

Sanfe launches intimate care range with Indian mothers

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Future Market Insights (FMI), in its latest publication, has predicted the global women's intimate care products market to surpass US\$ 37 Bn by 2030. Ushering a new era of intimate care, Sanfe, India's dedicated fastest-growing feminine hygiene brand, has grown 26x post-COVID. The company is in advance discussions with renowned venture capitalists to raise USD 6 Mn in Series A round. The brand is targeting to be a Rs 100 crore brand by 2021 with its innovative range of products and expansion in the adjacent categories of feminine health and wellness.

The brand has launched an intimate care range, 'Privy Matters' that is co-developed with Indian mothers and takes care of the intimate health of pregnant and nursing mothers. It is the first time that such a product line has been created in collaboration with Indian mothers, right from ideation to the launch, under the supervision of renowned gynecologists. The newly launched range includes all-natural products such as Intimate Spray, Intimate Lightening Serum, Intimate Rejuvenating Gel, Anti-Chafing & Rash Cream, Reusable Sanitary pads, etc.

Sanfe conducted a massive survey to shortlist 6 high-priority products with a clearly defined purpose.

- Stand and Pee Device – to help reduce the risk of falling while bending and urinating multiple times a day
- Reusable pads
- Anti-Chafing & Rash Cream
- Intimate Spray
- Intimate Lightening Serum
- Intimate Rejuvenating Gel

The range also includes Oxo-Biodegradable Disposal Bags for discreet disposal of pads, diapers and other intimate waste, Bikini Line Hair Removal Cream, and gentle Menstrual Cup Wash.

Sanfe Intimate Care range is devoid of harmful chemicals, safe for sensitive skin, and made with natural ingredients.