

Feminine, Child & Adult Care Textiles Products

(Global Market Size: \$ 100 Billion Approx.)

**Functional Herbal Bio-finishes for Sanitary Pads & Diapers-
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 your feminine, child & adult care 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).

Feminine Care Products Sanitary Pads, Tampons & Panty Liners



Why Antimicrobial/ Hygiene functional finishes in Feminine Care Products?

- ▶ Menstrual discharge – once it has left the body – gets contaminated with the body's innate organisms.
- ▶ When these organisms remain in a warm and moist place for a long time they tend to multiply and can lead to conditions like urinary tract infection, vaginal infections and skin rashes.
- ▶ It's commonly called as toxic shock syndrome. Some symptoms of toxic shock syndrome are dizziness, fever and diarrhea.
- ▶ Prolonged use of sanitary pads in a day means an overgrowth of staphylococcus aureus bacteria in vagina.

On one hand, inadequate feminine hygiene resources can lead to health problems; on the other, the chemicals used in feminine hygiene products can also lead to health problems!

Infant, Child & Adult Care Products

Diapers



Kids



Adults

Why Antimicrobial/ Hygiene functional finishes in Diapers & Incontinence Products?





















- ▶ Diapers are the underpants worn by infants until they are potty trained and adults in severe health conditions.
- ▶ The very common problems faced by the use of diapers are diaper rashes, dermatitis. It is caused due to the moistened top sheet of a diaper after the excretion of waste products.
- ▶ The presence of various disease causing bacteria *Escherichia coli*, *Staphylococcus aureus*, *Klebsiella Pneumonia* and fungi *Candidia albicans* has been observed.
- ▶ These diseases are the severe inflammation or abrasions of the skin.

On one hand, children just like adults, having lesser immunity are exposed to bacteria & fungi which can lead to health problems; on the other, the chemicals in diapers & incontinence products can also lead to health problems!



Enliven offers the safest, non-toxic, 100% herbal anti-microbial with hygiene & wellness function without disturbing the growth of healthy bacteria and also has the anti-odor, anti-oxidant, antiviral, anti-inflammatory action on dermatitis and other skin diseases in order to make feminine, child & adult care products; infused with these renewable & biodegradable healing herbs so as to provide the current generation, the topmost premium quality products having minimal impact on mother nature and will also enable the company to have huge advantage over their competitors as the customers concern, desire & preference is ever growing in herbal, organic & natural products globally.

Conventional versus Enliven!

<u>Criteria</u>	<u>Synthetic/ Organometallics Antimicrobials</u>	<u>Enliven</u>
Microbial Growth Inhibitor		
Hygienic & Freshening		
Insects & Moth Repellent		
Invigorating & Rejuvenating		
Non- toxic for Human Flora		
Anti-oxidant & Skin Protecting		
Disease Preventive Properties		
Environment Friendly		
Safe & Easy Application		
Real value for Money		



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

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