



Sinclair Pharma Ltd,
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Sinclair Pharma Announces Acquisition of Viora Boosting its Energy-Based Devices (EBD) Portfolio and Gaining Direct Commercial Base in the United States

Sinclair Pharma (“Sinclair”, www.sinclairpharma.com) a global aesthetics company headquartered in London and fully-owned subsidiary of Huadong Medicine Company Limited announces the acquisition of the group of companies that form the Viora group (“Viora” or the “Company”, www.vioramed.com).

Founded in 2005 by Josef Luzon and Danny Erez and based in New York, NY, Viora’s advanced, non-invasive products include the most advanced devices incorporating Laser, IPL and proprietary RF technologies.

Viora has solutions that are suitable for all aesthetic practitioners, dermatologists, cosmetic and plastic surgeons, general practitioners and dentists as well as cosmeticians and Spa owners. Viora products are used around the world by over ten thousand customers. The Company has direct commercial operations in the US and in addition manages a global distribution network of over 60 countries. Viora’s leading brands include V-series multi technology platforms, Reaction™, Infusion, and Pristine™.

Viora’s non-invasive and minimally invasive aesthetic devices address the most sought-after treatments in the aesthetic market including among others: skin tightening, body contouring, cellulite and circumferential reduction, scar and stretch mark revision, acne clearance, hair reduction, skin rejuvenation, wrinkle reduction.

Miguel Pardos, CEO of Sinclair EBD division commented, “we are delighted that we have brought Viora into the Sinclair family which expands not only Cocoon’s product offering, via a variety of technologies, but also our direct commercial presence into the United States. Viora’s dedication to clinical and technical training as well as practice development has contributed significantly to its business growth and reputation and fits perfectly with Sinclair’s culture.”

The CEO of Viora, Eliran Almog stated “This acquisition is a strong recognition of Viora’s success in the aesthetic medical device market in the US, and its unique concept enables customers full flexibility and control on their technology growth, together with a one-of-a-kind practice development support. These exceptional assets are a result of the many years of hard work of our skilful and dedicated employees all over the world. We are confident that the values and culture Viora shares with Cocoon, will create a new powerhouse in the aesthetic industry.”

The Founders of Viora, Danny Erez and Josef Luzon added “We are delighted with the confidence expressed by Sinclair in Viora. We couldn’t ask for a better home for our customers, employees, and technologies. We would like to express our sincere appreciation to the management team and employees supporting us since the foundation of the Company.”



Chris Spooner, CEO of Sinclair commented , “I am excited to announce the Viora acquisition. We believe that we can expand Viora’s operations by leveraging Sinclair’s global marketing and geographical presence through our direct commercial affiliates in China, Korea, Russia, UAE, Europe and Latin America. Furthermore, Viora’s presence in the United States provides an excellent platform to launch our EBD division’s products under the Cocoon brands.”

About Huadong Medicine Co., Ltd.

HMC(SZ.000963), listed in 1999, is one of the top manufacturer and distributor of pharmaceutical and medical products in China, where it has over 11,000 employees and generated approximately \$5.3 billion of revenue in the financial year ended 31 December 2020. 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

Media Contacts:

Sinclair Pharma

Tel: +44 (0) 20 7467 6920

Chris Spooner

Miguel Pardos

Andy Crane