

***ITCHbGON™*: AN ANTI ITCH STICK FOR GENERAL PRURITIS**

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San Diego. Cymbiotics Inc., a San Diego-based specialty pharmaceutical company announced the launch of a new, and novel product called ***ITCHbGON™*** for general itching all over the body (PRURITIS). Cymbiotics has experienced a big success with an anti-pruritis lotion called RELEEF that was introduced in October 2011. We have now developed same medication in a Stick Form which is preferred by those that do not like to use a lotion.

Pruritis has a prevalence of 22% to 25% (*Matterne et.al, 2011, Acta Derma Venereo*) in the general population with prevalence being high among senior citizens. Common causes of Pruritis include dry skin, dermatitis, xerosis, sunburn, drug interactions, allergy, diabetes and others.

The ***ITCHbGON™*** stick formulation contains anti-inflammatory and anti pruritic agents. The formulation also contains Cetosomes™ which are made up of cetyl fatty esters and other ingredients that significantly help reduce inflammation are powerful moisturizing agents and also promote collagen when skin is damaged due to the physical process of itching.

The itch stick has been created to be gentle and provides quick relief from itching, moisturizes skin cells, promotes collagen formation and helps reduce Xerosis which is commonly associated with Pruritis. The ***ITCHbGON™*** itch stick is discreet, portable and non messy and can be used where and when one pleases. The efficacy of the product is similar to the lotion which is already in the market.

Cymbiotics Inc., licenses its novel products to large pharmaceutical companies, skin care companies and consumer health care company's worldwide.