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PeeBuddy launches another breakthrough innovation

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Collaborates with crowdfunding platform ImpactGuru.com to raise funds for a larger cause



Gurgaon-based Deep Bajaj, Founder of PeeBuddy, India's First Design Patent Protected Female Urination Device for women, and the Sirona range of Unique Intimate & Menstrual Hygiene Products, has launched yet another breakthrough innovation, this time in the home pregnancy testing space. Called PeeBuddy PregRX, the product will be one-of-a-kind unique funnel with strategically-integrated HcGtest strip.

With PregRx, women can now simply pee and instantly check their pregnancy status. Not only does it eliminate the need for anyplastic bottle/tumbler/dropper, but also makes for an easy-to-use and eco-friendly home testing process for pregnancy.

Deep has collaborated withImpactGuru.com, India’s largest crowdfunding platform for personal causes, in a bid to facilitate a larger conversation around women’s health & hygiene, and to ensure successful market distribution for PregRX.

Making of PregRx: The current process of home pregnancy testingis very cumbersome, wasteful, and regressive. A lady is expected to sit, pee,andcapture urine in a bottle/tumbler, before usinga dropper and puttinga few drops onto a plastic testing cassette. The current process leads to plastic overuse, for every pregnancy test involves plastic in some form or the other. The use of so many elements also makes home pregnancy testing uneconomical, while impactingthe accuracy of the results. Most women also find the current process extremely nauseating.

Deep Bajaj, Founder – PeeBuddy: Sirona, said, “As a start-up, we exist to solve intimate and menstrual hygiene issues that Indian women face, but which are either not discussed or not addressed. We successfully solved the issue of wiping dirty toilet seats with PeeBuddy, which sold a million units, and have also introduced many category-defining products under the Sirona range. Theseinclude India’s first herbal feminine pain relief patch which frees women from hot water bottle/pain killers, Sirona Disposal Bags for clean & discreet disposal of sanitary products, SironaTampons both with and without an applicator, Sirona Menstrual Cups, etc.”

“In one of our focus groups, young mothers shared their stories about home pregnancy testing and called it cumbersome & annoying! We decided to look deeper into the process and realised that we could significantly streamline it by integratingHcG test strips with PeeBuddy, thereby simplifying the entire process in terms of usage while reducing wastage. With PeeBuddyPregRx, women would now simply be able to test pregnancy anywhere without needing any other accessory,”Deep added.

Utilization of funds through crowdfunding: Deep said, “The product is ready andhas already been tested extensively.However,as this product is for all women, we need everyone’s help to spread awareness about this innovative solution. The funds raised through crowdfunding on ImpactGuru.com would be used to develop other variantsand a part of it would also go towards marketing.”

Khushboo Jain, Co-Founder and COO, ImpactGuru.com said, “Crowdfunding has evolved to become an important medium especially for social innovators in creating awareness and raising funds for various causes. We at ImpactGuru are thrilled to help PeeBuddyPregRX in a bid to impact the lives of millions of women in India and abroad. I hope that many people especially women come forward to support this wonderful cause and help make it the leading product in this category.”