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Photonence announces India launch of Korean aesthetic treatment Volformer

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Volformer treatment is priced at approximately Rs 2.5 lakh in India



Photonence, the Indian distribution partner of South Korean medical aesthetics company Classys, has announced the launch of Volformer in India. The new treatment combines two Classys technologies, Volnewmer and Ultraformer, to tighten and lift the skin from within, helping it appear firmer, smoother, and more youthful.

The launch comes as Korean aesthetic technology gains ground in India. More patients are seeking advanced, non-invasive skin treatments that were once available only through cosmetic surgery. Classys operates in more than 80 countries, and its established Indian partner, Photonence, distributes technologies including Volnewmer, Ultraformer MPT, Ultraformer 3, Curas Hybrid, and Aquapure.

“We have seen this opportunity growing for some time,” said Ashish Jha, Co-Founder and Director of Photonence. “Demand for advanced skin-tightening and body-contouring treatments is growing in India. Patients want access to the same non-invasive technologies available in Korea, the US and other global markets. Volformer is one of the advanced treatments we are now bringing to India.”

India’s aesthetic dermatology market is projected to reach \$383.79 million by 2032, growing at a compound annual growth rate of 16.34% from 2025 to 2032. Photonence believes this growth creates a strong opportunity to introduce combination treatments such as Volformer across India.

As global companies increase their focus on India’s growing medical-aesthetics market, Photonence is positioning itself as a key partner for bringing advanced Korean technologies to the country. Volformer treatment is priced at approximately Rs 2.5 lakh in India.