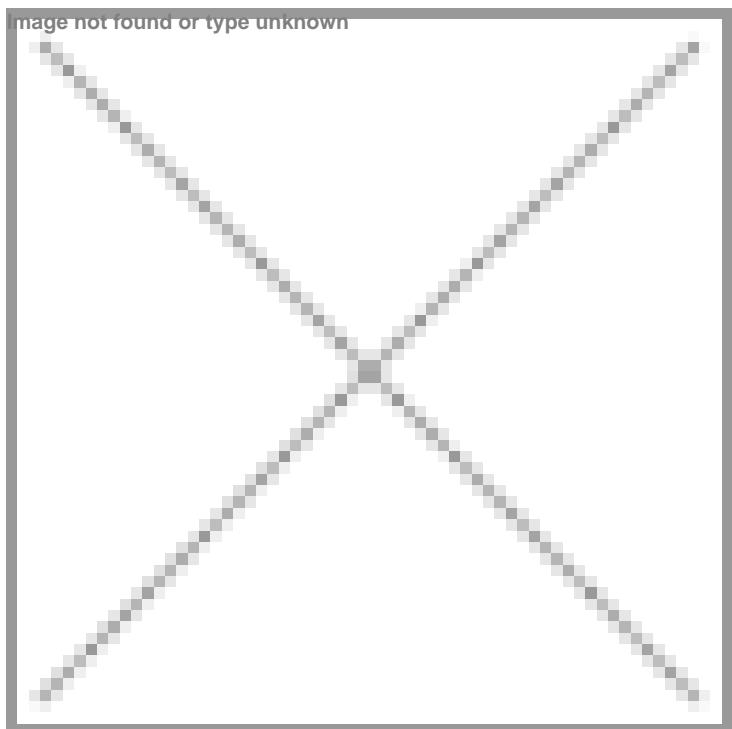


Entod Pharma and Infigo Eyecare Hospitals join hands to revolutionise under-eye aesthetics

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To address an often-overlooked aspect of dermatological and ophthalmic care



Entod Pharmaceuticals has announced a strategic collaboration with Infigo Eyecare Hospital, Mumbai, to introduce advanced treatment options for under-eye dark circles and other ocular aesthetic concerns.

This partnership aims to address an often-overlooked aspect of dermatological and ophthalmic care, periorbital health, by integrating progressive innovations into clinical practice.

The skin around the eyes is thinner, more sensitive, and prone to issues like pigmentation, fine lines, and puffiness, yet conventional skincare solutions often fail to deliver precise and lasting results. Current treatments frequently rely on temporary solutions such as topical creams that offer limited absorption and performance. There is a strong need for breakthroughs in this space to invent specialised, scientifically backed solutions that attend the root causes of periorbital concerns rather than providing superficial improvements.

Nanotechnology has transformed dermatology, boosting treatment efficacy for various skin conditions. It enables deeper penetration of active ingredients, augments bioavailability, and provides sustained release mechanisms, making treatments more impactful.

Periorbital hyperpigmentation (POH) affects a significant portion of the population, with prevalence rates reaching up to 30% in India, particularly in individuals with darker skin tones. Genetic predisposition, lifestyle habits, and environmental factors contribute to the condition, often causing distress, particularly among women.

Infigo Eyecare Hospital, known for its expertise in ophthalmic care, will integrate these developments into its clinical offerings. The collaboration will provide patients access to state-of-the-art treatment protocols designed to mend under-eye pigmentation, reduce puffiness, and promote overall under eye skin health.

Beyond Mumbai, Entod and InfigoEyecare Hospital plan to expand these specialised treatment options to other cities, making modern under-eye care accessible to a wider population.