



## **A natural relief for skin irritations with the scientific signature of ELPEN**

*Specialized action for the effective prevention and treatment of reversible skin irritations*

Wednesday, February 8<sup>th</sup>, 2017. A **new product series** offering **relief** to individuals with **skin irritations and actinic dermatitis symptoms** is now available in pharmacies, carrying the signature of **ELPEN**, the number 1 Greek pharmaceutical industry.

The products are of **natural origin** and have resulted from the **specialized scientific research** conducted by ELPEN. They aim at efficiently preventing and treating reversible skin irritations, such as dryness, erythema, pruritus (itching), burning sensation, desquamation, and slight burns caused by skin exposure to radiation.

The product series consists of a **cream and an ointment**, as well as a **foam bath**, which is specifically designed for individuals with sensitive skin.

The cream and the ointment have a **soothing and regenerating effect**; they form a protective film that settles on the skin surface, thereby contributing to its protection and functioning as a **defense mechanism for external injuries caused by skin exposure to radiation**.

The foam bath is a milder cleansing product, which is suitable for daily personal hygiene of individuals with sensitive skin.

The product series is available from the Consumer Health Care department, exclusively in Pharmacies.

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