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ASIA EDITION

Ã¢â?¬Å?There remains a high unmet need for new & alternative treatment options for prurigo nodularis & atopic dermatitisÃ¢â?¬Â•

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Asia-Pacific region houses some of Galderma's fastest growing markets, where sales have fueled a strong performance. There have been multiple successes in the region in 2024 for the Swiss pharmaceutical firm, with a number of important product launches, such as Restylane VOLYME in China, Restylane EYELIGHT in Korea and Alastin in Australia. More recently, Relfydess (RelabotulinumtoxinA) was approved in Australia and Sculptra - which celebrated its 25th launch anniversary this year - was approved in China. Gerry Muhle, Galderma's Head of Global Product Strategy, spoke to BioSpectrum Asia in detail about the company's growth plans in 2025 and beyond.



What major plans are in store for the company (Asia Pacific region & global) in 2025?

We’re going to keep delivering on our unique Integrated Dermatology Strategy, to continue our strong growth trajectory in 2025. This will be driven by our high-performing commercial execution, and building momentum behind our brands, with many exciting milestones in terms of key regulatory approvals and new, innovative products.

In the Asia-Pacific region specifically, the compelling dermatology market remains on a consistent growth trajectory, with robust demand for premium, science-based products. Galderma is well positioned to capitalise on growing consumer demand into next year and beyond.

Are you planning to launch new products in 2025, particularly in the Asia Pacific region?

Absolutely. From an aesthetic standpoint, we're planning to launch multiple products this year, including Sculptra and Alastin in China, as well as Relfydess in Australia.

Are there any specific skin diseases/conditions that Galderma is targeting through its products?

From a therapeutic dermatology perspective, we currently have marketing authorisation applications under review by multiple regulatory authorities (including in Asia-Pacific countries such as South Korea, as well as Australia and Singapore via the Access Consortium framework), for a monoclonal antibody - nemolizumab - in both prurigo nodularis and atopic dermatitis. Atopic dermatitis is a very common disease, with symptoms such as persistent itch and recurrent skin lesions. Prurigo nodularis is a serious skin disease characterised by chronic itch, which can cause poor sleep quality, and skin nodules covering large body areas. Given these high-burden symptoms, which can also have an impact on mental health, there remains a high unmet need for new and alternative treatment options for both of these conditions.

Which Asian countries are generating maximum business for the company? And why?

Galderma is a category leader in India, where we have been delivering above-market growth, particularly in Dermatological Skincare, driven by several key trends such as rising middle-class disposable income; growing consumer awareness, and increasing influence of social media platforms and the rapid growth of e-commerce channels in shaping demand.

In China too, Cetaphil has been performing extremely well, fueled by our highly effective e-commerce strategy. We also continue to deliver strong performance in China, where the growth of the aesthetics medicine market has outpaced the global market in the past decade. Overall, Injectable Aesthetics has seen strong growth across the region, supported by the successful Sculptra launch in Thailand earlier this year and strong demand across key markets.

Galderma also benefits from a well-established presence in Singapore, which is not only a key market for Galderma's innovative portfolio of cutting-edge brands and services, but also serves as its Asia-Pacific regional hub.

How is Galderma exploring the use of new-age technologies such as AI, robotics, etc. for product development, manufacturing, and marketing?

New technologies geared towards offering greater precision and experimentation across products and treatments are primed to reinvent the future. At Galderma, we've been expanding our range of solutions in this area.

FACE by Galderma is an innovative solution powered by augmented reality, that allows patients and their physicians to visualise potential aesthetic treatment results at the planning stage. Trained with datasets that include over 20,000 individuals from a wide range of ethnic backgrounds, the app gives patients real-time, realistic "before and after" views of possible results from an individualised treatment plan by leveraging AI deep-learning technology.

In Dermatological Skincare, Galderma's Cetaphil has also leveraged technology with its 'MySkin by Cetaphil' tool, which launched last year. Its state-of-the-art technology compares each selfie to a database of 70,000 diverse skin images to create an inclusive, personalised report revealing skin type, skin concerns and proneness to various skin conditions.

We know that as the dermatology technology field advances, more resources will be available to empower people to achieve their goals and feel their best. That prospect directly reflects our common purpose at Galderma of advancing dermatology for every skin story.

What are the key trends and challenges shaping the dermatology & aesthetics market? What is the future of aesthetics?

Dermatology is the fastest growing self-care segment, fueled by a rising middle class; increasing consumer awareness of skin health; a growing focus on preventive care; and broader acceptance of aesthetic treatments.

Zooming further on aesthetics, Galderma delivers a world-renowned Injectable Aesthetics portfolio because we have the unique ability to rapidly respond to our community. We work closely with healthcare professionals to stay on top of the latest trends, so we're able to keep expanding the capabilities of our products using the latest scientific advances to deliver solutions that patients and healthcare professionals need.

We developed a groundbreaking report 'NEXT by Galderma' based on a year's worth of comprehensive trend-forecasting research conducted in collaboration with a network of renowned experts in the field. It outlines the key trends that have the potential to shape the aesthetics landscape and become mainstream in the future – namely Proactive Beauty; Mindful Aesthetics; Fast Aesthetics; Beauty Fandom; Expressionality and Cancelling Age.

Are there any misconceptions around skin care/ aesthetics within the Asia Pacific market that Galderma is addressing?

A common misconception we see – not just in the Asia Pacific region but across the world – is that when it comes to aesthetics, companies don't invest in the same level of education, training and science. For us, this could not be further from the truth as Galderma is committed to rigorous science, and to staying at the forefront of emerging technologies, medical education, thought leadership and training, to address current and future aesthetic and dermatology needs.

For example, we have a long-standing commitment to supporting education within the dermatology community – especially through our GAIN and SKIN educational platforms. These initiatives involve knowledge sharing in both directions, with Galderma providing training to the community, which in turn allows us the opportunity to gather insights about unmet needs. Thanks to our heritage, expertise, and capability, we are uniquely placed to address these needs by delivering innovative and effective aesthetic solutions.

Is Galderma partnering with academic institutes to increase awareness on skincare/ aesthetics-based education?

Yes, for example, we worked with the Chinese Association of Plastics and Aesthetics (CAPA) on a continuous medical education course for lower face rejuvenation, based on the lower face rejuvenation consensus. It included both theoretical and hands-on session training and was attended by more than 1,000 healthcare professionals in China.

In addition, Galderma in India has established a strategic partnership with The Indian Association of Dermatologists, Venerologists and Leprologists (IADVL) Aesthetics Special Interest Group. This partnership, titled "Excellence in Injectable Aesthetics", involves us providing educational support for four physical workshops and a webinar on a variety of injectable aesthetics topics. The content has reached more than 800 dermatologists to date.

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