



Capstone Project

Abstract

Vaginal problems, which are characterized by including swelling, dryness, and itching, can lead to physical discomfort and a reduced quality of life. These issues necessitate an effective, all-natural solution, as existing products like V Wash, while beneficial in preventing vaginal odor and itchiness, can also trigger problems such as allergic reactions, irritation, dryness, and swelling. Moreover, V Wash is not suitable for all women and may potentially lead to long-term disorders like PCOD or cancer in the female intimate areas. To address this discomfort, we propose an affordable, natural alternative to mitigate reactions caused by intimate washes. This product will help maintain vaginal pH and lactic acid levels, preventing issues and excessive discharge. To encourage trial, we offer 10 ml trial packs, allowing users to experience the product before committing to regular use. In response to the challenges posed by existing intimate washes, we introduce Petal Soft, designed to cater to the intimate care needs of women.

The Team

Member Name	Designation	Roles
Priyanshu Famyial	<ul style="list-style-type: none">• Founder	<ul style="list-style-type: none">• Brainstorm idea• Abstract• Marketing ideas
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Sayali Asole	<ul style="list-style-type: none">• Data Analyst	<ul style="list-style-type: none">• Wireframe work• Data collection on problems• Contribution to solutions

Shiwani Karn	<ul style="list-style-type: none"> • Finance 	<ul style="list-style-type: none"> • Pricing • Product Compositions
Nancy Raghav	<ul style="list-style-type: none"> • HR 	<ul style="list-style-type: none"> • Job allotted • Following up the project
Shivam	<ul style="list-style-type: none"> • Research and development 	<ul style="list-style-type: none"> • Data collection on problems • Contribution to solutions
Ritwik Mukharjee	<ul style="list-style-type: none"> • Operation manager 	<ul style="list-style-type: none"> • Co-ordinating with team members • Put work in place
Samridhi Salathia	<ul style="list-style-type: none"> • Data Expert 	<ul style="list-style-type: none"> • Help with Collecting data • Graphical representation

Project Overview

Project goals

- To develop an innovative herbal intimate lotion that lessens the impact of intimate wash problems, and which provides an excellent customer experience during application and after, which helps the user feel a sense of relaxation and confidence about their intimate health.

Objective

- To develop a lotion for fragile skin that is both mild, cooling and effective.
- To employ natural components that are advantageous and safe for the intimate area, increasing user comfort.
- To create a lotion that is accessible and cheap to a variety of customers.
- To ensure a positive and rejuvenating customer experience around the use of our herbal product which also carries a pleasant botanical scent created naturally, anchoring the customer to the product and adding to user experience, making it a positive ending to a possibly worrying use of a pH imbalance product which often acts harshly.
- To inform them of the advantages of utilizing herbal intimate lotion and the correct way to use it.

Target audience

- Concerned women of all ages over their sexual health.
- women who have issues with Odor, dryness, or irritation in their intimate areas.

- women looking for a secure and natural solution to take care of their private areas.
- Women who have a tendency to view natural/herbal products as a viable and harmless method of solving problems of irritation/infection caused by the use of chemical products, and are seeking a helpful and reassuring product for the same.

Desired outcomes

- To create a lotion that is highly welcomed by customers and lessens the impact of personal issues, which provides a solution for their issues accompanying intimate wash use, while also creating a positive state of mind which evokes a feeling of well-being.
- To inform them of the advantages of utilizing herbal intimate lotion and the correct way to use it.
- To create awareness amongst consumers of the existence of the problem of pH imbalance caused by the use of intimate washes composed of chemicals and the right way to remedy the issue.
- To expand the market for herbal intimate lotion and increase customer access to it.

Brainstorm ideas

1. Problem: Growing E-Waste Volume
Solution:
 - E-waste recycling and Proper Disposal Programs
 - Public Education Campaigns
 - E-Waste Collection Centers
 - Eco-friendly Recycling Methods
2. Problem: The issue is that global temperatures are rising. Because of Climate Change
Solution:
 - Transition to Renewable Energy Sources as a Solution
 - Enhancements to Energy Efficiency
 - Reforestation and afforestation aid in the development of sustainable agriculture.

