

PRESS INFORMATION

#MidermusSun is ideal to take care of your skin, with more UV protection

(Buenos Aires, September 2018) Midermus, the pharmaceutical cosmetics brand of the Biosintex Laboratory, has developed its new #MidermusSol formulas, contemplating the need posed by worldwide dermatological studies for skin care: sunscreens with filters that provide greater dispersion and UV radiation absorption.

Therefore, the new formulas provide greater UV protection - the radiation with the greatest impact on premature photoaging - and it also has highly photostable filters that maintain their effectiveness during sun exposure.

Midermus Sun allows you to enjoy the benefits of the sun, in a healthy way for the skin.

Protect your skin

While most of the UVB radiation is absorbed in the epidermis, UV radiation reaches the dermis, the deepest layers of the skin.

The chronic effects of solar radiation are given by the UVB + UV including photoaging and photocarcinogenesis. Therefore, it is important to avoid excessive sun exposure - especially between 11:00 and 16:00, an interval in which 80% of the daily ultraviolet radiation dose is received - and use the appropriate sun protection factor according to the type of skin.

Benefits of a healthy sun exposure:

- 1- More vitamin D, which favors the calcium absorption process necessary for strengthening bones.
- 2- Feeling of well-being due to the increased production of Serotonin, a neurotransmitter that increases positivism, reduces tiredness and stress.
- 3- It improves defenses, since the sun causes the increase in white blood cells that strengthen the immune system.
- 4- Recognized therapeutic applications in the treatment of anomalies and dermatological diseases such as psoriasis and atopic dermatitis.

#MIDERMUSSUN consists of 4 protection factors, all paraben free:

1. **FPS 50+ Babies and Children** – Emulsion 150 grs - Very high sunscreen UVB + UV - Fragrance free - Water resistant.
2. **FPS 30** – 150 grs emulsion - UVB + UVA medium sunscreen - Water resistant.
3. **FPS 50** – Emulsion 70 grams and 150 grams - Very high sunscreen UVB + UV - With vitamin A – It prevents premature facial photoaging - Water resistant.
4. **FPS 20** – 150 grs emulsion - UVB + UV medium sunscreen - With beta-carotene – It helps produce melanin, providing a more golden, uniform and durable color - Water resistant.

All Midermus products are dermatologically tested and approved by the European Cosmetic Association -COLIPA-.

The complete Midermus line is sold exclusively in pharmacies throughout the country.

For more information and to see the other products of the brand, you can check in:

Websiote: www.biosintex.com.ar/midermus

Facebook: [Midermus](#)

Twitter: [Midermuscremas](#)

Instagram: [Midermuscremas](#)

#Real effects. Midermus sensations.

Agradecemos su difusión

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