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Italy-based biopharma co A Menarini launches Solar D Sunscreen

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The SPF 50, water and sweat-resistant sunscreen, uses a unique UV activated vitamin D technology



A Menarini India, part of the Menarini Group, Italian-based biopharmaceutical company, has launched ‘Solar D’ sunscreen – a breakthrough innovation in dermatology in over 70 years.

The revolutionary SPF 50, water and sweat-resistant sunscreen, uses a unique UV activated vitamin D technology that allows your body to naturally produce Vitamin D while protecting your skin from burning, ageing, and tanning.

The groundbreaking SPF technology is specifically designed and formulated to prevent sunburn or sun damage while allowing the passage of sufficient UVB light that our bodies use to naturally produce vitamin D. It uses compounds with differing filter compositions that enable and maximises vitamin D production while maintaining its broad-spectrum sun protection.

Non-oily, PA++++ protection grade, and easy to blend, Solar D SPF 50 is essential for all outdoor warriors, and people with sensitive skin including children over six months. Perfect for those who bike, hike, or enjoy water sports, Solar D SPF 50 is water-resistant and sweat resistant for up to 120 minutes, allowing them to get maximum work. The sunscreen is free of oil and fragrances.