

## **Alma, a Sisram Medical Company, Introduces a Landmark New Approach in the Indian Anti-ageing Treatments Market – PROFHILO®**

**HONG KONG, December XX, 2020** – Sisram Medical Ltd (“Sisram” or “the Company”) (Hong Kong: 1696), an operational holding company specializing in medical aesthetics technology for wellness, today announced the launch of renowned European skin-remodeling brand, PROFHILO®, in India, offering a new breakthrough approach in skin anti-ageing.

PROFHILO®, developed by the international pharma company, IBSA, created a new concept of ‘Bioremodeling’ in the dermal injectables industry, offering an overarching approach to skin ageing, beyond currently available solutions that merely ‘fill up’ the lines and folds on upper layers of the skin.

As we age, production of collagen and elastin, the proteins responsible for skin elasticity and firmness, slows down, resulting in skin laxity and sagging skin. PROFHILO® delivers a high concentration of pure Hyaluronic acid to different layers of the skin, promoting the multilevel and dynamic remodeling of extracellular matrix in terms of elasticity and support, while maintaining the viability of fibroblast, keratinocytes, and adipocytes to provide deep hydration and rejuvenation of the skin tissue. With 64 MG of hyaluronic acid per syringe, PROFHILO® delivers the highest concentration of this compound to the skin as compared to other HA-based treatments.

PROFHILO® is administered using a proprietary injection technique, named Bio Aesthetic Points (BAP), which identifies five strategic points to deliver high concentration of pure Hyaluronic acid to different layers of the skin. The BAP technique allows progressive diffusion of the product across widest sections through sub-dermal patterns.

“As a leading global Medical Aesthetics group, we are committed to deliver the most safe, effective and innovative treatments to our huge customer base across over 90 countries worldwide. This exciting launch of PROFHILO® in India follows its successful launches in Israel and Hong Kong, and soon in Mainland China. Alma, a pioneer in Aesthetics Regenerative Medicine practices, is proud to introduce this new concept of bioremodeling, boosting the production of scaffolding proteins collagen and elastin in the deep layers of skin to address the source of skin laxity and wrinkles” said Mr. Lior Dayan, CEO of Sisram Medical and Alma. “Consumers across the world are seeking anti-ageing solutions that address more than just the outward signs and symptoms of ageing. PROFHILO® is neither a dermal filler nor a skin revitalizer. It is a unique and comprehensive anti-ageing solution that remodels multiple skin layers and achieves lasting results on the skin.”

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### **About Sisram Medical Ltd**

Sisram Medical Ltd (1696.HK) is one of the top 5 global leaders in the energy-based medical aesthetics industry. The company is majority held by Fosun Pharma, a leading healthcare group in China. Sisram Medical successfully went public on September 19, 2017, as the first Israeli company listed on the Hong Kong Exchange Main Board. Sisram Medical's core subsidiary, Alma, is a global leading provider of energy-based surgical and medical aesthetics solutions and is active across over 90 countries and jurisdictions worldwide. Flagship systems of Sisram Medical include (i) the "Soprano" family, primarily used for laser hair removal; (ii) the "Harmony" family, a versatile multi-application platform that can be used to treat more than 65 different FDA-cleared indications; (iii) the "Accent" family, primarily used for body contouring and skin tightening; (iv) "FemiLift", a minimally invasive treatment system for various feminine conditions; and (v) "BeautiFill" by LipoFlow platform, the first and only energy-based device cleared by the FDA for autologous fat grafting. In addition, Sisram Medical also entered the injectables market, with products available in Israel and Hong Kong.

Sisram Medical –Enhancing Quality of Life.

<http://www.sisram-medical.com>

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