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Apira Science, Inc. Accelerates Global Growth Through Exclusive Distribution Partnership with China Central Pharmaceuticals

The iGrow Hair Growth System is available in more than 38 markets around the world

IRVINE, Calif.—December 3, 2013—[Apira Science, Inc.](#) has named China Central Pharmaceuticals Ltd. its exclusive distributor of the iGrow[®] Hair Growth System in the Chinese market. The partnership highlights Apira's growing success in the global market, and showcases the burgeoning international demand for a safe and effective hair loss solution. China Central Pharmaceuticals is a 10 billion yuan (\$1.6 billion) corporation that houses 28 pharmaceutical subsidiaries and sells more than 20,000 medical products, including 6,000 new drugs, 1,000 medical devices, and 1,800 foreign products throughout China. Through the partnership, the iGrow will be featured in more than 6,000 retail outlets in addition to hospitals and medical facilities throughout China. Within the 33.6 billion yuan (\$5.5 billion) Chinese hair care market, sales of Western hair-loss treatments grew 90 percent from 2007 to 2012. Because of its size and marketing effectiveness, China Central represents one of the largest global distribution opportunities to date in Apira Science's extensive roster of iGrow Hair Growth System sales networks worldwide.

"We congratulate Apira Science on its innovative and effective iGrow Hair Growth System. We could not be more excited about this opportunity to work with such an innovative company with an incredible portfolio of products and a knowledgeable management team," said Ma Teng, president and CEO of China Central Pharmaceuticals. "We are confident the iGrow will achieve great success in the Chinese market, now and in the future."

The China Central Pharmaceuticals partnership is the latest milestone in Apira Science's global expansion. In addition to China, the iGrow Hair Growth System is available in all [28 European Union nations](#) and 10 other international markets, including Canada, Hong Kong, Thailand, United Arab Emirates, Singapore, Malaysia, Peru, Taiwan, Vietnam, and Turkey, through Apira's distribution partners.

The iGrow Hair Growth System is an innovative and highly effective hands-free, [low-level laser therapy](#) (LLLT) hair growth device cleared by the FDA for at-home use. Its patented red light technology, which consists of a highly productive combination of red laser and LED diodes, re-energizes cells at the follicle level, effectively re-growing thicker, fuller, and healthier hair. In clinical studies, the iGrow increased hair growth 39 percent after 16 weeks of therapy, and nearly doubled total hair growth 10 weeks faster than hand-held laser combs and brushes.

“Genetic-based hair thinning and loss (pattern baldness) is an ailment that transcends national boundaries, yet few systems on the market offer a simple, safe, and effective solution to address and treat this common aesthetic affliction,” said Nicholas Brox, president and CEO of Apira. “Partnering with China Central Pharmaceuticals fulfills one of our most significant strategic global objectives and makes our iGrow Hair Growth System the first low-level laser based hair growth device distributed and sold by a major Chinese pharmaceutical company. China marks our 39th international market to offer the system and represents yet another step toward establishing a large and efficient global distribution network for our low-level light therapy products.”

For more information on the iGrow Hair Growth System, visit www.igrowlaser.com.

About Apira Science, Inc.

Apira Science, Inc. has pioneered low level light therapy (LLLT) for over a decade. Its iGrow Hair Growth Platform draws on its expertise and innovations in the application of LLLT to deliver a simple, safe, and effective hair growth treatment.

iGrow is a registered trademark of Apira Science, Inc.

Press Resources

iGrow website: www.igrowlaser.com

Product images: <http://goo.gl/bJhkPT>

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