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GSK Consumer Healthcare launches Iodex Rapid Action Spray

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The new offering from Iodex contains five active ingredients



GSK Consumer Healthcare announced the launch of Iodex Rapid Action Spray, a body pain relief solution for modern-day consumers. Iodex now has an exhaustive portfolio of pain relief products - Iodex Balm, Iodex UltraGel & Iodex Rapid Action Spray, which can cater to different pain states & address varied format preferences of consumers.

The new offering from Iodex contains five active ingredients that are known to penetrate deep into the skin, reduce internal inflammation and provide targeted pain relief. With this launch, Iodex continues to innovate its portfolio and establish itself as a true body pain expert.

It has a formula of five active ingredients, namely Indian Wintergreen Oil, Menthol, Eucalyptus oil, Turpentine oil, Clove oil. The blend of ingredients with known analgesic properties helps provide targeted relief from different types of musculoskeletal pain like neck/shoulder pain, back pain, joint pain, sprain etc.

Anurita Chopra, Area Marketing Lead, India Sub Continent, GSK Consumer Healthcare said, “We aim to be a one-stop solution that caters to every type of pain in any format that our consumers prefer.”

Iodex Rapid Action Spray is available in two packs- 35 g at Rs 140 and 60g at Rs 195 and is available across all leading chemist stores and e-commerce sites.