

FOR IMMEDIATE RELEASE

Sun Pharma and Christian Siriano Launch “Regrowth Restyled” to Inspire Adults Living with Severe Alopecia Areata

New awareness campaign celebrates confidence and self-expression through fashion while encouraging adults with severe alopecia areata to learn more about treatment options such as LEQSELV[®] (deuruxolitinib)

PRINCETON, N.J., September 17, 2026 – Sun Pharmaceutical Industries Limited (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, “Sun Pharma” and includes its subsidiaries and/or associate companies) announced the launch of [Regrowth Restyled](#), an educational campaign that celebrates how beauty, confidence, and self-expression continue throughout the hair regrowth journey for adults living with severe alopecia areata.

Kicking off in Alopecia Areata Awareness Month, this fashion-inspired campaign spotlights the experience of severe alopecia areata patients. As part of this collaboration, Sun Pharma has partnered with renowned fashion designer Christian Siriano to create a one-of-a-kind wearable garment inspired by the journey of hair regrowth. The piece will debut following New York Fashion Week on September 17, 2026.

“As a designer, I’ve always believed style is a form of self-expression – and for adults living with severe alopecia areata, hair loss can complicate that expression in ways that go far beyond appearance,” said Siriano. “I’m excited to participate in this campaign because it creates a platform to broaden the conversation around alopecia areata and reminds anyone navigating this condition that self-expression is uniquely theirs and does not have to wait.”

Alopecia areata is an autoimmune disease where the body’s immune system mistakenly attacks hair follicles, causing hair loss. Hair may fall out in small, round patches, or in some cases, patients can lose all of their hair on their scalp and/or body. Impacting an estimated 300,000 U.S. adults, severe alopecia areata causes more than hair loss; it also carries a significant physical and psychosocial burden for patients. Alopecia areata can negatively change how patients feel about themselves, potentially leading to increased anxiety, depression, feelings of isolation, and reduced self-esteem.

“When people think about alopecia areata, they often focus on hair loss itself,” said dermatologist Dr. Meena Singh, Board Certified Dermatologist and Dermatologic Surgeon, Skin and Hair Center in Overland Park, KS. “But as dermatologists, we consider the full spectrum of each patient’s journey from initial hair loss to the psychological impacts alopecia areata can bring leading to a decision to explore treatment to address rapid hair regrowth.”

Treating severe alopecia areata can look different for everyone. For people interested in regrowing their hair, fast results matter. Seeing bald patches shrink or new hair growth appear may help patients feel more comfortable in their journey and inspire them to take steps toward reclaiming their identity.

“*Regrowth Restyled* reflects our commitment to supporting people living with severe alopecia areata at every stage of their journey,” said John Bujnoski, Vice President, Head of Dermatology & Immunology, U.S. Innovative Medicines, Sun Pharma. “Through this campaign, we hope to inspire

confidence, celebrate self-expression, and encourage patients to speak with their dermatologist about treatment options, including LEQSELVI, that may help them achieve their hair regrowth goals.”

LEQSELVI® (deuruxolitinib) is an FDA-approved medicine for adults with severe alopecia areata. It works by blocking certain signals in the body that are thought to play a role in hair loss. In clinical trials, LEQSELVI demonstrated rapid results. Some patients (3%) were able to get almost all their hair back as fast as 8 weeks. By 24 weeks, about one-third of patients regained almost all their hair. Even if some patients didn’t regrow most of their hair, many still experienced visible regrowth.

LEQSELVI may cause serious side effects including infections, cancer, immune system problems, blood clots, and stomach tears. Do not take LEQSELVI if you are a poor metabolizer of CYP2C9 medicines or if you take moderate or strong CYP2C9 inhibitor medicines. The most common adverse events were headache, acne, nasopharyngitis, blood creatine phosphokinase increased, and hyperlipidemia. Please full Prescribing Information, including Boxed Warning and Medication Guide, and see below for Important Safety Information.

Visit RegrowthRestyled.com to learn more about the campaign and LEQSELVI as a treatment option.

About LEQSELVI®

LEQSELVI (deuruxolitinib) 8 mg tablets is an oral selective inhibitor of Janus kinases JAK1 and JAK2 FDA-approved for the treatment of adults with severe alopecia areata. Alopecia areata is an autoimmune disease in which the immune system attacks hair follicles, resulting in partial or complete loss of hair on the scalp and body. Alopecia areata may affect up to 2.5% of the United States and global population during their lifetime. The scalp is the most commonly affected area, but any hair-bearing site can be affected alone or together with the scalp. Onset of the disease can occur throughout life and affects both women and men. Alopecia areata can be associated with serious psychological consequences, including anxiety and depression. There are currently limited approved treatment options available for severe alopecia areata.

Please click here for full [Prescribing Information](#) Including BOXED WARNING and Medication Guide.

LEQSELVI Important Safety Information & Use

What is LEQSELVI (deuruxolitinib)?

LEQSELVI is used to treat adults with severe hair loss (alopecia areata). It is not known if LEQSELVI is safe and effective in children.

Who should not take LEQSELVI?

