

## BioElectronics enters Korean pain relief market

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**Singapore:** BioElectronics, the maker of unique pain relief, inexpensive, patented, consumer medical devices, begun product distribution of its ActiPatch Musculoskeletal Pain Relief, Allay Menstrual Pain Therapy and RecoveryRx Chronic and Postoperative wound therapy brands with Korea-based Herapharm. [BioElectronics recently begun distribution of its products in Malaysia with Qianjing as its distributor.](#)

Herapharm has over 15 years experience in selling leading medical and over-the-counter products in the Korean market. It handles a wide range of medical products for major pharmaceutical companies including Johnson & Johnson, Smith & Nephew and B Braun.

Herapharm has the resources and relationships with major medical facilities, medical supply dealers, and pharmacies to accelerate brand acceptance.

"South Korea has a population of more than 48 million with a world leading economy and personal incomes. It is an excellent introductory Asian market for BIEL's award winning products," said Mr Erin Sanders , sales manager, BioElectronics.