

Clensta International launches instant hand hygiene solution

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The product offers instant 99.9% germ protection with antimicrobial and antiseptic properties



Clensta International, a leading biotechnology company has announced the launch of Clensta Instant Hand Hygiene Solution; an advance formula for hand sanitization. The novel product offers instant 99.9% germ protection with antimicrobial and antiseptic properties that will establish the new product as a quick solution for all-round protection and freshness.

The move augments the company's personal hygiene portfolio, which currently has Instant Body Sanitation - Comprehensive Antiseptic Body Hygiene Solution (Waterless Body Bath) and Instant Head Hygiene - Comprehensive Head Hygiene Solution

(Waterless Shampoo) in the market. The launch comes in the wake of the Covid-19 pandemic.

This waterless product is in line with Clensta's commitment to providing sustainable hygiene solutions which do not use water thereby encouraging water conservation.

Dr. Puneet Gupta, CEO Clensta International said, "We are excited to introduce an all-new category in waterless hygiene segment in India with the launch of Clensta Instant Hand Hygiene Solution; an advance formula for hand sanitizer. Clensta, over the years, has been a driver of change to help and protect our loved ones by providing instant hygiene to anyone, anywhere and anytime, hence we conducted research to understand the new cleanliness regime and mindset. Interestingly, the findings reveal that 70% of mothers believe cleaning is equivalent to germfree. This waterless hand rub is an ideal offering to ensure cleanliness and underscores our commitment to maintaining a germ-free environment."

Clensta Instant Hand Hygiene Solution is enriched with the integration of active portent and extracts that kills 99.9% germs without the use of water and disinfects hands. A skin-friendly hand hygiene solution is effective against germs, bacteria and viruses to protect hands in regular routine use. The product is easy to use by applying directly on your palm, back of hands, fingertips, nail grooves for 30 seconds to cover the sides thoroughly and rub until dry. Clensta's latest product is an easy, one-stop solution which can be used to protect from 100 illness-causing germs.

The company further stressed the need to educate people about proper hygiene. What appears to be visibly clean is not necessarily germ-free and that there is a need to practise cleanliness in day to day activities. Thus, waterless innovation will be a novel solution to ensuring cleanliness.

Clensta International holds recognition by Hon'ble President of India and was also selected among the best five start-ups for a presentation to Hon'ble Prime Minister of India. The company also holds a National award for contribution to healthcare.