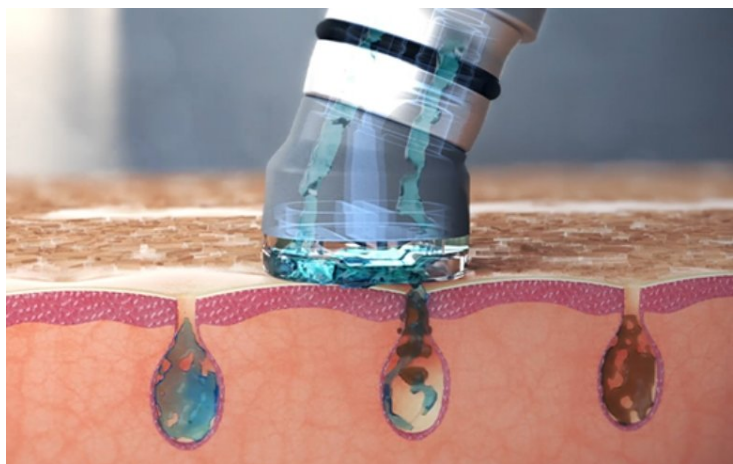


Korea's Classys' brings advanced aesthetics and dermatology treatment technology to India in collaboration with Photonence

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New technology from Classys offers dermatologists and plastic surgeons a multi-layer, non-invasive treatment



South Korea-based Classys, a global player in medical aesthetics, has stepped into India, through its partnership with Photonence, with a new treatment approach that pairs two of its technologies -- Volnewmer and Ultraformer -- to work on the skin at multiple depths at once.

The approach is designed to support skin lifting and tightening and represents the growing shift towards combination-based procedures in aesthetic dermatology.

The development comes at a time when patients are increasingly seeking cosmetic treatments that offer visible results while allowing them to return to their daily routines in no time. Concerns such as facial sagging, reduced skin elasticity, jawline definition and body skin laxity are increasingly being addressed through non-surgical technologies.

According to available estimates, India's aesthetic dermatology market is expected to reach \$383.79 million by 2032 and is projected to grow at a CAGR of 16.34% from 2025 to 2032.

"India's aesthetic medicine landscape is evolving rapidly, with patients becoming more informed and increasingly looking for non-surgical options. The focus now is not simply on cosmetic enhancement but on skin health, safety, appropriate patient selection and evidence-informed use of technology," said Ashish Jha, Co-Founder and Director of Photonence.

"We are seeing in aesthetic medicine. Doctors are increasingly looking at how different technologies can work together rather than relying on a single approach. We are very happy to bring this concept to India and with practitioners who are willing to explore new possibilities in aesthetic treatment," said Jin Park, Chief Sales Officer, Classys.

Classys' existing portfolio in India includes Ultraformer 3, Ultraformer MPT, Volnewmer, Curas Hybrid and Aquapure. The company said practitioner education and training will be an important part of introducing the new treatment approach, particularly as dermatologists and plastic surgeons evaluate its potential applications.