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ENTOD Pharma launches snake venom based facial gel serum

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Vasuki facial gel serum is one of the worldâ??s first clinically proven topical neurotoxins



Entod Beauty London, a dermatological venture of Mumbai-based Entod Pharmaceuticals, has launched its Facial Gel Serum known as "Vasuki" in India. This Facial Gel Serum is one of the world’s first clinically proven synthetic tripeptidesnake venom

neurotoxin developed by the advanced skincare laboratories of Entod Research Cell UK Ltd.

Based on a patented anti-ageing synthetic tripeptide snake venom neurotoxin developed by the Swedish company, Pentapharm Ltd., this nanotechnology-based facial gel serum is a winner of the Swiss Technology Awards.

"While many people probably think that snake venom is harmful, it actually can produce anti-ageing benefits when applied topically to the skin. Some are even of the opinion that the results are better than Injectable neurotoxins! Through years of research, it has been found out that snake venom temporarily inhibits muscle activity, which prevents and reduces the appearance of fine lines and wrinkles. Also, it is painless, affordable and relatively hassle-free, which makes it a viable alternative to invasive procedures like lasers and Injectable neurotoxins said Dr Madhulika Mhatre, MBBS,MD,(Gold Medalist), FRGUHS (Aesthetic Dermatology), FMUHS (Trichology).

“We are already achieving a milestone with Vasuki facial gel serum in the European market. We wanted to bring it to India so that our Indian Population can also get the benefits of the latest technology based cosmetic products", said Anjula Masurkar, Clinical Director, Entod Beauty London.