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Sinclair Pharma Ltd, London UK

### **Sinclair Pharma Announces European CE Mark for Perfectha™ Lidocaine**

Sinclair Pharma ("Sinclair", [www.sinclairpharma.com](http://www.sinclairpharma.com)) a global aesthetics company headquartered in London and fully-owned subsidiary of Huadong Medicine Company Limited announces the granting of a CE mark for the pre-incorporation of the local anaesthetic Lidocaine with their HA filler Perfectha™.

The approval paves the way for the launch of Perfectha Lidocaine in the UK and all major European markets in the 1st quarter of 2022 and across all regions soon after. Made in France, Perfectha is an HA filler designed for wrinkle correction, facial contouring and volume restoration, offering immediate natural-looking and long-lasting results. Until now, Lidocaine was mixed manually by the clinician before use. Perfectha now comes pre-mixed with Lidocaine and can be administered straight from the syringe with the anaesthetic included.

Perfectha® Lidocaine will be available across the range of Perfectha products: Finelines, Derm Deep and Subskin.

Chris Spooner, CEO of Sinclair commented, *"Perfectha™ has a large and loyal user base and is well established as a high quality and affordable HA filler. With the addition of this safe and effective anaesthetic we can now offer one of the best value propositions amongst lidocaine mixed fillers. This is an exciting and eagerly anticipated addition to our range of products."*

#### **About Huadong Medicine Company Limited**

HMC is a manufacturer and distributor of pharmaceutical and medical products in China, where it has over 10,000 employees and generated approximately \$5.4 billion of revenue in the financial year ended 31 December 2019. Over the past five years, HMC has established a leading aesthetics business in China, offering a toxin and a variety of fillers. HMC is an affiliate of China Grand Enterprise Inc. (CGE), an investment group headquartered in Beijing. CGE has four business sectors: pharmaceuticals and healthcare, commodities trading, real estate investment and financial services, among which, pharmaceuticals and healthcare sector is the core business. CGE is ranked in the top five enterprises in the Chinese Pharmaceutical industry and manages over 60 pharmaceutical subsidiary companies, HMC is the largest one.

#### **About Sinclair Pharma**

Sinclair Pharma is an international company operating in the fast growth, global aesthetics market. Sinclair has built a strong portfolio of differentiated, complementary aesthetics technologies, which are experiencing significant growth, targeting unmet clinical needs for effective, high quality, longer duration, natural looking and minimally-invasive treatments. Sinclair is planning entry to multiple new geographic markets and line extension launches over the next few years. The Group has an established sales and marketing presence in the EU markets, Brazil, US, Mexico, UAE, Russia and South Korea and a network of international distributors.



For more information, visit [www.sinclairpharma.com](http://www.sinclairpharma.com)

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