BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Shilpa Medicare launches womenâ??s intimate cleansing spray

05 March 2021 | News

â??Swatchshilâ?? is a soap-free, alcohol-free spray that ensures impeccable vaginal hygiene



Raichur based Shilpa Medicare has announced the launch of its new women's intimate cleansing spray 'Swatchshil' that aims to revolutionise the concept of personal hygiene for women in India. An anti-bacterial, anti-fungal solution, 'Swatchshil' is India's first spray-based intimate hygiene product.

'Swatchshil' is a soap-free, alcohol-free spray that ensures impeccable vaginal hygiene and offers high degree of protection against bacterial and fungal infections. It also balances the vaginal pH between 3.5 to 4.5 thereby ensuring natural microbial balance and preventing vaginal issues such as foul odour, excessive white discharge, itching and irritation.

"We also want to use the launch of this product to generate greater awareness about women's intimate hygiene in India and educate them about the right hygiene practices. The spray comes with the advanced bag on valve delivery system, actuator packaging technology imported from Germany that makes its use highly convenient and safe," said Vishnukant Bhutada, MD, Shilpa Medicare Ltd.

Swatchshil contains unique combination of three good ingredients with antimicrobial properties that not only protects against infections but also helps moisturise the sensitive vaginal area. They are non-antibiotic bactericide, which while providing a broad-spectrum protection against bacterial and fungal infections offer no drug resistance. It also promotes the self-cleansing of the vagina and repair of muscular tissues.

The product is available both on prescription as well as over-the-counter. It is being made available across medical as well as non-medical retail outlets across the country. At the same time, the company is also making it widely available through e commerce channels including healthcare and women's e-retail outlets such as Amazon, Flipkart, 1mg, Myntra, as well as on SwatchShil's official website-www.shilpacare.in.