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# Emcutix collaborates with Canada-based Mantra Pharma to launch urea-based moisturisers in India

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**With dual-strength, MLFAE technology-enabled formulation**




Emcutix Biopharmaceuticals, in collaboration with Canada-based Mantra Pharma Inc., both subsidiaries of Mumbai-based Emcure Pharmaceuticals, has announced the pan-India launch of Ureaderm 10% & 20%, a urea-based moisturiser in cream formulation, for the prevention and management of extremely dry skin conditions and hyperkeratotic conditions such as psoriasis and ichthyosis, respectively. The moisturiser is designed to restore skin's natural moisturising factor and boost hydration levels.

Global studies have shown urea concentrations between 5% and 40% to be effective against dry skin conditions. Building on this scientific foundation, Ureaderm has been uniquely formulated to deliver enhanced and long-lasting hydration through the integration of advanced Multilayer Fatty Acid Emulsion (MLFAE) technology.

This technology enables a sustained release of urea, ensuring deep hydration and continuous moisturization for up to 72 hours. In addition to urea, the formulation includes eicosapentaenoic acid (EPA), Gamma-linolenic acid (GLA) and allantoin, which work together to strengthen the skin's lipid barrier, reduce water loss and keep skin soft, supple and healthy.

Available in two different concentrations, the 10% cream is ideal for adults looking for a regular skin care routine, while the 20% cream is suitable for people who need an extra dose of moisturizing to deal with skin conditions like ichthyosis or psoriasis, where extra keratolytic action is needed.