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Menarini India strengthens dermatology portfolio, partners with French pharma firm

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Menarini India is moving ahead with a focused approach to carve a niche for itself in the dermatology and cosmetics space

A. Menarini India, a leading Italian pharmaceutical company, strengthens its presence in dermatology, and has solidified its strategic position by entering into an exclusive partnership with French pharmaceutical giant - Pierre Fabre Laboratories.

Under this strategic collaboration, Menarini India has obtained exclusive rights to market and distribute the dermo-cosmetic brands, EAU THERMALE AVÈNE and DUCRAY in India. The partnership forms a perfect synergy between the two pharma giants to deliver innovative solutions for the Indian market, promising a better future in the dermatology and cosmetics landscape in the country.

EAU THERMALE AVÈNE, a Pierre Fabre dermo-cosmetic brand, is a sanctuary for sensitive, intolerant, and allergic skin. On the other hand, DUCRAY, another brainchild of the Pierre Fabre Laboratories, offers safe, effective, high-quality solutions for diverse hair and skin concerns. The product range tackles hair loss, dandruff, oily scalp, acne, eczema, and more.

Menarini India is moving ahead with a focused approach to carve a niche for itself with an ultimate goal of leading in the dermatology and cosmetics space. The company's synergy with Pierre Fabre Laboratories further bolster its purpose to offer the best skin and hair care solutions from across the world to Indian consumers.

According to Mordor Intelligence 2019 report, the aesthetic market in India is brimming with tremendous potential, with energy-based devices at 42.90% market share, followed by fillers at 22.1% of the aesthetic market.