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Vyome Launches Its First Product “Olique Hair Oil Potion”

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Clinical research has shown 20% higher efficacy of Olique Hair Oil Potion over the well-known anti-dandruff treatment range in the market

Vyome Biosciences Pvt. Ltd, an innovation driven and globally focused Dermatology Company focused on hard to treat and refractory dermatology indications, announces the launch of **OLIQUE Hair Oil Potion**, its innovative product range for combating the problem of dandruff and hair fall. **OLIQUE** products are a result of persistent innovation and research by a dedicated team of the best international scientists and experts in the field of dermatology.

Dandruff, a common skin condition affecting more than 50% of the adult population, is hard to treat and keeps recurring even after the treatment. “The wash-off products like ordinary shampoos, do not offer a long lasting solution to the patients. To counter this problem, Vyome has launched Olique, an innovative and first of its kind leave-on hair oil potion which provides a long-lasting cure. Olique Hair Care range of products is specially formulated using a patented platform technology – Molecular Replacement Technology (MRT), which treats fungal diseases like dandruff”, **said N. Venkat, Co-Founder and CEO of Vyome Biosciences**. Olique hair oil potion (VB-001) has been clinically proven for superiority and the rigorous clinical research has shown 20% higher efficacy over the best anti-dandruff shampoos in the market.

The present market size in India for anti-dandruff products is Rs 3,000 crores and for anti-hair fall, the market size is Rs 6,000 crore. In this tremendous market potential, Vyome Biosciences plans to garner significant revenue in the anti-dandruff & anti-hair fall market.

Olique Hair Oil Potion is available in two variants-**OLIQUE Advanced Hair Oil Potion for Normal Hair**(Rs 125 for 50 ML and Rs 185 for 90 ML)¹ and **OLIQUE Advanced Hair Oil Potion for Dry & Damaged Hair** (Rs 135 for 50 ML and Rs 195 for 90 ML)¹. The products are available at major chemists, supermarket stores in Hyderabad, and through e-commerce portals like [Flipkart](#), [Amazon](#), [Snapdeal](#) and [Junglee](#). For more information, visit: <http://www.oliq.in/>

“I am delighted with the launch of Anti-dandruff and Anti-Hair Fall Olique Hair Oil Potion. This is an important milestone as Vyome moves towards successful commercialization of its products”, **said Dr. Raghunath Mashekar, Padma Vibhushan recipient and Chairman of Vyome’s Board of Directors**, expressing his happiness on the launch of the product.

¹ Prices may vary: manufacturer’s suggested retail price

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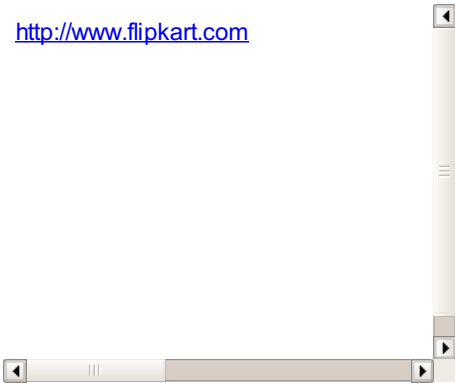
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