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Mylan launches natural female hygiene product Saugella in India

26 February 2018 | News

Saugella, with natural plant extracts, is the preferred brand for intimate hygiene among customers in over 30 countries and is the only product backed by published studies.



Mylan Pharmaceuticals Private Limited recently announced the launch of SAUGELLA Dermoliquido, suitable for use for daily intimate hygiene use, and SAUGELLA Attiva, designed for expecting mothers, new mothers, women athletes, and for protection from infection during menstruation.

Rakesh Bamzai, President, India and Emerging Markets said, “While the awareness of intimate hygiene products in India is growing, women are wary about using them for fear of chemicals used in these products being harmful for the skin. SAUGELLA is backed by 40 years of intense research with its efficacy, safety and tolerability well tested in studies covering more than 2,000 research volunteers, including young and middle-aged women, and expectant and new mothers. With SAUGELLA, women across the country can now take care of intimate hygiene with surety and confidence.”

India's first ‘natural’ feminine intimate hygiene product, SAUGELLA intimate hygiene wash is pH-balanced, 100% free of preservatives used in cosmetic/pharmaceutical products, and is tested by gynecologists. SAUGELLA is based on natural plants extracts with pharmacological properties. It is a mild, water-based solution that addresses the intimate personal care needs of women while ensuring safety and respecting the physiological vaginal environment for all ages.

SAUGELLA contains natural plant extracts, which have proven antifungal and antibacterial action that allow it to gently deodorize the area of application and provide a balanced solution that caters to every skin type. This gentle formula is designed to maintain hygiene, comfort and intimate balance, while preventing skin irritation and making women less susceptible to infections caused by natural changes in vaginal pH.

With today’s fast paced and dynamic lifestyles, women have become more prone to infections and need to pay special attention to personal hygiene. Research indicates that more than 90% of Indian women suffer from a vaginal infection at least once during their life time. In healthy women, the normal vaginal environment has certain ‘good bacteria’ that protect the vagina and prevent infection by harmful bacteria. Using SAUGELLA regularly can help maintain this healthy environment in a safe and effective manner that in turn improves the overall vaginal health and wellness.

The two variants of SAUGELLA, SAUGELLA Dermoliquido and SAUGELLA Attiva are available in a 100ml bottle and a 250ml value pack.