

Alkem launches Kojiglo serum in India to manage facial hyperpigmentation

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Kojiglo serum is an advanced liposomal formulation with Duo-Lipo technology suitable for all skin types



Mumbai-based Alkem Laboratories has announced the launch of Kojiglo serum in India for managing facial hyperpigmentation. Alkem is the first Indian company to introduce a liposomal serum with Duo-Lipo technology. The serum is suitable for all skin types.

This innovative formulation combines cutting-edge ingredients such as liposomal azelaic acid, liposomal 4-butyl resorcinol, tranexamic acid, alpha arbutin, and niacinamide, making it a first of its kind in India to have a Duo-Lipo technology.

This advanced serum encapsulates the active ingredients in a liposomal form to enhance penetration in the skin and deliver targeted action. This formulation ensures effective results while reducing the risk of skin sensitivity and irritation. The active pharmaceutical ingredients are carefully sourced to meet global quality standards, offering a high-quality, reliable solution for facial hyperpigmentation.

With the introduction of Kojiglo serum, Alkem aims to broaden its portfolio and increase its market share in the skincare segment.

Dr Vikas Gupta, Chief Executive Officer, Alkem, said, "The prevalence of skin hyperpigmentation among Indian population is quite high and awareness about managing this condition is gradually increasing. We are pleased to introduce an advanced serum designed to effectively address hyperpigmentation concerns."