3. Problem: Honey Crystallization is a problem.

Solution:

- Microwave therapy is one solution.
- Warm water bath
- User honey dispensers
- Avoid using chemical composition

4. Problem: Sugar-free products

Solutions:

- artificial sweeteners.
- Consult a Medical Professional
- Sweeteners Made from Natural Ingredients
- Portion Management

5. Problem: Intimate wash

Solution:

- Hydrating solution
- Herbal product
- pH Balance product
- Smoothing solution

Working Idea

Problem Statement:

- Intimate washes are too harsh and irritating for the skin, which can result in issues like dryness, itching, and Odor.
- The natural pH balance of the vagina might be upset by the synthetic components found in intimate washes such as SLS.
- Sodium laureth sulfate (SLS), a specific ingredient included in intimate wash solutions, is what causes the pH change.
- SLS is a surfactant found in a variety of personal care products.
- Despite the fact that it is a very powerful cleanser, it can be harsh on the skin and mucous membranes.
- SLS functions by dissolving oils and dirt this can be beneficial for washing sweat and dirt off the skin, but it can also upset the vagina's normal pH balance.
- The pH of the vagina is somewhat acidic, which aids in preventing infection.
- When SLS is used to wash the vagina, the pH balance may be raised, increasing the risk of infection.

Strategies to resolve the problem:

A new herbal intimate lotion that is affordable for a wide range of consumers, makes use of natural components that are beneficial and safe for the intimate area and is effective and pleasant to use on skin that is sensitive, due to the product having a smooth, gel-like structure that penetrates the dermal layer effectively and comfortably. It also contains relaxing and soothing natural aromatic components, and

Benefits of new herbal intimate lotion:

- on skin that is sensitive, gentle, and effective
- Safe and helpful natural substances for the intimate area
- Widely available and reasonably priced for customers
- reduces the impact of intimate issues like dryness, itching, and Odor

Usage:

- After using an intimate wash
- Apply on a dry area
- Avoid using it during periods

Product Development:

'PetalSoft' has been meticulously crafted using pH-balancing aloe vera gel, soothing chamomile, and the delightful natural fragrance of vetiver extract.

It boasts a proprietary nozzle design, ensuring effortless application and enhancing user satisfaction.

Target Audience:

The primary focus is on active women aged 16-30, particularly those who use intimate washes and have a penchant for organic products.

Marketing Strategies:

1. Market analysis and segmentation:

Conduct comprehensive market research to understand the target audience (ages 16 to 30, women), their needs, preferences and buying behavior.

(Segment the market based on factors such as age, lifestyle, hygiene factors, and demographics.)

2. Product positioning:

Identify the unique selling points (USP) of the product. Balanced herbs.

Position the product as a solution to common bowel hygiene problems, such as maintaining a neutral pH or eliminating the smell, odor, brightening agent, easy application

3. Branding and Packaging:

We will try to have a recognizable and credible brand identity. This includes logo design, color scheme, and packaging.

We will make sure the packaging is user-friendly, informative, and clearly communicates the benefits of the product.

4. Educational Resources:

We will create content that educates the target audience about the importance of bowel hygiene and the benefits of using a specific product.
Provide information on maintaining pH balance, preventing infection and enhancing overall wellness.
We will advertise our product in colleges and schools

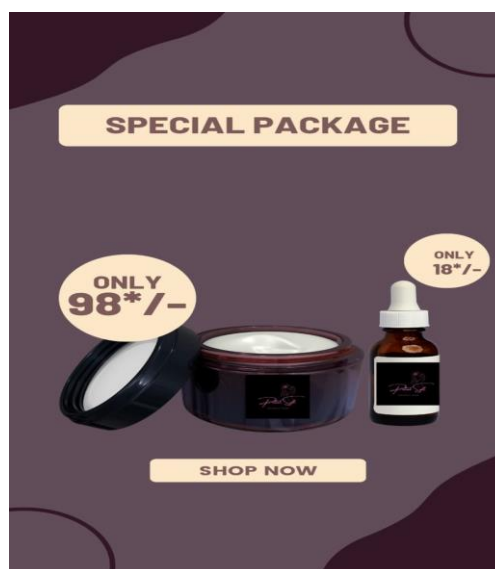
5. Digital marketing:

We will establish a user-friendly website and active social media presence on a strong online presence through Instagram bloggers, female sports personality, female social workers, yoga teachers and many others Take advantage of content marketing through blog posts, articles and videos on common concerns about vaginal health.

