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## Coegin Pharma's partner Mercapharm prepares major commercial launch of Follicopeptide® in Poland

**Coegin Pharma AB ("Coegin" or the "Company") today announces that its Polish partner Mercapharm is preparing the commercial launch of Trichobalance, Mercapharm's new premium brand built around Coegin's proprietary Follicopeptide® technology, with the first product launch planned for the end of May. Trichobalance will initially be introduced with a premium scalp serum targeting the growing professional hair and scalp care market.**

To maximize commercial impact, Mercapharm has chosen to slightly adjust the launch timing to end of May, while significantly increasing its market investment. The expanded launch strategy includes a dedicated e-commerce platform, educational digital infrastructure, specialist product seeding, social media activation, influencer collaborations, and participation in major professional industry events. Mercapharm's primary commercial focus will be the professional segment, including trichology clinics, dermatology practices, aesthetic medicine centers, and specialized haircare channels.

*"This launch reflects our strong belief in the commercial potential of Trichobalance and Follicopeptide®,"* says Rafal Barski, CEO of Mercapharm. *"We are making a significant investment to build a premium market position from day one, with a strategy designed for long-term growth."*

For Coegin, the launch represents another important commercial milestone as international interest in Follicopeptide continues to grow.

*"This is exactly the kind of partner commitment we want to see,"* says Jens Eriksson, CEO of Coegin Pharma. *"Mercapharm is making a serious commercial investment and building a strong premium positioning around Follicopeptide from day one. Poland is a highly attractive market with nearly 38 million people, a rapidly growing premium beauty sector, and a strong professional ecosystem within dermatology, aesthetic medicine and advanced haircare. We see substantial commercial potential in this market, and Mercapharm's level of ambition further strengthens our confidence in the long-term opportunity for Follicopeptide internationally."*

Mercapharm's launch roadmap also includes presence at several leading scientific and professional events in the hair, scalp, and aesthetic medicine sectors during the coming months.

Coegin expects to provide further updates as the launch progresses.

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**About Coegin Pharma**

Coegin Pharma is a Swedish innovation company developing and commercializing advanced cosmetic technologies for hair and skin. The company's flagship innovation, Follicopeptide®, is a patented, clinically developed peptide technology targeting hair thinning. It is currently being introduced globally through selected partners and the company's own brand platform. In parallel, Coegin is also developing NPP-4, a next-generation cosmetic peptide innovation designed to enhance skin tone.

With scalable in-house production, established intellectual property, and a flexible commercial model, Coegin Pharma is positioned to bring differentiated, science-based products to the global cosmetics market.

Coegin Pharma's share is listed on the NGM Growth Market and dual-listed on Börse Stuttgart. The company is headquartered in Lund, Sweden.

For more information, including company updates and social media links, visit [coeginpharma.com](http://coeginpharma.com)

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