



Press Release

Cipla launches novel “5 in 1” anti-ageing skin care product Cutisera™ developed by Stempeutics

~ First of its kind Indian skincare product with human bio-active factors that will revolutionize anti-ageing treatment

~ Has 5 distinct benefits i.e. (1) reduction in fine lines and wrinkles (2) reduction/lightening of dark spots (3) evenness of skin tone (4) improvement in skin firmness (5) improvement in skin hydration

~ Comes in an international airless pack that ensures the product effectiveness during the period of usage. The product is stable for eighteen months under cool & dry conditions.

India, Mumbai, December 3, 2015: Cipla Ltd, a global pharmaceutical company announced today that it has launched a novel “5 in 1” anti-ageing skin care product Cutisera™ developed by Stempeutics. Cutisera™ has been developed using bio-active factors derived from human adult stem cells to enhance the rejuvenation of ageing skin. The active ingredients have been tested for *in vitro* and *in vivo* efficacy. The product has been dermatologically tested with human volunteers with features of ageing skin over a period of 3 months, wherein the product was applied twice a day. This human study has demonstrated Cutisera™’s effectiveness as a powerful and yet soothing anti-ageing skin care product suitable for all skin types of Indian origin. The formulated product does not contain any stem cells.

Commenting on the Cutisera™ launch, **Mr Chandru Chawla, Head of Cipla New Ventures said**, “We are excited to launch Cutisera™, the next generation bio-engineered skin care product. As we age and get exposed to environmental stressors, the production of human growth factors within skin is depleted, giving rise to features of ageing skin. By re-introducing these factors through daily application of Cutisera™, damaged skin cells are repaired resulting in rejuvenation of the skin.”

“We are pleased to market Cutisera™ through our JV partner Cipla”, **said Mr BN Manohar CEO of Stempeutics**. “Already physician and consumer interest in Cutisera™ has been high. Cutisera™ has been developed using a unique & proprietary patent-pending technology that produces stable key ingredients containing growth factors and cytokines in specified amounts – batch after batch. This results in a consistent high quality product bench marked globally.”

Dr Jaideep Gogtay, Chief Medical Officer of Cipla said, “Improved technology and increased awareness is making people more concerned about their skin, this is driving them to look for skincare products that will not only slowdown the aging process but will also maintain their youthful look for a longer period. It is important to first understand what causes aging and then dealing with the underlying causes. Cutisera™ exactly does the same. It assists the body’s natural biological repair processes to treat damaged skin and prevent further damage.”

About Cipla Limited

Cipla is a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients. For 80 years, Cipla has emerged as one of the most respected pharmaceutical names in India as well as across more than 150 countries. Our portfolio includes 1500 plus products across therapeutic categories with one quality standard globally.

Whilst delivering a long-term sustainable business, Cipla recognises its duty to provide affordable medicines. Cipla’s emphasis on access for patients was recognized globally for the pioneering role played in HIV/AIDS treatment as the first pharmaceutical company to provide a triple combination anti-retroviral (ARV) in Africa at less than one dollar a day and thereby treating many millions of patients since 2001.

Cipla’s research and development focuses on developing innovative products and drug delivery systems.

About Stempeutics:

Stempeutics is an advanced clinical stage Biotech Company based out of Bangalore. It was founded by Manipal Education and Medical Group (MEMG) in 2006 and later entered into a strategic alliance with Cipla in 2009. Stempeutics strength lies in developing innovative stem cell products by nurturing cutting edge research and clinical applications through dedicated efforts of its highly qualified team. Its goal is to develop novel stem cell drugs addressing major unmet medical needs with an India first global next approach.

About Manipal Education & Medical Group:

Manipal Education and Medical Group (MEMG) is one of the leaders in the country, in the field of education and healthcare services, with a global footprint. MEMG, through its subsidiaries, provides education and healthcare services in India and internationally. It manages universities and professional institutions, including medical colleges, teaching hospitals, and medical science and technology institutions through which it provides bachelor’s and master’s degree programs in various streams. It also operates a facility management company, Manipal Integrated Services (MIS) covering student accommodation & hostel management and several other services including food and catering; engineering and maintenance and security and housekeeping. The company also manages healthcare institutions, super-specialty care hospitals, rural maternity and child welfare homes. In addition, the company researches and develops stem cell technologies in various medicine and treatment areas. Manipal Education and Medical Group International India Pvt. Ltd.

was founded in 1953 and is based in Bengaluru, India with education colleges and campuses in Antigua, Dubai, Malaysia, and Nepal.

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