

## Bayer introduces first-of-its-kind period pain solution for women's health

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### India's first ever solution addressing period pain woes



Saridon, the iconic pain relief brand from Bayer's Consumer Health Division in India, has introduced 'Saridon Woman,' an innovative first-of-its-kind period pain solution to provide holistic relief from abdominal cramps, backache, headache every month.

Saridon Woman marks a significant breakthrough in the OTC sector, offering a unique solution for menstrual discomfort combining the efficacy of Paracetamol with plant-based molecule Hyoscine Butylbromide.

It acts fast and offers long lasting relief with dual mode of action. This formulation is recommended by well-known global gynecologists' association- Royal College of Obstetricians and Gynaecologists.

As per a survey by the European Research Journal, 81% - 93% of women experience severe spasms & discomfort during their periods and a total of 63% of young women experience social withdrawal due to period pain making this launch extremely welcome. The launch reaffirms Bayer's dedication to enhancing women's health with innovative solutions.

Sandeep Verma, Country Head for India, Bangladesh, and Sri Lanka at Bayer Consumer Health Division, emphasized, "With over 50 years of trusted efficacy in headache relief, Saridon has been a trusted household name for Indians. Today, we proudly unveil Saridon Woman—a true industry disruptor addressing monthly pains."

Dr. Rashmi Yogish, MS(OBG), FRM, FRCRS, renowned gynecologist added, "Many existing solutions fall short in terms of efficacy, longevity, and duration. There is a clear need for a period pain relief product that harmonises the benefits of nature and scientific advancements, providing a reliable and enduring solution that allows women to continue their daily lives without disruption."