

Korean medical aesthetic firm Hugel launches botulinum toxin Letybo in Malaysia

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To solidify the market position of premium toxin products through Malaysian partner Venusys Medical



South Korea-based Hugel Inc., a leading global medical aesthetics company, has officially launched its botulinum toxin product Letybo in Malaysia – an emerging market for medical aesthetics in Southeast Asia.

The company's Malaysian partner Venusys Medical Sdn Bhd introduced Letybo at the Aesthetic Medicine & Surgery Conference & Exhibition (AMSC), the largest medical aesthetics conference in Malaysia, held from August 6 to 7.

Konstantin Frank, a key opinion leader for Letybo in Europe, delivered a presentation at the event, highlighting the precise treatment outcomes of botulinum toxin procedures and sharing clinical strategies to enhance procedural results.

A brand launch event and hands-on workshop followed on August 8 at The Zenith Hotel Kuantan, with around 100 local medical professionals in attendance. The workshop served as a training programme focused on botulinum toxin injection techniques that integrate anatomical understanding with clinical expertise.

Venusys Medical, headquartered in Malaysia and operating across Malaysia and Singapore, is a distributor of medical aesthetic products and a long-standing partner of various global brands.

"We will continue to offer customised training programmes for local medical professionals in Malaysia through our strategic collaboration with Venusys Medical," a Hugel official said. "We aim to enhance the customer experience of our premium toxin brand and accelerate its market penetration to solidify our position in the region."

As the market leader in injectable aesthetics in South Korea, Hugel is the only South Korean company with regulatory approvals in the world's three largest botulinum toxin markets: the US, China, and Europe.