

Adroit Biomed launches Fortisil range of smart skincare products

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The focus will be to protect, repair and rejuvenation of skin, hair and nails from within



Mumbai-based Adroit BioMed has launched Fortisil range of products which brings to India patented formulations that offers smart skincare with a deep focus on protection, repair and rejuvenation of skin, hair and nails from within.

Sushant Raorane, Co-founder and Director, Adroit Biomed said, "With our Fortisil range of products, we aim to offer solutions that protect skin, hair & nails from harmful UV rays and HEV light, repair skin with intrinsic production of proteins and accelerates skin renewal, thereby revolutionising skincare segment."

The newly launched Fortisil range of products are available in capsules and three varieties of smart sunscreens. These are Fortisil OSA capsules: Fortisil Smart Sunscreens; Fortisil SPF 50+ and PA+++ rated sunscreen and Fortisil SPF 50+ Tinted sunscreen and Fortisil SPF 30+ sunscreen.

The Indian derma market is flooded with a large variety of sunscreen products which is indicative of the rising demand. However consumer demand has now shifted towards more superior formulations that ensure complete skin protection, including a marked shift from anti-aging to positive aging and graceful aging. Adroit aims to address this need with its Fortisil range of patented formulation.