Creative Direction:



LOGO



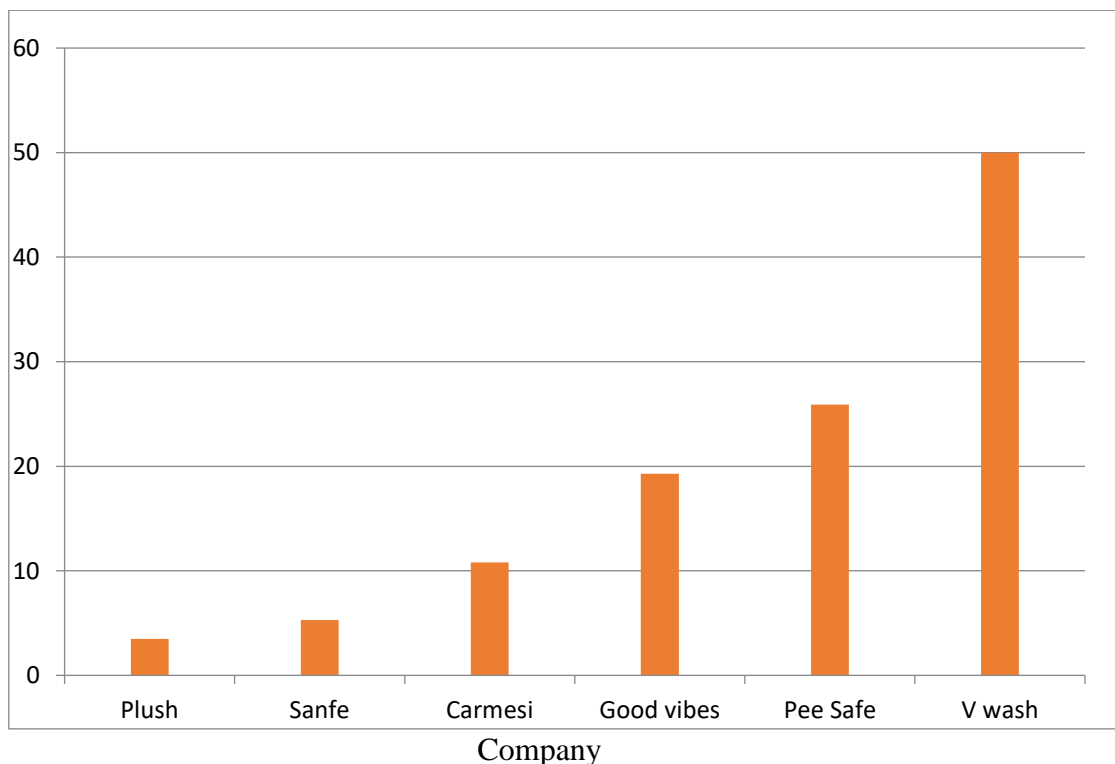
Packaging

Composition and Pricing:

V-wash	
<ul style="list-style-type: none">• Lactic acid (1.2%)• Sorbitol (1%)• Cocamidopropyl Betaine (7%)• Polyquaternium (70.5%)• Melaleuca Alternifolia (0.05%)• Hippophae Rhamnoides (0.25%)	<p>100ml ₹100-120 200ml ₹180-200 350ml ₹250-270</p>

