprays and creams. The tablets have to be consumed twice a day for six months.

About Glenmark Dermatology:

Glenmark as an organization has always had a formidable presence in the field of dermatology with many pioneering formulations that were launched for the first time in India. Customers across the length and breadth of the country identify Glenmark - Dermatology as an innovation and quality led business unit having mega brands such as Candid, Candid B, Elovera, Scalpe, Onabet, Syntran to name just a few.

About Glenmark Pharmaceuticals Ltd:

Glenmark Pharmaceuticals Ltd. (GPL) is a research-driven, global, integrated pharmaceutical organization. It is ranked among the top 75 Pharma & Biotech companies of the world in terms of revenue (SCRIP 100 Rankings published in the year 2017). Glenmark is a leading player in the discovery of new molecules both NCEs (new chemical entity) and NBEs (new biological entity). Glenmark has several molecules in various stages of clinical development and is focused in the areas of oncology, dermatology and respiratory.

The company has a significant presence in the branded generics markets across emerging economies including India. Glenmark has 16 manufacturing facilities across five countries and has six R&D centers. The Generics business of Glenmark services the requirements of the US and Western European markets. The API business sells its products in over 80 countries, including the US, various countries in the EU, South America and India.

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