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Intraceuticals boosts brand presence in India to tap wellness services market

NEW DELHI: [Intraceuticals](#), an Australia-based skin care company, is on an expansion drive in India to strengthen brand presence since it aims to capture the India's wellness services market projected to be nearly Rs 1,100 crore.

The company has inked collaboration with Bangalore-based Medihaxe International as the sole distributor of the products in India as part of the expansion plan.

Mr Collen Chan, [Intraceuticals](#) Regional Director (Asia and West Asia), said, "Our focus in India is to multiply the number of locations that we are present. We are at a start-up stage right now. We want to first establish ourselves in the top 10 cities here."

[Intraceuticals](#) offers spa treatments and sells skin care products in numerous skin and cosmetic clinics. Gururaj Pejavar, Medihaxe International Director said, "We are present in six clinics in Mumbai, New Delhi and Bangalore for [Intraceuticals](#) procedures. We plan to expand to 50 clinics in all major and mini metros by 2013."