



Ponsus Pharma launches a new Sun Care range based on Proderm Technology

Ponsus Pharma's sun care range based on Proderm Technology has been improved, contributing to safer days under the sun.

STOCKHOLM, Mar. 4. Ponsus Pharma's sun care range based on Proderm Technology has been improved and will soon be available in one of the world's biggest pharmacies. The sun care range consists of a high sun protection factor, a high sun protection factor for kids, a medium sun protection factor, a low sun protection factor and a After Sun product. The products are foams and have a consumer-friendly texture which leaves the skin non-greasy and well protected. In addition the products have recently acquired an improved safety profile. The products are marketed by different distributors in Europe.

"Ponsus Pharma is very proud offering this sun care range as we see a growing consumer demand for more effective and consumer-friendly formulations. This product range is available for our current marketing partners and potential partners in Europe. Our long-term strategy is to find dedicated marketing partners for both our current products and for product development of new dermatological products", stated Dan Johansson, Sales & Marketing Manager at Ponsus Pharma.

About Ponsus Pharma AB

Ponsus Pharma AB develops high performing dermatological products based on their patented Proderm Technology® for pharmaceutical and cosmeceutical companies, targeting the Fast Moving Consumer Goods market. The water-lipid nature of the Proderm Technology allows the foam to be rapidly absorbed and incorporated into the viable epidermis. Furthermore, Proderm Technology is non-comedogenic and provides a cosmetically elegant feel, in addition to ease of application, because it is non-greasy and spreads easily. Unlike some topical foam preparations, Proderm Technology does not use either alcohol or other organic solvents, therefore it is well tolerated by patients. Ponsus Pharma markets its products through a group of marketing partners in various countries.