

## JUNIA PHARMA SRL LAUNCHES BLEFARENE BABY ON THE MARKET

**Specific for the care and hygiene of eyelids and eyelashes, the new product was presented during the company's National Convention.**

*Pisa, 19<sup>th</sup> November 2019* - PharmaNutra S.p.A. (Aim Italia-Ticker PHN) communicates that its subsidiary Junia Pharma S.r.l., company specialised in the development and distribution of medicines, medical devices, OTC and supplements, especially for the paediatric sector, has announced the launch of a new product: Blefarene Baby.

The new product was presented officially to the sales network by the commercial department during the National Convention 2019, held on Monday, 18<sup>th</sup> November in the Group's Pisa offices.

Blefarene Baby, an evolution of Blefarette Baby - which will no longer be distributed by Junia Pharma Srl as of 1<sup>st</sup> January 2020 - was the result of a need for a solution for the more common irritations of the periocular area that needed to be both effective and totally natural. We are talking about practical, disposal, pure cotton wipes, suited to the most delicate skins, containing principles that help relieve itchiness and redness. The new Junia Pharma product has been available since yesterday, Monday, 18<sup>th</sup> November

*"After years of experience in eye cleansing for children, we were able to create a real innovation, a true step forward, with the new Blefarene Baby: a unique, decidedly more effective formula than anything currently available on the children's periocular wipes market", explains **Andrea Lacorte, President of the PharmaNutra Group.** "A new fabric, new formula components (including zantalene, chamomile, cornflower and Vitamin E extracts) and specific ease-of-use make Blefarene Baby the new golden standard guaranteeing the best eye cleansing and hygiene for children of all ages".*

*"We are launching Blefarene Baby proud that we always represent excellence in creating formulas that become top of the range in their reference market. In addition, for the satisfaction of being involved in implementing a significant industrial growth plan for Junia Pharma; not just because of product uniqueness, but also due to the incredible quality of the commercial network", adds **Cinzia Corasiniti, the Group's Commercial Director.***

**PharmaNutra S.p.A.**

*Founded and led by the President Andrea Lacorte and Vice President Roberto Lacorte, PharmaNutra was established in 2003. It develops unique nutritional supplements and innovative nutritional devices, handling the entire production process, from proprietary raw materials to finished product. The efficacy of the products has been demonstrated by numerous clinical studies, 91 of them published and with more than 6000 subjects treated with the supplements. The Group distributes and sells its products in Italy and abroad. In Italy, products are sold through a network of 140 Pharmaceutical Representatives serving doctors and also exclusively selling PharmaNutra products to pharmacies throughout Italy. Products are sold in over 50 countries abroad, through 34 partners selected from among the finest pharmaceutical companies. PharmaNutra leads the market in the production of iron-based nutritional supplements under the SiderAL® brand, where it boasts a number of important patents on Sucrosomial® technology. Over the years, the Group has developed a precise strategy for the management and production of intellectual property, founded on the integrated management of all the various elements: proprietary raw materials, patents, brands and clinical evidence.*

<http://www.PharmaNutra.it>

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