



Croma-Pharma: "Made in Austria" - with minimally invasive aesthetic medicine (MIAM) becoming a global player

Leobendorf, March 2018 - Croma-Pharma GmbH, or Croma for short, is an international pharmaceutical company based in Leobendorf, Austria. For over 40 years, innovative drugs and medical devices for the fields of ophthalmology, orthopedics and aesthetic dermatology have been developed and produced. Thus, Croma has made important contributions to improving health and quality of life for four decades. The company was founded in 1976 by Mag. Pharm. Gerhard Prinz and in second generation headed by his sons Martin and Andreas Prinz. Since 2005, the internationalization of the company has been driven forward. In August 2014, the strategic sale of the Ophthalmology and Orthopedics divisions to the Canadian company VALEANT Pharmaceuticals took place. Since then, the company specializes in minimally invasive aesthetic medicine (MIAM). Currently, Croma has 12 international offices and over 350 employees worldwide.

Leading hyaluronic acid expert in Europe

Today Croma is a global player in the dynamically growing segment of minimally invasive aesthetic medicine and a leading European processor of hyaluronic acid. The company sells nearly six million hyaluronic acid syringes (injectables) annually through a network of in-house sales organizations, strategic partnerships and distributors in nearly 80 countries. Production takes place exclusively at the company headquarters in Leobendorf near Vienna, Austria.

New headquarters and production plant as a clear commitment to expansion and location

Due to the dynamic development of the company, the construction and expansion of the headquarters and another fully automatic production facility at the Leobendorf site was initiated in 2015. As a result, production output is significantly increased and production is also possible under American FDA regulations. The new headquarters were inaugurated in September 2017.

Innovations as a result of intensive research and development

Croma is investing heavily in in-house research and development of new products to drive the company's long-term growth through innovation. In this context, Croma also promotes medical and pharmaceutical research in Austria. Today, more than 90% of sales are generated from products of our own research.

Minimally invasive aesthetic dermatology as a dynamic future market

In modern aesthetic medicine, the trend is moving from massive, irreversible surgical lifts to smaller but more frequent, shorter and, above all, gentler treatments. Pain-free "lunchtime" procedures (treatments that are so straightforward that they can be performed during a lunch break) are designed to give the patient a relaxed appearance. The expert combination of different technologies optimizes results and creates a long-term patient-doctor relationship. Minimally invasive aesthetic medicine has above-average growth potential in the global beauty market. In this area, Croma offers a steadily growing, well coordinated portfolio of products. The goal is a "full-face approach" to offer doctors and patients the best solutions for all indications from a single source in familiar and reliable quality.



est. 1976

YUVELL® Fine Aesthetics - the new clinic concept in the heart of Vienna

The company's own beauty clinic YUVELL® Fine Aesthetics is a novel concept for minimally invasive treatments and offers a holistic approach to aesthetic medicine. On 500 m² in the heart of Vienna, YUVELL® Fine Aesthetics sets new medical and optical standards. As a center of education and innovation - embedded in a network of the world's best and most successful physicians in the field of non- and minimally invasive aesthetics - YUVELL® observes and implements international trends, conducting clinical trials and offering training for physicians. YUVELL® will thus become a new focal point of Croma's customer interaction and customer understanding.

Milestones Product Approval and Joint Venture in China

Asia in general and China in particular are outperforming markets in aesthetic medicine. In May 2017, the Dermalfiller Princess VOLUME was approved in China by the CFDA. Croma-Pharma was the first European company to do so, following a nearly five-year licensing marathon with extensive studies. Almost at the same time, the company signed with Sihuan Pharma Ltd. a long-standing license and distribution agreement. This joint venture with the third-largest Chinese pharmaceutical company is aimed at the approval of further products and the nationwide distribution of these products in mainland China.

Sustainability and social responsibility

As a family business, Croma pursues a corporate policy based on ecological, economic and social sustainability. For many years, Croma has been the main sponsor of the international organization "Light for the World". With generous product donations Croma makes an important contribution to the eye care in the poorest regions of the world.

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