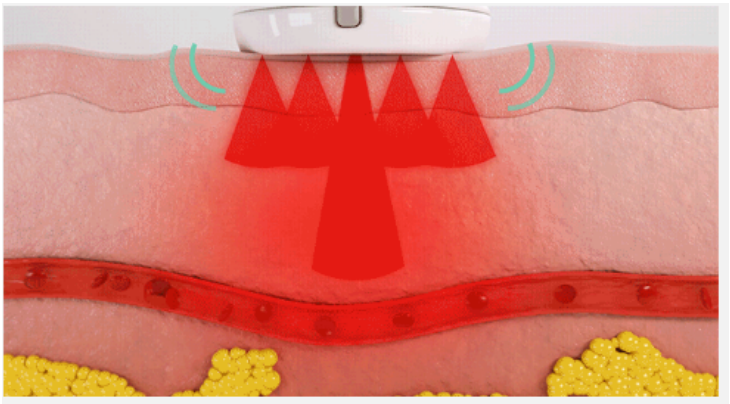
BioSpectrum the business of Bio & Health Sciences ASIA EDITION

WellsCare targets smart health device market

July 9, 2020 | News

Targets Middle Eastern market for its homecare laser pain treatment device



South Korean startup WellsCare, a member company of the Born2Global Centre (B2G), will be expanding its presence in the Middle East starting in July. WellsCare has been an active member company of the B2G since 2019. B2G has been setting the standard for successful startup ecosystem as the main Korean government agency under the Ministry of Science and ICT (MSIT).

WellsCare recently signed a business partnership contract with Sharaf DG, the largest electronics distributor in the Middle East, and will be launching IASO in August at the Sharaf DG Times Square Centre flagship store.

IASO is the global brand of Epione, a wearable laser pain treatment device that was developed by WellsCare. IASO is a homecare medical device that enables the treatment of diverse painful conditions, such as visual display terminals syndrome (caused by excessive PC/smart phone use) and everyday/sports-related pain (etc.) at home without having to visit a medical facility. The device's most prominent feature is its use of laser technology, which is commonly used for pain treatment by orthopedic departments and rehabilitative care hospitals, as opposed to low-frequency massage or LED technology.

Sharaf DG has stores throughout the Middle East as well as online sales channels. It is an affiliate of the Sharaf Group, which operates real estate, construction, finance, distribution, and tourism businesses in the Middle East and Africa.