

Nua launches first-of-its-kind product to help with period pain

09 December 2020 | News

The air-activated heat patches are a revolutionary solution to provide relief to period cramps



Period cramps affect close to 70 percent of menstruating women in India and can cause troubled sleep, erratic mood swings, often leaving women irate and feeling fatigued. To offer relief from period pain, women's wellness brand Nua has launched an innovative self-heating patch uniquely designed to provide up to 8 hours of heat.

Cramp Comfort, crafted after in-depth research and a profound understanding of consumer needs, is made entirely of natural ingredients. A pack of three heat patches is available at a cost-effective price range of Rs 299.

Built on the principle of heat therapy that works by relaxing the muscles of the uterus and thereby increasing blood flow and easing pain, Cramp Comfort is convenient, lightweight, hands-free solution and a game-changer shift from the traditional hot water bag.

These patches adhere to strict safety norms and regulate the temperature to a degree that is beautifully warm but not overly hot and hug a woman's body to provide maximum relief. The patches are made of natural ingredients and can be used as fertilizers for potted plants during disposal.

Mumbai based Nua is a new-age brand transforming the women's wellness space in India with holistic and personalized solutions that address real problems faced by women in managing their menstrual health and personal hygiene. Nua has developed an innovative range of products and services that include India's first customizable pack of sanitary pads and self-heating menstrual cramp patches.