

Merz Aesthetics launches XEOMIN® and RADIESSE® in China

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Launch offers premium products to customers and patients who seek advanced options in medical aesthetics



Germany-based Merz Aesthetics, the world's largest dedicated medical aesthetics business, has launched flagship products XEOMIN® (incobotulinumtoxinA) and RADIESSE® in China.

With this expansion into the world's fastest-growing market, Merz Aesthetics continues to extend the reach of its comprehensive injectables portfolio.

The launch gives patients in China access to the high standards for innovation, quality, safety and patient-centric benefits that XEOMIN and RADIESSE offer.

XEOMIN is the first and only double-purified toxin that uses XTRACT Technology™ to eliminate unnecessary ingredients, leaving only the active neurotoxin with two supporting ingredients that are not immune triggering. Xeomin has shown zero toxin resistance in pivotal clinical studies.

As the number one researched biostimulator in Regenerative Aesthetics publications, RADIESSE's high quality microspheres activate via non-inflammatory pathways. RADIESSE utilises an ingredient that is also naturally found in your body to activate your skin's regenerative power- boosting collagen, elastin, and other key proteins. It has been shown to stimulate up to 23 times more collagen and 96% more elastin.

"China's medical aesthetics community is rapidly evolving, and we are honored to support customers and their patients with advanced, clinically proven solutions for their dynamic needs," said Lawrence Siow, President of Merz Aesthetics Asia Pacific. "Our commitment in China goes beyond products. We invest in education, training and true partnerships to help practitioners deliver customised results and empower patients to feel confident."