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Pee Safe launches new campaign

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The campaign focuses on directing attention to how lack of and access to sanitation is still a major concern in India



Pee Safe, hygiene and wellness brand has launched a new campaign ‘Leaving no one behind’ in raising awareness around how #cleanisnotsanitized, on World Toilet Day. Through the integrated digital campaign, the brand aims to educate people on the importance of sanitization and how they tend to overlook it.

Pee Safe is reaching out to over 200 influencers who will post their personal public washroom experience on various social media handles. About 50 influencers will receive Pee Safe kits with a personalized message. The brand also aims to educate men on the importance of putting up the toilet seats after use.

Speaking about this, Vikas Bagaria, Founder, Pee Safe, said, “We often clean a chair before sitting or even wipe our plates with a tissue when we eat out. But the same basic hygiene practice tends to get ignored when we use a public restroom! Even toilets that look spanking clean have at least 30% of the microbes still clinging to the surface and these can multiply in a matter of hours. On World Toilet Day, through an integrated digital campaign #cleanisnotsanitized, we want to bring attention to these little details one should be careful about and raise awareness. Let us transcend the mentality of ‘it should not be spoken about’ to coming out and embracing the much-needed shift towards hygienic practices.”

The campaign focuses on directing attention to how lack of and access to sanitation is still a major concern in India. Some on-ground initiatives by Pee Safe on the occasion of World Toilet Day include the adoption of an all women police station in Gurgaon for a period of 3 months with the aim of ensuring health and hygiene of its resident police officers and a partnership with Sara Plast Pvt Ltd to sanitize their Ti mobile toilet vans in Pune.

Pee Safe started with the Toilet Seat Sanitizer category that became a bestseller followed by other products addressing feminine and personal hygiene. Today, the brand’s products are a preferred choice amongst its customer base. Apart from the flagship product, Pee Safe’s offerings include eco-friendly Sanitary Pads, Organic Cotton Tampons, Menstrual Cups, Panty Liners, Breast Pads, Natural Intimate Washes, Wipes and Sweat Pads for both men and women, and Pollution Safe Anti-Pollution Dust Masks.

Pee Safe recently raised INR 30 crore in Series A funding led by Alkemi Growth Capital, a health and wellness focused fund.