

Almirall launches *Thiomucase extreme areas*, the first anti-cellulite in a stick for rebellious areas

- Its formula with lypodualenzym® acts on rebellious cellulite
- The stick application aids self-massage to encourage drainage and fat mobilisation
- The new on-line programme Thiomucase Training Camp offers personalised treatment backed by diet and exercise

Madrid, 13 April 2010.- Almirall has developed a new anti-cellulite product, *Thiomucase extreme areas*, to combat cellulite on rebellious areas such as the thighs, hips, buttocks and abdomen.

"Some of its most notable new features come from its formulation with lypodualenzym®, which acts on two levels: blocking the entrance and formation of fats in cells and burning already stored fat, stimulating lypolysis" explains Yolanda Sanchis, Almirall product manager. *"Lypodualenzym® -she adds- contains three vegetable origin active ingredients: karkade, coleus forskohlii and amni visnaga".*

"Thiomucase extreme areas also contains other active ingredients such as horse chestnut and horsetail, with a series of complementary actions for other problems caused by rebellious cellulite, says Yolanda Sanchis- for example, improving drainage and capillary resistance, restructuring and regenerating the skin".

It is the first anti-cellulite treatment in a stick format. This means it is clean and easy to apply on affected areas with increased effectiveness through self-massage.

According to a clinically controlled study performed on 50 women for 28 days, results were visible in less than a month; with a reduction of the thigh perimeter of up to 1.5 cm in two weeks and up to 2.8 cm in four.

Comprehensive cellulite treatment

For standard treatment of generalised cellulite, Almirall recommends using the cream *Thiomucase Action 3*, with its anti-cellulite, shaping and moisturising action. For shock treatment of rebellious areas the anti-cellulite stick *Thiomucase extreme areas* is recommended.

For both generalised and rebellious cellulite a combined application of the two products is the best option, using *Thiomucase Action 3* in the morning, after showering, and *Thiomucase extreme areas* at night on rebellious areas, or vice versa.

Thiomucase Training Camp (www.thiocamp.com)

Almirall has also created a virtual camp at which any internet user can "enlist" and receive training that will help her reduce cellulite visibly before the summer.

"The camp is based on a 28 day shock plan split into four weeks -says the Almirall product manager. During this period a follow-up will be made to see how each participant is evolving, which will include a series of practical diet tips and exercises to help them achieve their objectives", she adds.

The camp has a leader, who encourages participants, a personal trainer, who suggests physical objectives and a table of exercises to be done throughout the week, along with a nutritionist in charge of providing a weekly plan with recipes and advice for a healthy diet.

“The user is offered the chance of filling in a weekly progress assessment graph, which will show how she is evolving in the programme” says Yolanda Sanchis.

The web page is split into different sections that include treatment and exclusive promotions as well as training and diet.

About Almirall

Almirall, an international pharmaceutical company based on innovation and committed to health. Headquartered in Barcelona, Spain, researches, develops, manufactures and commercialises its own R&D and licensed drugs with the aim of improving people's health and wellbeing.

The therapeutic areas on which Almirall focuses its research resources are related to the treatment of asthma, COPD (Chronic Obstructive Pulmonary Disease), rheumatoid arthritis, multiple sclerosis, psoriasis and other dermatological conditions.

Almirall's products are currently present in over 70 countries while it has direct presence in Europe and Latin America through 11 affiliates.

For further information please visit the website at: www.almirall.com

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