

## Press Release

# Profhilo® Enters New Chapter: IBSA to Lead UK & Ireland Distribution from 2026 After 10 Years of HA-Derma Expertise

London, 8 October 2025 – IBSA UK&I, the UK and Ireland subsidiary of global pharmaceutical leader IBSA, today announces it will assume full responsibility for the distribution, training and support of its aesthetic medicine portfolio in the UK and Ireland **from 1 January 2026** under the current commercial terms. This strategic transition marks the conclusion of HA-Derma's 10-year tenure as exclusive distributor of **Profhilo®**, **Aliaxin®** and **Viscoderm®**, and opens a new chapter of end-to-end quality, innovation and service.

### 10 Years of Market-Defining Hyaluronic Acid Excellence

Since 2015, HA-Derma Limited has reshaped the UK & Ireland aesthetic medicine market with expert education, hands-on training and practitioner-first support. By mandating comprehensive certification before product access, HA-Derma has instilled unwavering practitioner confidence, driven safe adoption and fuelled sustained growth. IBSA UK&I will uphold and expand this training-first ethos to ensure ongoing clinical excellence and patient safety.

Under HA-Derma's leadership:

- **Profhilo®** became the category-defining injectable for bioremodelling. Its unique hybrid technology facilitates hydration, plus collagen and elastin stimulation. The success saw expansion into targeted products for the body, and adipose tissue restoration.
- **Aliaxin®** introduced a filler range designed to support facial aesthetics with natural expression and anatomical harmony.
- **Viscoderm®** advanced the approach to dermal revitalisation, offering targeted hydration to improve skin tone, elasticity and overall quality.

In 2024, HA-Derma successfully introduced hologram security labels on product packaging - a breakthrough in supply chain integrity that enabled practitioners to instantly verify, authenticity and trace origin. IBSA UK&I confirms this initiative will continue and expand under its direct management, reinforcing safety and trust across the aesthetic community.

Iveta Vinklerova, Director of HA-Derma, reflects:

*"We're proud of the legacy we've built. From launching Profhilo® to pioneering hologram verification, our focus has always been on empowering practitioners with trust, education and*

*results. Our shared priority is to support practitioners every step of the way, so they experience a seamless handover and continued confidence in the brands they know and trust.”*

### **Seamless Handover Enables Full-Cycle Control**

From 1 January 2026, IBSA UK&I will:

- Continue to produce *Ultrapure* hyaluronic acid using patented **NAHYCO® technology**, from biofermentation to pre-filled syringes.
- Maintain and expand **hologram-based product verification** to ensure supply chain transparency and patient safety.
- Manage logistics and distribution directly within the UK & Ireland, supported by trusted pharmacy partners.
- Offer strengthened local business support, enhanced medical education, rapid product replenishment and refreshed marketing.

By internalising every stage of the product lifecycle (from raw material through to in-clinic delivery), IBSA Derma – the dermoaesthetic division of IBSA – enhances traceability, reinforces quality assurance and optimises supply chain agility.

### **A New Chapter for IBSA Derma**

*“Taking the reins in the UK & Ireland marks a pivotal milestone for IBSA UK,” says Alex Stuart, Head of IBSA Derma UK&I. “The successful growth of Profhilo® under HA-Derma has set apart injectable bioremodelling. With Profhilo® Structura, Aliaxin® and Viscoderm® poised to reach new audiences, we’re excited to launch IBSA Derma UK&I and deepen our partnership with practitioners. This transition enables us to deliver seamless support, drive innovation in aesthetics, and ensure every patient benefits from the highest standards of safety and effectiveness.”*

#### **For further information:**

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#### **About IBSA**

IBSA (*Institut Biochimique SA*) is a Swiss pharmaceutical multinational with 20 subsidiaries across Europe, China, and the United States. Its products are available in over 90 countries, and its R&D activities focus on 10 therapeutic areas. In 2025, IBSA will celebrate the 40<sup>th</sup> anniversary of its acquisition by current President and CEO, Arturo Licenziati, who has transformed the company into a multinational corporation employing over 2,300 personnel worldwide. IBSA's growth and development can be attributed to its ability to innovate by refining well-known molecules, as well as to its commitment to looking to the future responsibly and transparently, thanks to the dedication and dynamism of its people.

#### **About IBSA Derma**

IBSA has used its experience and expertise in the pharmaceutical field to branch out and develop medical devices for aesthetic medicine based on hyaluronic acid, thus creating a dedicated division: IBSA Derma. Through scientific expertise, continuous research, technological development and a modern production process, IBSA has become one of the leading pharmaceutical companies to produce hyaluronic acid for aesthetic medicine applications. IBSA Derma distinguishes itself in this vast market because it controls the entire product lifecycle, from the biofermentation production of the raw material to the ready-to-use final product in prefilled syringes.