

PRESS INFORMATION**New line of facial treatment****Midermus Hydrant Day and Midermus Hydrant Night**

(Buenos Aires, April 2017). Midermus - the brand of pharmaceutical cosmetics of Biosintex laboratory - presents Midermus Hydrant Day and Midermus Hydrant Night creams, a complete facial treatment for daily skin care.

During the day, Midermus Hydrant Day intensely hydrates the skin protecting it from photoageing, thanks to its formula rich in Vitamins A and E that neutralizes the effects of free radicals responsible for cellular wear and provides the necessary nutrients to restore balance to dry and dehydrated skin.

In addition, this day cream contains a system of filters (SPF 15) to prevent wrinkles and spots caused by UVA solar radiation, present throughout the year, and affecting the deeper layers of the skin.

At night, Midermus Hydrant Night is characterized by its high dose of Vitamin A -170,000 IU per 100 grams-, which activates the process of cell regeneration helping to correct wrinkles and fine lines while the skin rests.

At the same time, it contains collagen and elastin that allows to strengthen skin tonicity so that it looks firmer and healthier.

This facial treatment - Day and Night - is ideal for women over 35 because from this age the skin begins to lose its natural elasticity, becoming more fragile and devitalized.

Midermus Hydrant Day and Midermus Hydrant Night have a formula of fine and light texture. They have fast absorption and leave a pleasant and fresh sensation after its application.

In countries of Europe and especially in the United States, it is beginning to spread the importance of using paraben-free products, preservatives that are commonly used in cosmetics and are the main causes of irritations, rashes and allergic skin reactions. Due to its strict quality controls, Midermus has already implemented this new concept, producing both paraben-free, hypoallergenic and dermatologically tested creams.

Midermus Hydrant Day and Midermus Hydrant Night are products of the Argentine laboratory Biosintex, which has twenty years of experience in the pharmaceutical market developing a wide line of medicinal and dermocosmetic products under the international standards GMP - Good Manufacturing Practices.

To know the entire product line of Midermus - Midermus Vitamin A, Midermus Sun, Midermus After sun and Midermus Calendula-, you can visit the laboratory

website:

www.midermus.com

We appreciate its diffusion

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