

Press Release

Alkem launches Kojiglo serum in India to manage facial hyperpigmentation

- *Kojiglo serum is an advanced liposomal formulation with Duo-Lipo technology suitable for all skin types*

Mumbai, February 4, 2025: Alkem Laboratories Ltd. (BSE: 539523, NSE: ALKEM, “Alkem” and its subsidiaries), today announced the launch of Kojiglo serum in India for managing facial hyperpigmentation. Alkem is the first Indian company to introduce a liposomal serum with Duo-Lipo technology. The serum is suitable for all skin types.

This innovative formulation combines cutting-edge ingredients such as liposomal azelaic acid, liposomal 4-butyl resorcinol, tranexamic acid, alpha arbutin, and niacinamide, making it a first of its kind in India to have a Duo-Lipo technology.

This advanced serum encapsulates the active ingredients in a liposomal form to enhance penetration in the skin and deliver targeted action. This formulation ensures effective results while reducing the risk of skin sensitivity and irritation. The active pharmaceutical ingredients are carefully sourced to meet global quality standards, offering a high-quality, reliable solution for facial hyperpigmentation.

Dr. Vikas Gupta, Chief Executive Officer, Alkem, said, “The prevalence of skin hyperpigmentation among Indian population is quite high and awareness about managing this condition is gradually increasing. We are pleased to introduce an advanced serum designed to effectively address hyperpigmentation concerns. At Alkem, we remain committed to providing quality skincare options that meet the evolving needs of patients.”

Alkem has its presence in the demelanising category with products like Kojiglo cream, Kojiglo face wash and Kojiglo lotion. According to Strategic Marketing Solutions and Research Centre (SMSRC) data for MAT October 2024, Alkem’s Kojiglo is the number one prescribed brand by dermatologists in the demelanising category.

With the introduction of Kojiglo serum, Alkem aims to broaden its portfolio and increase its market share in the skincare segment. Kojiglo serum will be available on prescription, so consult a dermatologist before using the product.

About Alkem:

Alkem Laboratories Ltd. is a leading Indian pharmaceutical company with a legacy of 50 years in providing high quality medicines to patients. It is the fifth largest pharmaceutical company in the Indian market with a dominant position in the therapy areas of anti-infectives, gastrointestinal, pain management drugs and supplements. It also has a growing portfolio of products in chronic therapies such as diabetes, neurology, cardiology, dermatology and urology. It has 19 state-of-the-art manufacturing facilities and cutting-edge research and development (R&D) centers across India and the US to develop and manufacture generic formulations, active pharmaceutical ingredients (APIs) and biosimilars. Apart from India, the company has meaningful presence in the US, Latin America, Australia and several Asian countries. “Inspiring Healthier Lives” is at the core of the values and culture of the organisation and reinforces its steadfast commitment to global health improvement. For more information, please visit www.alkemlabs.com and follow us on [LinkedIn](#), [Instagram](#), [Facebook](#).

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