

Pee Safe launches pollution safe anti-pollution dust mask

12 September 2019 | News

The mask has a four-layer protection and helps filter out 95% of the pollutants in the air



To address the rising issue of air pollution and help people breathe better and safe, Pee Safe, hygiene and wellness brand, recently launched its new offering called the Pollution Safe Anti-Pollution Dust Mask.

Pee Safe is helping India fight health issues brought on by unhygienic conditions in washrooms and incomplete personal hygiene and wellness in general. It is a disruptor in the women's hygiene products segment and recently launched men's intimate hygiene products as well. The brand has witnessed an unprecedented growth of 200% in FY18. The company has already raised \$2 million from a group of investors and aims to become a 1000 crore brand within five years.

Speaking about this, Vikas Bagaria, Founder, Pee Safe, said, "We are extremely happy to launch our recent product called the Pollution Safe Anti-Pollution Dust Mask. Air quality index is at an all-time high in most of the major Indian cities due to increasing population and rising number of vehicles. This can lead to serious respiratory issues such as asthma especially around the months of September and October as we are nearing Diwali season. We've made a conscious decision of launching this product at such a time. Pee Safe has always aimed at solving an existing issue and offering sustainable solutions. The launch of this new product is also an effort towards achieving this vision."

Some other key features of Pee Safe's Pollution Safe Anti-Pollution Mask include perfect facial fit with earlobes; and valves that help in easy breathing and reduce buildup of heat and humidity. The mask filters out 95% of the dust, microorganisms, and other micro pollutants effectively.