

PRESS RELEASE

ELPEN's ALMORA[®] plus supports the 2nd Authentic Pheidippides' Ultramarathon runners

***ALMORA plus:** an oral electrolyte solution for systemic rehydration and organism wellbeing during sports, intense work or heat waves*

Tuesday, November 29th, 2016. The 2nd Athens-Sparta Authentic Pheidippides' Ultramarathon runners were supported by the specific dietary product of **ELPEN**, **ALMORA plus** – an “ultramarathoner” itself. The event was realized by the Sports & Cultural Club «Athenian Runners»; the run kicked off on November 18th, 2016, at the Athens Ancient Market area, and ended on November 23rd, in the same area.

The **ALMORA plus** oral solution found itself in its «natural environment»: it is a product, which effectively contributes to the maintenance of physical health and mental vigilance, relieving individuals from the unpleasant symptoms of dehydration and electrolyte loss – especially during sports, but also in other circumstances followed by severe fluid and electrolyte loss.

The advantage of **ALMORA plus** is its unique combination of electrolytes (Na⁺, K⁺, Cl⁻) and dextrose, which rehydrates the organism in an efficient manner, replenishing lost electrolytes and thereby contributing to performance maximization.

It is suitable for adults, but it is also administered to infants and children, thanks to its great strawberry flavor. It is exclusively available in pharmacies, in a 12-sachet package, by the Consumer Health Care department of ELPEN, the pioneer Greek pharmaceutical industry.

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