



(A Division of Win-Medicare Pvt. Ltd.)
Umesh Modi Group Company



Beta Natural – Intimate Wash

Your Intimate Companion at every stage of life

8 out of 10 Women suffers from Irritation, Burning Sensation, Dryness and Bad Odour in their intimate area. One of the main reasons is the use of soap and body wash in the intimate area, which disturbs the ideal pH 3.5* of the intimate area.

As the choice of every woman is different, similarly the problems of the intimate area of each woman are also different. That is why **Beta Natural has brought a specialized expert solution to every different problems of the females with its unique 4 different variants**

1. **Gentle Protection** –for delicate and sensitive skin
2. **Fresh & Active** – for lost freshness due to sweat and discharge in intimate area
3. **Moisturizing Calendula** – for more moisturization for the problem of dryness in intimate area
4. **Odour Control** – for 24hour Odour Control in intimate area

Beta Natural is the only brand in India which offers a unique Formula of **Prebiotics and Tri – Care**. Prebiotics in Beta Natural Nourishes the Good Bacteria (Lactobacillus) of intimate area.

Tri-Care has a unique mixture of **Immortelle** (that moisturizes skin), **Sensiva** (prevents redness and irritation) and **Citrofol** (eliminates bad odour). This naturally maintains the pH level to 3.5 and gently moisturizes the skin.

Beta Natural intimate wash is backed with strong research across the globe and is **gynaecologically tested**. Its **unique odour control formula** gives **protection** against itchiness, dryness and provides 24-hour protection, making it 100% safe even for Pregnant women.

The category of Intimate wash is growing in double digits and offers a great opportunity to build a product that is conceptually designed and backed up by strong research amongst the consumers across the globe– Jatinder Gurwara' GM Sales & Marketing"

About Company:

Beta Natural comes from Win Medicare, the OTC Division of Umesh Modi Group – one of the largest industrial conglomerate in India, that has made its mark in the pharmaceuticals and cosmetics business.

With 30 branch offices, 18 production units and over 10,500 skilled professionals, Umesh Modi Group is spread across India, Sri Lanka and Bangladesh.

The group also has two R&D centres and collaboration with 15 multinational companies that gives it a distinction of having one of the largest numbers of foreign collaborations amongst leading business houses in India. Mr. Modi's approach to business has been largely conservative yet courageous.

The Group today has many international brands introduced in India such as Mederma®, Betadine®, HepaMerz®, Revlon®, Senator®, Rockford Reserve®, Nitrocotin®, & Physiomer®.

Media Contact

Winhealthcare

Kumud Kandpal

Tel: +91-9819927572

Email: kumud.kandpal@winhealthcare.co.in
