

## Pee Safe brings new range of hygiene products

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Gurugram based startup Pee Safe, India's personal hygiene brand has launched a new range of products under the brand name Raho Safe. The launch comes amidst the rising concern around personal hygiene in India and the consecutive increase in demand for hand sanitizers, multi surface protectants and other products.

With the Raho Safe products, the brand has gone a step ahead in reaching out to a larger segment of the population and underscored its mission.

The products under Raho Safe include an alcohol-based hand sanitizer and a multipurpose surface protectant.

Speaking about this, Vikas Bagaria, Co-founder, Pee Safe said, "The world is battling a health emergency currently and the need of the hour is to ensure utmost cleanliness and sanitation all across. With the number of cases in India on a rise, we must double our efforts to ensure that we stay protected and safe. We have been working on this line of products for over a few months now and decided to accelerate the launch timelines given the dearth of supply. Apart from offering 99.9% protection against germs, they are also priced reasonably making them accessible to everyone. Good health and well-being are natural outcomes of better sanitation and Pee Safe aims to achieve this objective through its products."

The Raho Safe Hand Sanitizer has an antibacterial agent that prevents growth of bacteria. It is alcohol based and made up of a natural neem extract.

The Multi-Purpose Protectant Spray forms a long-lasting bond with any surface. It provides an invisible layer of protection to prevent contamination and must be used every 7 days for best results.

In the last 30 months, Pee Safe has disrupted the women's hygiene products' segment by introducing environment friendly products. The brand started with the Toilet Seat Sanitizer category that became a bestseller followed by other products addressing feminine and personal hygiene.