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â??Awareness and consistent training are needed with the growing demand for effective skin treatments in Indiaâ?•

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Indiaâ??s dermatology and aesthetic market is reportedly among the fastest-growing globally, projected to grow at a CAGR of 10.11 per cent from 2025 to 2032. However, there remains a significant gap in access to advanced laser solutions that are truly effective, safer, and inclusive of all skin types. Addressing this concern, around the celebration of World Skin Day on July 8, US-based firm Aerolase announced the launch of Neo Elite in India, a US FDA-approved 650-microsecond laser technology that safely and effectively treats a wide range of skin conditions. This development marks a significant step towards Aerolaseâ??s entry into the Indian market and how the brand is poised to reshape the countryâ??s dermatology and aesthetic treatment landscape with its advanced, inclusive, and patient-friendly laser solutions. To find out more about the companyâ??s future plans in India, BioSpectrum India interacted with Madhusudhan HK, Country Manager, Aerolase.



How does Aerolase see India as a strategic destination for expanding its advanced dermatology equipment?

India is a key part of our global expansion strategy. The dermatology and aesthetic segment here is growing rapidly, with increasing awareness and demand for non-invasive skincare solutions with no down time. With a strong network of dermatologists, evolving consumer expectations, and rising investments in clinical aesthetics, India offers a dynamic environment for us to introduce our technologies. We see this market as a long-term opportunity to build meaningful partnerships with practitioners and clinics across the country. We aim to offer highly personalised, zero-downtime treatments that are ideal for Indian skin concerns, from pigmentation to acne and rejuvenation. We are also laying the foundation to collaborate with reputed homegrown clinics and brands to scale our presence responsibly and sustainably.

How do you envision the country’s growing demand for non-invasive skin treatments? What are the current challenges and opportunities in store?

There is a growing preference in India for skin treatments that are effective, safe, and have minimal downtime. This shift is being driven by younger consumers, greater access to global trends, and the influence of digital platforms. The opportunity lies in offering solutions that combine clinical depth with ease of use.

However, one of the challenges is the need for consistent training and awareness. The success of any advanced technology depends on how well it is understood and applied by practitioners. We are addressing this through focused training programmes and collaborations with experienced dermatologists.

We are also seeing strong interest from Tier 2 cities and smaller urban centres, which opens up a new wave of opportunity for quality-oriented solutions.

What major plans and strategies are lined up to strengthen the company's presence in India this year, and beyond?

Our immediate priority is to strengthen the market presence of Neo Elite, our flagship laser device, across key cities through strategic partnerships that give us both scale and access to a high-quality network of skin experts and clinics.

We are also building a team of clinical specialists, training professionals, and service support to ensure seamless adoption and post-sale engagement. In the coming months, we plan to expand our footprint through collaborations with leading dermatology practices, participation in national conferences, and education-led outreach.

Any new collaborations and partnerships in the Indian market?

Our partnership with Kaya Clinic marks a significant step forward in India. It enables us to introduce Aerolase's global standard of laser technology to a wider consumer base in a clinical setting that is trusted and accessible.

Apart from Kaya, we are in active discussions with leading dermatologists and institutional clinics for potential collaborations. These partnerships are focused on driving both adoption and awareness through high-quality service and practitioner education.

What are the unique features of your non-invasive skin treatment technologies? Are you planning to launch new devices in India in the coming months?

Our patented 650-microsecond technology makes our devices uniquely effective while being gentle on the skin. Neo Elite is capable of treating more than 36 FDA-cleared indications, all without contact, cooling, or anesthetic. This is especially beneficial in the Indian market where patients often seek solutions that are fast, pain-free, and suited for different skin types.

We might introduce other devices from our global portfolio including solutions focused on skin resurfacing and other specialised indications.

What is the cost of Neo Elite that has been recently launched in India? How much sales/profit are you expecting with this product being released in the Indian market?

We fully appreciate India is a different market compared to the US, Europe and others. We have launched Neo Elite in India after customising the price to India market

As for our sales expectations, we are seeing encouraging interest from practitioners and also the business organisations. With the existing partnerships, we will soon be available in all the key markets of India and are optimistic about expanding our presence in both metros and upcoming markets in the near future

Are you exploring entry into other markets within the Asian region, besides India, where there is high demand for skin care devices?

We are actively assessing growth opportunities in other high-potential markets across Asia, particularly in Southeast Asia. We are already present in some of the countries and will soon be available in most of them. Countries like Singapore, Philippines, Thailand, Indonesia, are showing rising demand for advanced aesthetic solutions and have mature dermatology ecosystems.

Any global launches of new technologies/products planned this year or later?

We are currently working on new technologies that will address more specialised needs in the aesthetic and dermatology space, including skin resurfacing and body contouring.

Some of these innovations are scheduled for launch at upcoming global medical conferences and will be rolled out in phases based on regional demand and regulatory clearances.

India being a priority market, we are committed to bringing these solutions here at the right time.

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