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# Akums Drugs bridges current availability gap for keratin soluble supplements in India

Akums Drugs partners with LC Ingredients to market Cynatine in India

By **Manbeena Chawla** | September 15, 2022



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In an effort to bridge the gap in the supplements market and fuel its business growth ambitions, Akums Drugs & Pharmaceuticals, New Delhi-based contract manufacturing pharmaceutical company, has exclusively partnered with French firm LC Ingredients for obtaining raw material, manufacturing, innovating, and selling finished products containing Cynatine to all Indian big pharma and nutraceutical companies for the benefit of consumers.

Cynatine’s high bioavailability makes it capable of delivering keratin peptides to the body and can be consumed by humans, with no fear of toxicity associated with it. Keratin, in its original form, is insoluble and non-absorbable by the body, hence cannot be consumed by humans. Keratin protein acts as an incredible support element to the structure of skin, hair and nails.

Commenting on the collaboration, Founder, Promoter and Director, Akums Drugs & Pharmaceuticals, Sanjeev Jain said, “In the erstwhile market, there were no healthcare supplements other than biotin and regular hair, nail and skin (HNS) multivitamins for controlling hair fall and other related issues, but necessarily 100 percent effective. We identified this gap and when we found out about Cynatine, the only soluble source of keratin known, and we connected with the innovator company LC ingredients with the aim to get exclusive rights so that we may introduce this revolutionary healthcare supplement in India."

He further added that “Even though Cynatine is a soluble form of keratin, it has not yet been listed with the regulatory authority Food Safety and Standards Authority of India (FSSAI); means that no pharmaceutical company in India is permitted to produce it. This makes Akums, the only company in India with exclusive rights to sell this supplement. We have already conducted our own clinical trials on the Indian population and classified the supplement within the normal foods category."

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