

Piramal Pharma forays into feminine hygiene with launch of gentle intimate wash

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The product will initially be available in the West Bengal market and on all leading e-commerce platforms.



Piramal Pharma Limited's Consumer Products Division has announced its entry into feminine intimate care category with the launch of 'i-feel® gentle intimate wash'. The product will initially be available in the West Bengal market and on all leading e-commerce platforms. The company has also announced its association with Yami Gautam, an established actress of the Indian Film Industry, as the brand ambassador for 'i-feel®'.

Piramal's 'i-feel®' gentle intimate wash is free of sulphates, paraben and alcohol which makes it gentle and safe for a woman's intimate area. It contains lactic acid that helps maintain vaginal pH balance and is enriched with Neem, Tulsi and Tea Tree oil that keep infections and irritation away.

Commenting on this announcement, Nandini Piramal, Chairperson, Piramal Pharma Limited said, "We are confident that the launch of Piramal's 'i-feel®' would provide women a contemporary and trusted solution for their intimate hygiene needs."

Speaking on her association with Piramal's 'i-feel®', Gautam said, "Intimate hygiene plays a key role in the overall well-being of a woman. I am pleased to associate with Piramal's 'i-feel®', a gentle intimate wash which understands the needs of today's woman and helps in maintaining one's daily intimate hygiene to prevent odour, infection and irritation.