

Calecim to expand skin care products in APAC region

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CALECIM(R) partners with Menarini Asia-Pacific



CALECIM® Cosmeceuticals (CALECIM®), a wholly owned subsidiary of biotechnology company CellResearch Corporation (CRC), has formed a major partnership with A. Menarini Asia-Pacific Holdings Pte. Ltd. (Menarini Asia-Pacific).

The multi-year partnership covers sales and marketing of CALECIM® products to six of the largest skincare markets in the region: mainland China, Hong Kong, Thailand, Malaysia, Philippines and Indonesia; expanding CALECIM®'s global reach to markets of over 1.7 billion people.

CALECIM® and Menarini Asia-Pacific have partnered to bring the brand's full range of products, including solutions developed from start to end in Singapore, into the hands of consumers across the region.

Leveraging Menarini Asia-Pacific's network across the region, the partnership has extended CALECIM® footprint to cover China and Philippines, made possible by Menarini's end-to-end commercialisation capabilities.