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ICPA aims to capture geriatric market

09 June 2021 | News

Develops denture adhesives and denture cleansers



ICPA Health Products has scaled up its presence in the easy-to-use denture management products range for the elderly. The company has developed denture adhesives and denture cleansers that help hold dentures securely and help clean the dentures to remove food remnants, plaque film and stains from the denture surface. With a significant number of urban and

semi-urban citizens above the age of 65 in the State, ICPA is looking to offer a convenient denture maintenance routine for this section of the population.

ICPA's range of denture adhesives includes Fixon Cream, Fixon Powder and Fixon Super Grip which help hold dentures securely and comfortably all day long and, provide confidence to chew with dentures. The company also offers a complete range of denture cleansers which includes Clinsodent Powder, Clinsodent Tablet and Clinsodent Brush which help remove film, stains and plaque deposits from the denture surface.

"We are now looking to increase the availability of our offerings in the everyday consumables in this segment across India. In the first leg, we plan to increase our presence in the Western region of India starting with Maharashtra, then Gujarat and Madhya Pradesh and, gradually form networks across the rest of the states in the region," says Abha Damani, Director, ICPA.

"While available to be bought separately, the products are also offered as part of a kit called the Replay Kit. It is an assortment of individual products neatly packaged along with its storage," concludes Damani.

The products are available through local chemists across Maharashtra and also through e-commerce portals including Amazon and Flipkart.