

Pain relief gel launched by Ozone Pharmaceuticals

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Aiming to tap the huge market opportunity in the growing segment of topical analgesic gels, Indian pharma major Ozone Pharmaceuticals Ltd has launched DFO 4X Gel, an advanced topical analgesic for fast relief from pain and inflammation.

DFO 4X Gel has an efficacy rate of 31 per cent faster than normal gels and contains high dose of Diclofenac Diethylamine (4.64 per cent) for direct acting deep penetration of the epidermis (outer most layer of the skin). It translates into site-specific effect and instant pain and inflammation relief.

Ozone, with manufacturing plants in Haryana, Himachal Pradesh and Assam, offers a diversified product portfolio range including pharmaceuticals, skin care, hair care, personal care, beauty and wellness products.

Last month, the company launched a campaign named, 'Dard Baanton Nahi, Mitao', addressing the consumers' common pain points such as injuries, muscle pain, sprains, etc. Since the campaign was launched, 70,000 units of Ozone DFO 4X Gel have been sold across India.

The new gel is effective and safe in management of osteoarthritis pain, acute musculoskeletal pain and inflammation, sprains and strains, sciatica pain, neck pain, back pain, epicondylitis (tennis elbow), carpal tunnel syndrome, knee pain and repetitive sports injury.