

## Pee Safe forays into men's intimate hygiene category

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**Called Pee Safe Natural Intimate Wash, the product is aimed at addressing men's personal hygiene and healthneeds**



Pee Safe, a hygiene and wellness brand, recently announced the launch of its new product called Pee Safe Natural Intimate Wash for men. The brand, already known for its wide range of women's hygiene products, will now also enable men to take care of their personal and intimate hygiene. Grooming and hygiene is an oft-neglected aspect in the men's category and Pee Safe is all set to change this with its new offering.

As per a February 2019 report by Mintel, an Indian man spends an average of 42 minutes grooming himself everyday and about two-thirds of them are concerned about some aspect of their appearance.

Speaking about this, Srijana Bagaria, Co-Founder, Pee Safe, said, "There has traditionally not been much awareness around grooming and personal hygiene among Indian men. However, this is now changing. Understanding this, and the fact that regular use of soap and body washes can cause itching, irritation and dryness in men, Pee Safe has launched the Natural Intimate Wash. The idea is to encourage and help more men to stay clean and healthy to avoid any infections and allergies. The product is composed of ingredients such as tea tree essential oil and witch hazel which help in preventing infections and itching. Our vision is to make personal hygiene a critical part of everyday routine for both men and women."

As per the company release, "Pee Safe's Natural Intimate Wash is formulated with Ayurvedic ingredients and helps clean and protect their intimate area gently by preserving the natural acidic pH. Understanding how personal hygiene is equally integral to men's health, Pee Safe has ensured that the Intimate Wash is gentle enough for daily use as well."

The brand has witnessed a growth of 200% in FY18. Pee Safe has already raised \$2 million from a group of investors and aims to become a 1000 crore brand within five years.