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QR678Â® enters European market with Germany as strategic launchpad for QR678 X-PROÂ®

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QR678Â® is a globally patented translational and clinical research and development platform in hair science



Mumbai-based QR678® has announced its entry into the European market following the successful notification of its flagship formulation, QR678 X-PRO® Professional Hair Strengthening & Revitalising Formula, on the European Union Cosmetic Products Notification Portal (CPNP).

The notification marks a key regulatory milestone enabling the introduction of QR678® products within the European Union, with Germany selected as the initial launch market.

The expansion into Europe represents a significant advancement in QR678®'s global growth journey and reflects the increasing international adoption of structured, science-led approaches in hair biology and regenerative aesthetics. Germany has been identified as a strategic gateway market, given its strong clinical infrastructure, established dermatology ecosystem and role as a leading centre for medical aesthetics in Europe.

This development builds on QR678®'s expanding international footprint across Asia and the Middle East, reinforcing its position as a globally recognised translational research and development platform in hair and scalp science. With over 150,000 patients treated globally across more than 1,000 clinics, QR678® continues to scale its presence through clinician-led adoption and protocol-driven use across markets.

QR678® is a globally patented translational and clinical research and development platform in hair science, built on a deep understanding of hair follicular biology, regenerative aesthetics and structured biological signalling.