

Amorepacific, Viol Medical sign MoU for skin care medtech sector in Korea

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Amorepacific has made a strategic investment in Viol Medical



South Korea-based Amorepacific has signed a Memorandum of Understanding (MoU) with Viol Medical, an energy-based medical device company, to collaborate in the beauty and medical device sectors. The collaboration aligns with Amorepacific's long-term strategy to provide holistic beauty solutions that connect skincare with beauty devices.

Under the agreement, Amorepacific will work with Viol Medical on products and services that integrate its skincare expertise with Viol Medical's energy-based device (EBD) technology.

The partnership will include joint efforts across product development and marketing, as well as cooperation in the home beauty device segment. In a separate move to further strengthen the partnership, Amorepacific has made a strategic investment in Viol Medical.

Through this partnership, the two companies seek to build long-term opportunities in the converging beauty and medical sector. Amorepacific will expand the connection between device-based solutions and its advanced skincare research capabilities and brand assets, while Viol Medical will broaden the scope of the collaboration by extending its medical and aesthetic device technologies and global networks.