

Media release

DKSH combats acne conditions with breakthrough skincare

DKSH, the leading Market Expansion Services provider with a focus on Asia, launches Hiruscar Anti-Acne range of daily skincare products in Malaysia.

Petaling Jaya, Malaysia, August 15, 2017 – DKSH Business Unit Healthcare, a leading partner for healthcare companies seeking to grow their business in Asia, today launched Hiruscar Anti-Acne skincare products to keep skin healthy and spotless.

Hiruscar Anti-Acne skincare range by Switzerland-based Medinova comprises the Pore Purifying Cleanser, Pore Purifying Serum and Spot Gel. It has been clinically tested to address mild to moderate acne conditions which include blackheads, whiteheads, papules and pustules. Its unique formulation effectively controls sebum secretion, reduces bacteria and dead skin cells while balancing skin moisture level and reducing acne recurrence.

Hiruscar Anti-Acne Pore Purifying Cleanser is a mild cleansing gel formulated to deeply cleanse skin, remove dirt and excessive oil without drying the skin. Hiruscar Anti-Acne Pore Purifying Serum is a light weight, non-greasy moisturizer with fast absorption and long-lasting hydration that helps to tighten pores and improve acne conditions while Hiruscar Anti-Acne Spot Gel is a transparent, lightweight and non-greasy gel with anti-bacteria formulation to clear up acne and lighten pimple marks without peeling.

According to a recent survey conducted by Hiruscar, about 90% of Malaysians have faced or are currently facing acne problems¹. Commonly believed to be a skin problem that arises during puberty, acne can affect anyone at any age. From a mild condition with few spots on the face, back and chest, acne can turn into a condition that can cause emotional distress and lead to permanent scarring if left untreated.

Hiruscar's recent customer satisfaction survey revealed positive results from its Anti-Acne skincare range, where 85% of users who tested the Hiruscar Anti-Acne Spot Gel reported improvement within two days². Other findings include:

- 98% of testers were highly satisfied with Hiruscar Anti-Acne skincare range, reporting improvement within only one week of use
- More than 94% of users who tested the Spot Gel saw improvement on comedones and pustules and 96% saw an overall reduction in acne occurrence
- 93% of testers reported improvement on overall acne condition after regular usage of the Pore Purifying Serum

Speaking at the Hiruscar Anti-Acne launch event, Dr. Ch'ng Chin Chwen, Consultant Dermatologist of the University Malaya Medical Center, said, "There is a misconception that acne is the result of not cleansing the skin thoroughly and consumption of oily foods and chocolates. In reality, acne is caused by the P. acne bacteria that thrives on excess oil trapped in our pores. Excessive scrubbing only results in dry and irritated skin which might lead to more inflammation and even scarring. Therefore, it is important for us to educate consumers on the right method to relieve acne conditions."

In conjunction with this product launch, Hiruscar Anti-Acne also introduced Club Spotless, an online beauty campaign targeted at active social media users. Hiruscar Anti Acne will be giving away 250 Spotless Kits consisting of the Hiruscar Anti-Acne Pore Purifying Cleanser and Hiruscar Anti-Acne Spot Gel to campaign participants who will leverage this platform to share stories of their beauty journey with Hiruscar Anti-Acne.

¹ Hiruscar conducted this survey in April 2017. A representative group of over 400 participants between the ages of ten and 50 were polled in the key markets of Peninsular Malaysia

² Hiruscar Anti-Acne Product Placement Test 2017

“We are committed to educate consumers on proper Anti-Acne skincare to achieve a spotless skin complexion and boost self-confidence. With Club Spotless, we are encouraging consumers to take charge of their skin conditions while giving them a sharing platform to inspire others with their success stories. Furthermore, we have set up Spotless Pop-up Stores at six selected universities in the Klang Valley, so students can benefit from our expert advice and sample Hiruscar Anti-Acne skincare products,” said Pang Koon Yin, Senior Manager, Consumer Health Lead, Marketing Management, Consumer Health, DKSH Malaysia.

Hiruscar Anti-Acne skincare products are available at all leading pharmacies nationwide, with prices ranging from RM 26.80 to RM 75.00. To find out more about Hiruscar Anti-Acne product line, log on to Hiruscar’s official webpage at www.hiruscar.com.my

About Medinova

Founded in Zurich, Switzerland in 1945, Medinova is a member of the renowned DKSH group. As a leader in the pharmaceutical industry, Medinova is dedicated to provide innovative healthcare solutions that will improve quality of life for its consumers.

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 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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