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Coegin Pharma has reduced product cost by 80 percent – moving closer to the launch of Follicopeptide

Coegin Pharma is approaching the launch of its first hair growth product based on Follicopeptide. Through focused development efforts, the company has so far reduced the cost of manufacturing a finished product by over 80 percent, while also refining function, design and market adaptation ahead of the planned launch in late 2025.

The company is now focusing on optimising the product in terms of both user experience and commercial appeal. A new, fully developed prototype has been created – a syringe-inspired bottle with a smart, lockable click system that delivers the correct dose and an integrated applicator tip that enables hygienic and effective application. The design signals a science-based premium product in the hair growth segment. Watch a short video where CEO Jens Eriksson presents the prototype: <https://www.youtube.com/shorts/EsRdREoWu3Q>

The finished product has been developed with support from extensive market research conducted in several parts of the world. It is designed to meet both consumer expectations and the demands of potential partner companies in terms of design, function and, not least, price. Coegin has chosen to develop a finished product in order to present a proof of concept for production – and to simplify and shorten the time to market through partners, by offering an attractive, ready-to-launch product.

When launching through partners, product cost is a critical factor – especially in the premium segment, where initial marketing efforts require healthy margins. The cost reduction achieved so far strengthens Coegin's position in negotiations with commercial partners.

The product is expected to be offered in different concentrations depending on market, price point and sales channel.

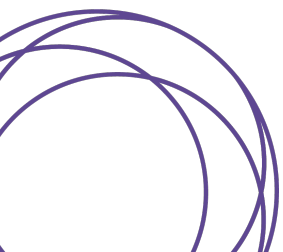
"I am very proud of the solid development work we have carried out. Thanks to collaborations with development partners and deep market insights, we have created a product with global potential. Being able to present a fully developed product and a functional manufacturing process at this stage is a valuable strategic tool in our partner discussions," says Jens Eriksson, CEO of Coegin Pharma.

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This document is a translation of the original Swedish press release. In case of any discrepancies, the Swedish version shall prevail.

About Coegin Pharma

Coegin Pharma is a Swedish biotech company developing cutting-edge innovations for hair and skin. The company aims to commercialise a series of hair growth products starting in late 2025, followed by a pigmentation product in 2026.

The company's vision is: *"To lead the future of cutting-edge solutions for hair and skin longevity".*

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

More information – including subscription to company updates and links to social media – is available at coeginpharma.com/en.

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