

Best Global Aesthetics Brand 2026

Gill Pharmaceuticals

The business, the founder, and the philosophy behind one of the UK's most recognised names in regenerative aesthetics.

When Arthur Gill founded Gill Pharmaceuticals, he made a deliberate choice: to build a pharmaceutical aesthetics brand the way he believed it should be built. No shortcuts on compliance. No compromises on formulation integrity. No chasing trends at the expense of clinical credibility. Five years on, that philosophy has produced a company named Best Global Aesthetics Brand 2026 at the UK Enterprise Awards — recognised by three independent industry bodies and featured by Elle UK alongside the global names that have defined the sector for decades.

"Last year's award recognised what ICONA® H8 is. This one recognises what Gill Pharmaceuticals is becoming. The brand is the long-term asset. The products are expressions of it." — Arthur Gill, Founder & CEO, Gill Pharmaceuticals

Founded on a Simple Observation

Gill Pharmaceuticals was founded on a specific commercial insight: that the UK aesthetics market was underserved by products combining genuine scientific rigour with transparent, ethical positioning. Arthur identified the space between the large global brands and the lower-cost alternatives — and built ICONA® to occupy it deliberately.

The ICONA® range spans ICONA® H8, a bio-revitalising skin booster built on the company's proprietary A.R.T. Technology® (Advanced Regenerative Technology) platform, and the ICONA® Polynucleotide range developed under R³ Technology® — Repair, Restore, Reinforce. Both are sold at a premium cost effective price point, and supported by the kind of regulatory and clinical infrastructure more commonly associated with businesses many times the company's size.

"I saw a gap between the global giants and the low-cost alternatives. There was no serious, independent, UK-born brand in the middle. That's the space we built ICONA® to occupy."

The Industry Has Taken Notice

Within five years of launch, Gill Pharmaceuticals has accumulated recognition across three independent judging bodies. ICONA® H8 was named Best New Pharmaceutical Aesthetics Product at the Welsh Enterprise Awards 2025. The company received a Highly Commended Gold at the Safety in Beauty Diamond Awards 2025, specifically recognising formulation integrity and consumer protection. And in March 2026, ICONA® H8 was featured in Elle UK as one of the definitive skin boosters to try in

2026 — listed alongside Restylane, Belotero Revive and Prohilo Structura, and specifically recommended by aesthetic doctor Dr Catherine Denning.

For a UK-independent brand at this stage of growth, that breadth of validation — product innovation, safety, brand leadership and consumer press — is genuinely unusual.

- Welsh Enterprise Awards 2025 — Best New Pharmaceutical Aesthetics Product
- Safety in Beauty Diamond Awards 2025 — Highly Commended Gold
- UK Enterprise Awards 2026 — Best Global Aesthetics Brand
- Elle UK March 2026 — Top five recommended skin boosters in the UK

A Different Kind of Thinking

Arthur Gill's background is not typical for an aesthetics brand founder. His career spans clinical research, pharmaceutical manufacturing and healthcare technology — disciplines that have shaped an approach to business that is considerably more rigorous than is common in the sector. Where many aesthetics brands treat regulatory compliance as a threshold to clear, Arthur treats it as a foundation to build on.

He is increasingly recognised internationally as a Global leader in regenerative aesthetics — a field he has helped shape through product innovation and a consistent public advocacy for science-led, ethically grounded practice. That standing is built not on self-promotion but on the consistency of his position: that aesthetic medicine advances best when scientific integrity and commercial ambition are held to the same standard.

That commitment is visible in how the business operates day to day. Arthur remains directly involved across product development, regulatory strategy, practitioner engagement and commercial partnerships — an unusual depth of founder involvement for a company at this stage, and one that practitioners who work with ICONA® regularly cite as a distinguishing feature of the relationship. The company also operates a dedicated Post-Market Surveillance system for its injectable range, a clinical feedback network that monitors product performance and outcomes well beyond what regulations require. When questions arise, the answers come from the top.

"I had no interest in building another injectable brand. I wanted to build something practitioners could genuinely trust — where every claim we make is backed by something



real, and every standard we hold ourselves to is one we chose, not one imposed on us."

A Measured Push Into Global Markets

Gill Pharmaceuticals is building an active international footprint across Europe and the rest of the world, with distribution relationships and regulatory pipeline work progressing across multiple territories. The approach is measured: market by market, ensuring the clinical and regulatory standards of the UK operation travel with the brand. Increasingly, that reputation is generating a lot of interest — partners approaching Gill Pharmaceuticals rather than the other way around.

It is a dynamic that Arthur sees as the clearest indicator of where the brand has reached. Ten years ago, Gill Pharmaceuticals was an idea. Today it is a name that international distributors, clinical professionals and major consumer publications are independently choosing to associate themselves with. That shift is the real story behind the award.

The award for Best Global Aesthetics Brand 2026 is the most public validation of that journey to date. For the practitioners and partners who have already chosen ICONA®, the evidence has been visible for some time.

"This award is a milestone, not a destination. The standard we are working towards is to make ICONA® a globally trusted name in regenerative aesthetics — and that work continues every day." — Arthur Gill, Founder & CEO, Gill Pharmaceuticals

Practitioners interested in the ICONA® range are invited to make contact directly.

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