

Innerwear for Men, Women & Kids

**Functional Herbal Bio-finishes for Inner Wear products-
A real game changer and a disruptive innovation in Textiles!**



Enliven is a decoction of neem, tulsi & other healing herbs, which are scientifically proven to have anti-microbial, anti-fungal, anti-viral, anti-odor, anti-oxidant, insects & mosquito repellent properties; adding hygiene, skin-fortifying & wellness function to all Innerwear textile products!

Green, low carbon footprint, truly sustainable, patented technology (USA, Europe & India) developed after years of R&D, tested to perfection in technical collaboration with IIT Delhi (Indian Institute of Technology, Delhi).

Innerwear in context to most basic need, Hygiene Function



- ❖ Innerwear is the most important garment, protecting the most sensitive organs of a human body.
- ❖ Underwear is worn for a variety of reasons, to insulate our private parts from the elements, to keep them hygienic, comfortable and fresh and keep outer garments stain free. to provide some amount of support & protection for the delicate genital parts.
- ❖ There's a lot of debate about what to wear and what not to when it comes to underwear and how it affects genital health, for both women and men.
- ❖ According to an older epidemiological survey in the *European Journal of Obstetrics & Gyne-cology and Reproductive Biology*, one of the factors associated with vaginal yeast infections is wearing underwear made from synthetic fabrics.
- ❖ Underwear made from natural textile materials can also trap Bacteria and start it heading in the wrong direction. "When bacteria travels from back to front, it increases your risk for contracting an uncomfortable urinary tract infection.
- ❖ There is definite need and demand for Anti-microbial with Hygiene Function but the current Anti microbial effect often comes from silver or nanosilver which may disrupt the body's natural bacterial balance and have other adverse effects. There are also unre-solved questions about the potential negative impact that silver-treated textiles have on the environment when the garments are laundered.
- ❖ Another antimicrobial used in underwear fabric is triclosan, a chemical that has been linked to hormonal changes in animals and may be contributing to antibiotic resistance.



Enliven is the safest & best solution for Innerwear products on the Planet!



- ✿ **Non-toxic, 100% herbal anti-microbial with hygiene & wellness function**
- ✿ **Without disturbing the growth of healthy bacteria**
- ✿ **Anti-odor, anti-oxidant, antiviral, anti-inflammatory action on dermatitis and other skin diseases**
- ✿ **Minimize exposure to toxic chemical dyes on our skin as it creates coating of healing herbs on the surface of the textiles**
- ✿ **Enhances body's natural resistance & healing powers effortlessly**
- ✿ **Controls Body –odor**
- ✿ **Antioxidant- protects skin by limiting the production of free radicals, which can damage skin cells**
- ✿ **Maintains ideal pH of the skin.**
- ✿ **Renewable & biodegradable healing herbs**
- ✿ **The topmost premium quality products**
- ✿ **Minimal impact on mother nature**
- ✿ **The customers concern, desire & preference is ever growing in herbal, organic & natural products globally.**
- ✿ **Real value for money, proposition**
- ✿ **Great value addition, much advantage over competitors**



Joy of Life: Unique Offerings/ Products



Enliven is a decoction of Healing herbs which are known since the time immemorial and used in Ayurvedic & Homeopathy medicines available across the globe and are on USFDA GRAS list.

Super Premium

Sustainable- Organic Garments, dyed with GOTS Certified Low Impact Dyes alongside coatings of Enliven which are known to have excellent hygiene, wellness & protective properties.

Luxury Range

Truly Sustainable- Organic, Herbal, Green, Vegan, 100% Natural Garments dyed and processed with Certified Herbal Dyes alongside coatings of Enliven which are known to have excellent hygiene, wellness & protective properties.

Huge Market Opportunity: Apparel Report 2018 for Underwear says, The worldwide revenue of US\$255.1 billion in 2017 is expected to increase to US\$307.9 billion by 2021 and Luxury, Super Premium and Premium segments are expected to grow at a higher pace.



Business Model: The Licensing Process!

Letter of Intent

- Understanding your requirements
- Creating prototypes
- Getting tested

Licensing Agreement

- An agreement is drawn and signed based on the test reports & understanding

Continuous Quality Control & Support

- Focus on continuous R&D for product superiority over competitors & new innovative products development.
- Standardize the process for optimized results in your factory

Contact Details:

Rajiv Rai Sachdev, CMD

Mob. No: +91 9811108402

Raja Harbinder Singh, JMD

Mob. No: +91 9717699969

INDIA.

Email: advantagenature@hotmail.com

Website: <http://www.advantagenature.com>