



PRESS RELEASE

For the 4th consecutive year, ELPEN supports SYFAK's Educational Meeting entitled «Drugs in Health and Beauty. Present and Future»

11 speeches and 2 round tables were held for professional pharmacists, and 14 speeches for the broader public

Tuesday, September 13th, 2016. For the **fourth consecutive year**, ELPEN, the pioneer Greek Pharmaceutical Industry, along with the company's **Consumer Health Care** department, has supported the **4th two-day Meeting** entitled «**Drugs in Health and Beauty. Present and Future**». The meeting was organized in Heraklion, Crete, by the **Pharmacists' Cooperative of Crete and Dodecanese**, under the auspices of the Region of Crete, the Municipality of Heraklion and the Pharmaceutical Association of Heraklion.

The two-day Meeting took place on **September 10th and 11th, 2016**, at Atlantis Hotel, from 9:30 until 19:00, and was hugely succesful for all professional pharmacists. In parallel, between 11:00 and 14:30, several speeches were held for the public, in Astoria Cinemas.

The Meeting's basic and principal theme was the **evolution of Health and Beauty in the New Era**. Within the premises of Atlantis Hotel, 11 speeches and 2 round tables were held, aiming at providing information about strategy implementation, through strictly scientific and business knowledge, so that pharmacists can respond to contemporary consumer needs. In addition, speeches about the Commercial and Financial Management of pharmacies were organized; the purpose of the latter was to help pharmacists gain deeper knowledge on modern Marketing & Management tools, as well as aspects related to budget and programming setup, materialization and control.

In order to inform the public and to provide useful advice on Health and Beauty, 14 speeches were given by physicians at Astoria Cinemas. The subjects covered a number of diverse and interesting medical issues, such as diabetes, osteoporosis, chronic obstructive pulmonary disease, etc. These speeches took place in collaboration with the **Medical Association of Heraklion**.

Within the context of this two-day Meeting, ELPEN's Consumer Health Care department participated with a number of products, namely ALMORA plus, NeuroAge and Rontamil.