

# NEAUVIA™

## **NEAUVIA BECOMES FIRST MEDICAL AESTHETICS BUSINESS TO ATTAIN NEW MDR CERTIFICATION**

- Global medical aesthetics business attains CE marking under new European Union regulations for medical products
- Neauvia becomes first medical aesthetics business to be granted the new certification for facial dermal fillers
- News further cements Neauvia's position as one of the world's fastest growing medical aesthetic businesses

***Geneve, Wednesday, 15 February 2023***

Global medical aesthetics business, Neauvia, is delighted to attain CE marking under the European Union's new MDR (Medical Device Regulation) for its range of facial dermal fillers products and, in the process, has become the first medical aesthetics business to be granted the certification in Europe.

The new regulation aims to create 'a robust, transparent, and sustainable regulatory framework, recognised internationally, that improves clinical safety and creates fair market access for manufacturers' and is widely viewed to be a more thorough and stringent regulation process in comparison to its predecessor, the Medical Device Directive (MDD).

Over the course of the past year, the team at Neauvia have compiled and submitted all the required technical and clinical documentation which was meticulously assessed and subsequently approved by a European Union notified body.

The news comes at an exciting time for the business following the opening of a new international training centre in Dubai and the unveiling of new clinical research at this year's IMCAS with further developments expected throughout 2023 which will cement Neauvia's position as one of the world's fastest growing medical aesthetic businesses.

**Gabriele Drigo, Neauvia's Founder & CEO, commented:** "The MDR was created with the goal of enhancing overall transparency, creating better access to information on medical products for both the public and healthcare professionals.

Due to the dedication and hard work of the team, we are now able to confirm that our facial dermal fillers have successfully passed this rigorous process which should give the medical community and our customers the upmost confidence when using facial dermal fillers products recognized by MDR."

**ENDS.**

# NEAUVIA<sup>TM</sup>

## **About Neauvia**

Headquartered in Geneva, Neauvia is a global medical aesthetics business with a world-class portfolio of science-based products which are now distributed in over 80 countries.

Neauvia aims to inspire and shape the world of aesthetic medicine with a disruptive energy, opening up new lifestyles and creating a community that embraces our new conception of aesthetics.

Part of the MatexLab group which is backed by leading central European private equity firm, Abris Capital, Neauvia is a pioneer in medical aesthetics and has developed ground-breaking synergistic smart combination therapies.

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