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**Siriraj Hospital Teams Up with SCGP to Rebrand Cosmeceutical Products,**

**Introducing New Packaging that Combines an Eco-Friendly Aesthetic with a Beautiful Design**

**Siriraj Hospital has partnered with SCGP to rebrand the Siriraj cosmeceutical product line through integrated packaging solutions. The partnership aims to modernize the brand's identity and product packaging, enhancing aesthetic appeal and ease of use with a strong focus on sustainability. This initiative is set to expand the customer base by making quality cosmeceuticals more accessible.**

**Professor Apichat Asavamongkolkul, M.D., Dean of the Faculty of Medicine at Siriraj Hospital, Mahidol University,** revealed that Siriraj Hospital is dedicated to caring for patients seeking treatment and building trust in medical services that meet professional standards based on extensive knowledge, expertise, and medications, all of which are important parts of treatment. Therefore, Siriraj Hospital has developed its own cosmeceutical formulas to enhance treatment effectiveness. Production began in 2005 under the hospital's product patent, including shampoos for scalp problems and chemical-free sunscreens. For nearly 20 years, Siriraj Hospital's cosmeceuticals have been widely accepted by patients and the general public. This has necessitated an increase in production capabilities and a modernization of the packaging to create more value and satisfaction and better meet consumer needs.

**Associate Professor Dr. Yongyut Sirivatanauksorn, M.D., Deputy Dean and Director of the Integrated Center of Excellence at Siriraj Hospital,** said the hospital has continuously developed its cosmeceutical products. Currently, 15 types of cosmeceuticals are available, including shampoos, sunscreens, shower creams, and skin lotions. Previously, the cosmeceuticals had an unremarkable design with packaging that could have been more user-friendly. Consequently, Siriraj Hospital collaborated with SCG Packaging Public Company Limited, or SCGP, to revamp the image of its cosmeceuticals. The rebranding effort began with a new circular logo design, symbolizing the reliability and pride associated with Siriraj Hospital's products. Furthermore, the graphic design and packaging shapes have been redesigned to be more appealing, modern, easier to use, and convenient, aiming to serve the existing consumer base and reach every target group desiring quality cosmeceuticals.

**Clinical Professor Emeritus Piyasakol Sakolsatayadorn, M.D., First Vice-Chairman of the Siriraj Foundation,** mentioned that the Siriraj Foundation, a charitable organization, is dedicated to providing medical care to patients, promoting improved quality of life, and supporting the educational and research activities of medical personnel. The Siriraj Foundation supports the mission and operations of the Faculty of Medicine at Siriraj Hospital, Mahidol University, and has established the Sirirajbumrungvej Company Limited as a social enterprise. In line with these endeavors, stores under Sirirajbumrungvej Company Limited manage the distribution channels for Siriraj Hospital's cosmeceutical products.

**Wichan Jitpukdee, Chief Executive Officer of SCG Packaging Public Company Limited, or SCGP,** stated that SCGP is committed to providing integrated packaging solutions, which include a diverse array of innovative products and services that span design, production, and sales to meet all sustainable packaging needs. SCGP has collaborated with Siriraj Hospital in the co-creation and development process. This partnership has spanned from research and logo design to designing and developing packaging suitable for each unique cosmeceutical formula, ensuring maintained quality over time. The collaboration also enhances customer usability with conveniently designed packaging that meets sustainability goals. SCGP is proud to contribute to Siriraj Hospital's rebranding efforts, helping to make quality cosmeceuticals accessible to the Thai people. Furthermore, SCGP and Siriraj Hospital plan to broaden their collaboration to enhance other product lines, focusing on environmentally friendly and smart packaging innovations. This partnership aims to improve the customer experience and quality of life while fostering a sustainable environment.

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