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Dr. Reddy's launches MINTOP PRO™ – Procapil™ Hair Therapy

Hyderabad, India, September 04, 2015

Dr. Reddy's Laboratories (NYSE: RDY) has announced its entry into the Hair Serum Market with the launch of **MINTOP PRO™ - Procapil Hair Therapy**. MINTOP PRO™ comes from the same branch of business that manufactures MINTOP - the No. 1 dermatologist recommended brand in the country.¹

Studies reveal that Androgenetic alopecia (AGA) is one of the most common reasons for dermatological consultation. This type of hair loss has been reported in 58%² of middle-age men and 19%³ of women and there have been rapid advancements in understanding the pathophysiology of AGA over the last few years.

PROCAPIL™ is a new breakthrough formula that strengthens hair and prevents excessive hair loss naturally, without any side effects. PROCAPIL™ consists of a patented vitaminated matrikine with Apigenin and Oleanolic acid, which specifically targets the three main reasons responsible for hair loss.

Naturally derived **Oleanolic** acid inhibits the production of Dihydrotestosterone, a chemical derivative of testosterone, which plays a major role in hair loss in most men and some women. **Apigenin** enhances microcirculation into the hair follicles keeping it nourished, while **Biotinyl-GHK** helps normalize hair anchorage in the lower layer of skin thereby demonstrating anti – ageing properties.

Clinical studies reveal that, MINTOP PRO™ demonstrated promising results with a 121% increase in hair shaft growth as compared to placebo and 67% volunteers witnessed a noteworthy rise in Anagen to Telogen Ratio of upto 46%. (A/T ratio or hair growth coefficient is the ratio of the number of anagen hairs to the number of telogen hairs, indicates the proportion of active hair follicles)

MINTOP PRO™ will be available in a 75 ml pack with MRP of INR 995/- at all leading pharmacy stores across India.

References:

1. SMSRC – Data on File
2. Male Androgenetic Alopecia: Population-Based Study in 1,005 Subjects. International Journal of Trichology. 2009;1(2):131-133
3. Incidence of female androgenetic alopecia (female pattern alopecia). Dermatol Surg. 2001 Jan;27(1):53-4.
4. PROCAPIL Patent: WO 2012143845 A2

About Dr. Reddy's: Dr. Reddy's Laboratories Ltd. is an integrated pharmaceutical company, committed to accelerating access to affordable and innovative medicines, because it believes Good Health Can't Wait. Through its three businesses - Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products – the company offers a portfolio of products and services that include active pharmaceutical ingredients, (APIs), custom pharmaceutical services, generics, biosimilars and differentiated formulations. With operations in 26 countries across the globe, the major therapeutic areas of Dr. Reddy's are gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infectives. For more information, log on to: www.drreddys.com

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