

“Finally a natural and effective alternative for managing eczema” *Liz Earle, MBE*

Here at last – *pellamex* is the once-a-day food supplement inspired by years of dermatology expertise, research and clinical studies which showed a 40 per cent reduction in eczema symptoms in just one month.

Let’s hear it for skin. Two square metres of it act as a shield to protect us from the outside world. When everything’s working smoothly, skin looks and feels wonderful. But when life throws a spanner in the works (free radicals, allergens, pollution, hormones, stress etc…) skin takes a hit, especially if you suffer from dry, sensitive skin or eczema.

The *pellamex* concept is simple but ingenious. Supplied in a convenient 25ml sachet, taken daily, it works by targeting and nourishing a key ‘shield’ protein in the outer layer of the skin and at the same time providing extra moisturisers.

“Thank goodness there is finally a natural, effective alternative for managing eczema, based on genuine clinical evidence and sound dermatological research,” says Liz Earle, award winning beauty expert and founder of Liz Earle Wellbeing. “Current options only really fire-fight symptoms as they happen instead of tackling the root cause of the problem,” she says.

“One of the key proteins that are critical to giving us an effective skin shield is filaggrin,” says Dr Neil Gibbs, a dermatology expert, who researched and created the *pellamex* product. “People who have sensitive skin or eczema often have problems with their filaggrin. As a consequence, they have dry irritable skin that lacks the natural shield that protects us from the outside world,” says Dr Gibbs.

“The main active ingredient in *pellamex* is a natural, essential amino acid which is critical to revitalising filaggrin”, explains Dr Gibbs. “In the course of our research, we found that over the course of a month, this ‘feeding filaggrin’ approach significantly decreased the severity of eczema in adults,” he says.

“Another great thing about *pellamex* is that it can also benefit anyone with dry or sensitive skin, as these milder conditions typically have the same root cause as eczema,” says Liz.

To celebrate the launch of this groundbreaking product, we’d love you to attend our exclusive launch at *The Royal Society of Medicine, Chandos House, 2 Queen Anne Street, London, W1G 9LQ* where Liz Earle and the creators of *pellamex* will be on hand to talk about the product and how it can help people with sensitive skin.

To attend the event, please click here <http://curapella.cmail20.com>. For more information about *pellamex*, high-res images, review or interview opportunities, please contact peter.luebcke@curapel.com

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