

Glenmark launches Nourkrin to treat hair loss in Russia

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Glenmark Pharmaceuticals, a research-led globally integrated pharmaceutical company, today announced the launch of Nourkrin in Russia. Nourkrin is a globally renowned, clinically-proven proteoglycan replacement formula, for addressing one of the key underlying causes of hair loss in males and females.

Nourkrin Woman and Nourkrin Man will be exclusively marketed in Russia by Glenmark Impex LLC, the Russian subsidiary of Glenmark Pharmaceuticals Ltd., under a licensing agreement with Denmark headquartered firm Pharma Medico ApS.

Glenmark had already launched Nourkrin® Woman in India in early 2018.

Nourkrin contains Marilex, a unique and proprietary scientific formula, rich in specific proteoglycans essential for hair follicle growth. Nourkrin is a proven formula based on more than 56 scientific studies and is recognized by leading regulatory agencies globally.

"We are very happy to launch Nourkrin for both women and men in Russia. It is a much-awaited product, as the problem of hair loss affects quite a significant proportion of the population. Glenmark has a strong portfolio of dermatology products in Russia offering patients relief from different types of skin disorders for several decades and Nourkrin will be a great addition to this portfolio," said, Csaba Kantor, Senior Vice President & Head, Asia, Russia & CIS, **Glenmark Pharmaceuticals**.

Nourkrin Woman and Nourkrin Man, available as tablets, are easy-to-use therapy compared to clinical procedures and hair sprays and creams. The product will be available through retail pharmacy chains as well as online pharmacies.

According to a survey conducted by market research firm GfK in 2017, 18.7 million women and 14.1 million men in Russia experienced hair loss over the preceding 12 months.