

QR678® expands East Asia presence with Malaysia approval for cosmetics products

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Approvals mark a significant milestone in the international expansion of products



QR678®, a patented, global, scalp science and regenerative hair regeneration research platform focused on structured biological signalling approaches in hair and scalp wellness, has received product approvals in Malaysia for QR678 PREO®, QR678 NEO® and QR678 ZEO®.

The approvals mark a significant milestone in the international expansion of products derived from QR678® and reinforce the growing global relevance of Indian-origin innovation in cosmetic science and biologically informed aesthetic care.

The notification, issued under Malaysia's Control of Drugs and Cosmetics Regulations by the Ministry of Health Malaysia, allows QR678 PREO®, QR678 NEO® and QR678 ZEO® to be introduced in Malaysia in line with local cosmetic product requirements.

The development creates a formal pathway for QR678® to collaborate with Malaysian distributors and for QR678® products to be used for patients at dermatology practices, aesthetic clinics and wellness partners across Malaysia, as the QR678® brand expands across Asia.

Unlike conventional product-led portfolios, QR678 PREO®, QR678 NEO® and QR678 ZEO® have been developed as distinct hair products derived from the broader USA and globally patented QR678® hair regenerative research ecosystem.

Each product is built around a specific formulation philosophy designed to support structured biological signalling and protocol-driven application. QR678 PREO® focuses on precision and reproducibility, QR678 NEO® on network organisation, and QR678 ZEO® on pathway orchestration. Together, they reflect the QR678® brand's long-term focus on creating standardised and structured formulation environments designed around consistency, biological organisation and clinician-guided use.

The global hair restoration market is projected to reach \$8.71 billion in 2026, with Asia-Pacific emerging as one of the fastest-growing regions for aesthetic and wellness solutions. Against this backdrop, Malaysia represents an important gateway market for QR678®, given its established aesthetic medicine ecosystem, growing demand for evidence-led cosmetic care and increasing adoption of practitioner-guided approaches across the region.