



## PEE SAFE SIGNS ANITA HASSANANDANI AS BRAND AMBASSADOR

**P**ee Safe – a leading personal hygiene brand that helps millions to take care of their hygiene with their products - has added 100 per cent organic cotton, biodegradable sanitary pads and panty liners to its eco-friendly range of products under the campaign #OwnTheRed with leading TV actress Anita Hassanandani as the brand ambassador of Pee Safe’s organic, biodegradable range. The campaign stands for not having to choose between yourselves and the planet when you can do both at the same time. These products are completely chemical-free, rash-free and packaged with recycled paper making, it tree-free as well.

Pee Safe began its journey with its flagship product The Toilet Seat Sanitizer Spray which has helped many women across the country to reduce the risk of UTI. It also

addressed the widespread problem of menstrual cramps by releasing India’s first Feminine Cramp Relief Roll On – a convenient, easy to use Ayurvedic pain reliever. Pee Safe has inspired many, especially women, to talk more freely about personal hygiene. India being a developing country still has many taboos surfacing around menstruation, maternity care and daily hygiene but with their bold marketing, they’ve managed to motivate many others including men to be more supportive of women and their personal hygiene.

Pee Safe gradually advanced from one product to many that relate to women hygiene; a personal hygiene expert within two years by creating a havoc in the market. The brand is present now in more than 3000 stores across India in general stores, modern trade and airport stores such as WHSmith.

and free form water collection. Eat a lot of seasonal fruits and vegetables, but make sure you wash them thoroughly before consumption. Consume foods rich in Vitamin C to strengthen your immune system. Dr. Pradeep Mahajan, Regenerative Medicine Researcher adds, “although rains bring much-awaited respite from the sweltering heat, it is also a season where communicable and infectious diseases rise in incidence. Contamination of food and water, especially in areas of low hygiene is the chief cause of ailments such as food poisoning, jaundice, typhoid, cholera,

among others. Rodent-related diseases such as leptospirosis also cause several deaths during this season. Maintaining personal and environmental hygiene becomes paramount in such cases. Always wash hands and feet (or take a shower) after returning home, wash fruits and vegetables thoroughly and try to eat fresh foods to prevent vector-borne diseases.” There is a need for an effective public-private partnership is emerging in the sector which can help strengthen India’s position as a high potential hub in the medical tourism market.

