



PHLECS winner of the EIT Health's Bridgehead Global 2020

High Tech Campus Eindhoven, the Netherlands

May 20, 2020

Dutch MedTech start-up PHLECS has just been selected by EIT Health to participate in its Bridgehead Global program.

See EIT Health's press release: <https://eithealth.eu/news-article/bridgehead-global-will-help-21-firms-expand-beyond-europe/>

In the pilot year of the EIT Health Bridgehead Global program, 21 awarded start-ups and scale-ups seek to expand their businesses beyond Europe. Among them is Phlecs, the Dutch start-up that addresses unmet needs in dermatology with UV-free phototherapy solutions.

Entering a new market presents various challenges ranging from complex regulatory processes to identifying the right collaborators. To overcome these barriers, the EIT Health's Bridgehead Global program will support the participating companies by providing them access to experts and enablers. The highly individualized program will help them reach new markets globally.

After receiving the CE marking for its Full Body Blue Light device last March, PHLECS is now moving forward to its next business milestone: the introduction of this innovative therapy in the US next year.

David Aubert, PHLECS's CEO comments: "The gold standard in phototherapy is UV-therapy, which is relatively cost effective, but the risk of skin cancer is high making many patients not eligible. With blue LED light technology, PHLECS has developed a new innovative way to treat plaque psoriasis without the use of chemical substances or UV-radiation that offers dermatologists a new treatment modality. The Bridgehead global program from EIT Health will accelerate PHLECS's plans to expand beyond Europe addressing in particular the US market that is not only the largest market, but also a market open to innovations because dermatologists have a commercial attitude, need to differentiate versus their competition and patients are also willing to spend out of pocket for their treatment".

### **About Bridgehead Global**

In the context of Bridgehead Global, European SMEs receive support to work with a Global CATalysers (Global CAT) who will organize and prepare them to travel to the location of their choice within the Global CAT's network of beyond-European collaborators. The participants are supported in entering new markets with knowledge about specific countries' healthcare systems, regulatory environments, key stakeholders and competitors. They are guided by a seasoned local support team who open the right doors to establish and grow cross-border business.

## About Phlecs

Phlecs B.V. is a Dutch start-up founded by 3 former PHILIPS Light & Health employees with many years of experience in photo-dermatology, and 2 domain experts. Over the last 10 years extensive clinical research has been conducted on photo-dermatology treatments using UV-free LED lighting. Many studies (<https://www.phlecs.com/clinical-studies/>) have been published that show the efficacy of blue light therapy for the treatment of skin diseases such as Psoriasis or Eczema. PHLECS develops and commercializes photo-dermatology solutions, based on a proprietary full body blue light platform.



For more information:

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