Do not take LEQSELVI if you are a poor metabolizer of CYP2C9 medicines or are taking moderate or strong CYP2C9 inhibitors. Before starting treatment, your healthcare provider should test you for CYP2C9 variants. Tell your healthcare provider if you take moderate or strong CYP2C9 inhibitor medicines. Ask your healthcare provider or pharmacist if you are not sure.

What is the most important safety information I should know about LEQSELVI?

LEQSELVI is a medicine that affects your immune system and can lower the ability of your immune system to fight infections. Some people have had serious infections during treatment with LEQSELVI. Some people may die from these infections... Your healthcare provider should test you for TB before starting treatment with LEQSELVI and should watch you closely for signs and symptoms of TB during

treatment. You should not start taking LEQSELVI if you have any kind of infection unless your healthcare provider tells you it is okay

There may be an increased risk of major cardiovascular events in people 50 years of age and older who have at least one heart disease risk factor and are taking a medicine in the class of medicines called JAK inhibitors, especially if they are a current or past smoker. LEQSELVI may increase your risk of certain cancers by changing the way your immune system works.

Blood clots in the veins of your legs, lungs or brain (cerebral venous sinus thrombosis, CVT) can happen in some people during treatment with LEQSELVI. These may be life-threatening.

Some people taking LEQSELVI can get tears in their stomach or intestines.

If you have diabetes, your healthcare provider may instruct you to check your blood sugar levels more often during treatment with LEQSELVI. Call your healthcare provider if you have any problems with low blood sugar (hypoglycemia).

Before you start and taking LEQSELVI and during treatment, your healthcare provider should do blood tests to check for increased fat levels in your blood, Low white and/or red blood cell counts. You should not take LEQSELVI if your white blood cell or red blood cell counts are too low.

What should I tell my healthcare provider before starting LEQSELVI?

Tell your healthcare provider if you have an infection; are a current or past smoker; have had a heart attack, or other heart problems or stroke; have had blood clots in your legs, lungs or brain; have kidney problems; have liver problems; have any stomach area (abdominal) pain or been diagnosed with diverticulitis or ulcers in your stomach or intestine; have low red or white blood cell counts; or have recently received or are scheduled to receive a vaccine.

Females who are able to become pregnant should use effective birth control (contraception) during treatment with LEQSELVI. Talk to your healthcare provider if you are planning to become pregnant. You should not breastfeed during treatment with LEQSELVI and for one day after the last dose.

What else should I be aware of when taking LEQSELVI?

Your healthcare provider should do blood tests before you start taking LEQSELVI and during treatment to check for increased fat (lipid) levels in your blood (triglycerides and cholesterol), low red blood cell counts, or low white blood cells.

How should I take LEQSELVI?

Take LEQSELVI 2 times a day with or without food.

What are the possible side effects of LEQSELVI?

The most common side effects of LEQSELVI include:

- acne
- headache
- pain or swelling of your nose or throat (nasopharyngitis)
- increased blood creatine phosphokinase
- increased blood cholesterol
- tiredness
- weight gain
- increased platelets in your blood (thrombocytosis)
- low red blood cell count (anemia)
- skin and soft tissue infections
- low white blood cell count (neutropenia)
- herpes simplex including cold sores

These are not all of the possible side effects of LEQSELVI. Call your healthcare provider for medical advice about side effects.

Sun Pharmaceutical Industries Limited

Website: www.sunpharma.com

North America Media Office: CorpComms.NAM@sunpharma.com



To report SUSPECTED ADVERSE REACTIONS, contact Sun Pharmaceutical Industries, Inc. at 1-800-818-4555 or FDA at 1-800-FDA-1088 or www.fda.gov/medwatch.

About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050)

Sun Pharma is a leading global pharmaceutical company with a presence in Innovative Medicines, Generics and Consumer Healthcare products. It is the largest pharmaceutical company in India and is a leading generic company in the US as well as Global Emerging Markets. Sun's high growth Global Innovative Medicines portfolio spans innovative products in dermatology, ophthalmology, and oncodermatology and accounts for about 22% of company sales. The company's vertically integrated operations deliver high-quality medicines, trusted by physicians and consumers in over 100 countries. Its manufacturing facilities are spread across five continents. Sun Pharma is proud of its multi-cultural workforce drawn from over 50 nations.

For further information, please visit www.sunpharma.com and follow us on [LinkedIn](#) & [X](#).

Disclaimer

Statements in this "Document" describing the Company's objectives, projections, estimates, expectations, plans or predictions or industry conditions or events may be "forward looking statements" within the meaning of applicable securities laws and regulations. Actual results, performance or achievements could differ materially from those expressed or implied. The Company undertakes no obligation to update or revise forward looking statements to reflect developments or circumstances that arise or to reflect the occurrence of unanticipated developments/circumstances after the date hereof.

Contacts: Sun Pharma

Investors:

Dr. Abhishek Sharma

Tel + 91 22 4324 4324, Ext 2929

Tel Direct + 91 22 43242929

Mobile + 91 98196 86016

E-mail abhi.sharma@sunpharma.com

US Media:

Robert Perry

Mobile +1 609 921 4269

E-mail robert.perry@sunpharma.com

CORP-US-LEQ-0055

© 2026 Sun Pharmaceutical Industries, Inc. All rights reserved.