



THE EXHIBITION PHARMAGORA

The Exhibition Pharmagora – held in Paris from March 19 through March 21, 2005 – has given Larus Pharma the opportunity to present to the International Business Community its new Product, **DEOPatch**.

DEOPatch is a personal deodorant completely different from the current concept of personal deodorants.

DEOPatch comes within the already internationally well known line of Patch Products patented, developed and sold by Larus Pharma under the label **Cer'8**, and consists of small cushion plasters containing microcapsules with natural essential oils.

All the information related to **DEOPatch** and the products of the **Cer'8** line are available in the new web site of LARUS Pharma.

Along with the presentation of **DEOPatch** Pharmagora has given Larus Pharma the opportunity to meet some of its most important Distributors in Europe.

These meetings can be considered, for Larus Pharma and its Distributors, a sort of “standard practice” as they have been organized every year at Pharmagora since a long time. The importance of these meetings does not need to be emphasized and they are a factual evidence of the increasing development of Larus Pharma business at international level.

In the meetings with the Distributors it has been noticed not only the favorable results obtained in 2004 but also the increasing interest of the market for all the products of Larus Pharma.

The trend of sale – from a conservative standpoint too– is expected to continue with an increase of more than 20% in this year. And this result does not consider the outcome of **DEOPatch**.

Among the various meetings at Pharmagora a specific mention has to be made for our friends of VICAN, from Greece, the cooperation of which, with Larus Pharma, goes back already almost ten years, and of Tilman from Belgium, distributors of the anti mosquito patch in their country and producers of Thymo Tabs, sold by LARUS Pharma in Italy.

Many thanks to our French and British friends and partners (Lab. FUCA – COSMETICUS – PROGRESS).

Larus Pharma will make a point to keep its partners, clients and friends fully updated on the developments of the present projects and on every new project to come through the new web site.

Per ulteriori informazioni:

Ufficio Stampa

Nanetti Associati srl

(Lucrezia Caravita)

Via Viganò 8

20124 Milano

tel/fax 02 6570253

lucrezia@nanettiassociati.it