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A natural product to prevent skin dehydration in swimmers

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With the world looking for solutions that are free from chemicals and are holistic in nature, a number of small bioscience companies are adapting themselves to cater to this trend. Yasham Life Sciences, a Mumbai based company recently launched a product made of natural oils to prevent skin dehydration.

With the launch of this product,Yasham joins the league of small and mid sized bioscience firms that are launching products that cater to niche populations based on natural or modified ingredients. The product named 'Swim Shield' contains sunflower oil, jojoba oil, avocado oil and wheatgerm oil that has a high levels of antioxidants that provides the ability to repair skin cells that have damaged by sun, pollution. It is also rich in lecithin, a fatty acid that helps keep the skin soft and moisturised. Also, avocado oil contains high levels of vitamins, especially Vitamin E and Vitamin A. While Vitamin E is known to protect skin cells from free radicals, Vitamin A is useful in neutralizing the harmful elements in our skin.

On the R&D process leading upto the production of Swim Shield, Dr.Chandrashekhar said that, "We did an extensive literature survey for natural oils that are benficial. Over a course of almost 3 momths, we researched the best possible combination of natural orogin products that allow maximum conservation of body oils."

He adds,"This is not a cosmetic product, but rather one which helps maintain the natural oil content in the skin while swimming in a pool or the sea."

With the summers approaching, Yasham Life Sciences hopes to be able to reach out to scores of swimmers who will be taking a dip.