



PRESS RELEASE

«Growth – Education – Innovation»: ELPEN supports the 13th Pancretan Pharmaceutical Convention

Thursday, May 18th, 2017. **ELPEN** and its **Consumer Health Care** department have been supporting Greek pharmacists over numerous years; this time, the pioneer Greek pharmaceutical industry offered support to the 13th Pancretan Pharmaceutical Convention, which was attended by more than 450 healthcare professionals and pharmacists from all over the country. The Convention was held in Heraklion, Crete, on May 13th & 14th, 2017 and was organized by the Cretan Pharmaceutical Associations' Coordinating Body, under the responsibility of the Pharmaceutical Association of Heraklion. Notably, through the Convention's wide agenda, the issue that was particularly highlighted was the importance of the «**Growth – Education – Innovation**» triptych as an **asset for the viability** of pharmacies amidst the adverse financial circumstances of the last years.

ELPEN is always present at the largest and most prestigious Greek Pharmaceutical Conventions, since the company's aim is to support long-term and sustainable growth of pharmacies, according to European standards, but also to emphasize the pharmacist's scientific role as a link between physicians and patients.

Within the Convention's framework, ELPEN participated with two *ALMORA plus* products, namely Gantil and Lumaren, while it also presented its new *artia by ELPEN* line products for the relief of human skin irritation and actinic dermatitis symptoms. These natural products have been designed upon specialized scientific research that was conducted by ELPEN, in order to efficiently prevent and treat reversible skin lesions, such as dryness, erythema, pruritus, burning sensation, exfoliation and mild burns caused by skin exposure to radiation.

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