

Bioquest Pharmaceuticals Pvt. Ltd. Launches TRULUSH™ - for Effective Eyelash Growth

Comprising of Bimatoprost Ophthalmic Solution 0.03%; Non irritant formula with sodium hyaluronate and citric acid



Delhi, New Delhi, Oct 18, 2021 (Issuewire.com) - Bioquest Pharmaceuticals Pvt. Ltd. a fast-growing pharmaceutical company with over half-decade of experience in drug manufacturing and products ranging from Ophthalmic Formulations, Critical Care Injectables, General Medicine, and Nutraceuticals entered the aesthetic medicine domain at the beginning of this year. It recently announced the launch of

TRULUSH™ - Bimatoprost Ophthalmic Solution 0.03% for eyelash growth. TRULUSH™ is a clinically proven and ophthalmologically tested product, safe and effective in achieving significant changes in the length and thickness of eyelashes.

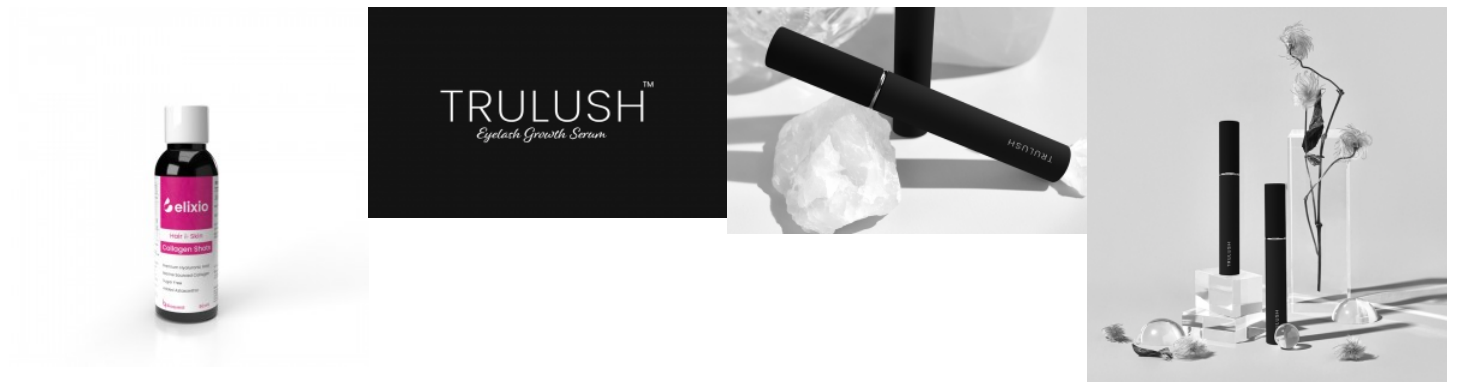
Its key ingredient Bimatoprost ophthalmic solution 0.03% is an FDA-approved safe product used to effectively enhance the growth of a patient's eyelashes. It is a synthetic prostamide and is structurally similar to the other Prostaglandin F_{2α} (PGF_{2α}) analogs. It has an ethyl amide instead of an isopropyl ester at the C1-carbon of the alpha chain. Combined with Citric Acid and Sodium Hyaluronate, it also provides gentle exfoliation and hydration. TRULUSH™ is Hypoallergenic and is also safe for sensitive skin to use.

Bimatoprost has been proposed to be similar to a class of naturally occurring fatty acid amides otherwise known as “prostamides” (prostaglandin ethanolamides). Prostaglandins are likely involved in a specific and complex network in hair growth and differentiation control. Hair cell types are endowed with prostaglandin receptors present in hair follicles. Prostaglandin analogs prolong the anagen phase of eyelashes, leading to an increase in eyelash length.

Along with Bimatoprost 0.03%, TRULUSH™ is formulated with Sodium Hyaluronate which helps to further strengthen the eyelashes with regular usage. It further assists in restoring the damage done due to make-up, use of fake lashes, heavy mascara usage and helps to keep the lashes beautiful. Hyaluronic acid also aids in protecting the eyes against redness and dehydration and hair loss.

The company entered into the Aesthetic Medicine market at the beginning of the year with the launch of its first-ever collagen shot, elixio® which is a marine collagen dietary supplement that helps in improving skin and hair health. It is formulated using pharmaceutical-grade ingredients such as marine collagen, astaxanthin, Vitamin C, Vitamin D, Selenium, Biotin to name a few to allow the human body to get maximum benefits. elixio® comes in the liquid form and has the highest bioavailability, which is the ease with which the body can absorb nutrients.

While TRULUSH™ is a prescription drug and will be available across all leading dermatologists, cosmetologists, plastic surgeons, and clinics. elixio® can be purchased from the same.



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Source : Bioquest Pharmaceuticals Pvt. Ltd.

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