

Media release

DKSH advances professional scar care with new Hiruscar Silicone Pro

DKSH, the leading Market Expansion Services provider with a focus on Asia, drives growth of Hiruscar in Thailand with the launch of Hiruscar Silicone Pro.

Bangkok, Thailand, June 26, 2017 – DKSH Business Unit Healthcare, a leading partner for healthcare companies seeking to grow their business in Asia, has introduced the latest Hiruscar Silicone Pro medical scar care gel. DKSH provides marketing, sales, distribution and logistics services for Hiruscar Silicone Pro in hospitals, clinics and pharmacies across Thailand.

Hiruscar Silicone Pro is specifically designed to address scar care needs of patients who have undergone surgeries and offers doctors and healthcare professionals an alternative scar care remedy to meet their patients' requirements. The product can also be used immediately after surgery (closed wound) as a scar-prevention measure.

The clinically-proven Hiruscar Silicone Pro creates a protective layer over the scar to prevent trans-epidermal water loss and promotes tissue regeneration that can ensure long-lasting moisturizing treatment. The silicone-based formula helps to prevent scars and reduce visibility of raised scars and lightens surgical marks, all of which are known to be major pre- and post-surgery concerns among patients.

Hiruscar Silicone Pro is the latest addition to the Hiruscar series which offers highly-effective products for all scar types, unique active ingredients and easy application on face or body. Since its initial launch as an affiliated development from the original Hirudoid series, Hiruscar has set a high standard for over-the-counter scar and acne care thanks to its continuously new preparations over the course of its brand history.

“The launch of Hiruscar Silicone Pro helps provide Thai people with specialized, more advanced scar care. The medically-focused formula was developed through ascertaining the experiences and insights of both patients and doctors to better serve those with specific medical and surgical needs than previous over-the-counter products. Moreover, this new product demonstrates Hiruscar’s committed focus and our contribution in helping Thailand’s medical community improve its local healthcare offerings,” said Pamela Tan, Regional Director, Own Brands Healthcare, DKSH Business Unit Healthcare.

The recognition of Hiruscar as a highly-effective scar remedy across Thailand and Asia further demonstrates DKSH’s excellence in providing healthcare Market Expansion Services. Hiruscar Silicone Pro is now available at leading drug stores and from selected hospitals nationwide.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 780 business locations in 36 countries – 750 of them in Asia – and 30,320 specialized staff, DKSH generated net sales of CHF 10.5 billion in 2016. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

DKSH Business Unit Healthcare is the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia. Custom-made offerings comprise registration, regulatory services, market entry studies, importation, customs clearance, marketing and sales, capillary physical distribution, invoicing and cash collection. Products available through DKSH Healthcare include

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pharmaceuticals, consumer health and over-the-counter (OTC) products as well as medical devices. With 120 business locations in 13 countries and around 9,740 specialized staff, Business Unit Healthcare serves over 150,000 customers and generated net sales of CHF 5.5 billion in 2016.

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