

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.