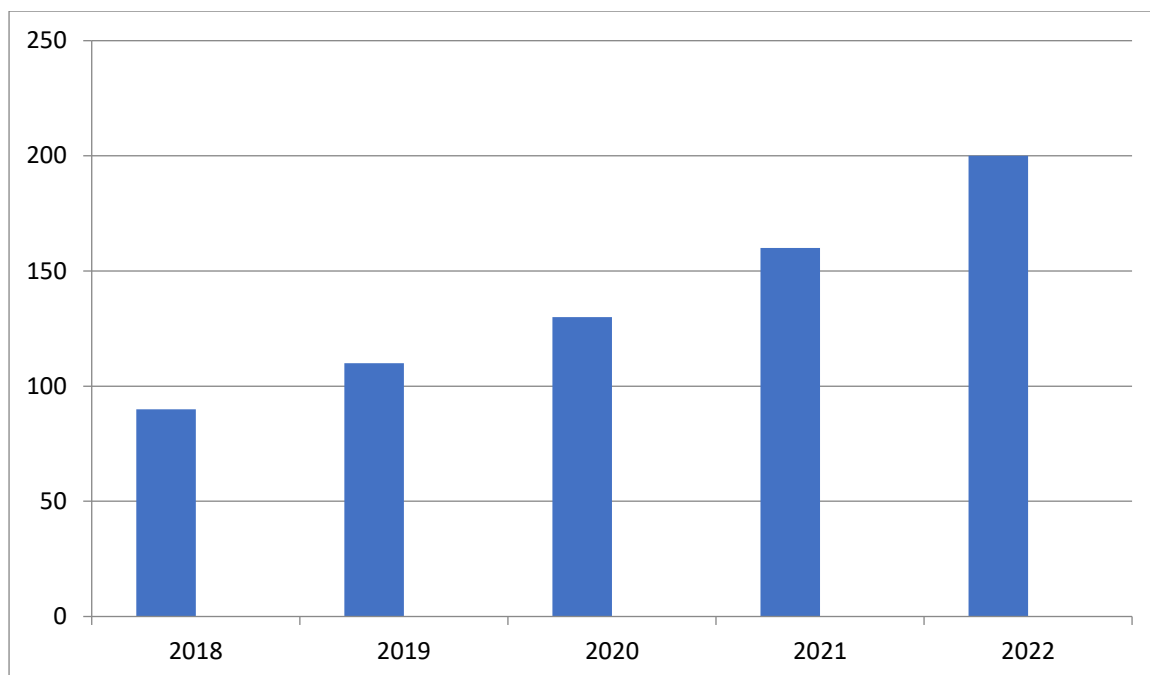
Petal Soft	
<ul style="list-style-type: none"> • Aloe Vera gel • Lactic acid • Calendula Extract • Chamomile Extract • Vetiver Extract 	10ml ₹8-18 (Tester) 50ml ₹98-108

Visualization



SOURCE: Market research report by Nielsen India, 2023

The above graph lists the intimate wash sales percentages for several brands in India as of August 2023. According to data from a consumer intelligence platform: The study also reveals that India's market for intimate wash is expanding quickly, with a CAGR of 25% over the following five years. Rising female disposable incomes and growing knowledge of feminine hygiene are the main drivers of this rise.



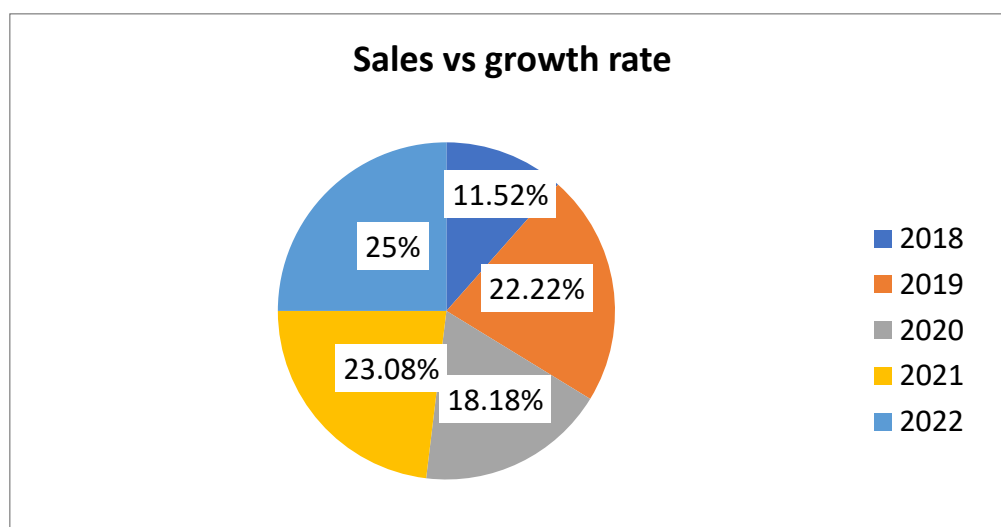
SOURCE: Euromonitor International, "Intimate Wash in India", 2023.

Graph showing the sales percentage of V-Wash for the past 5 years

As you can see in the above graph, V-Wash sales have grown steadily over the past 5 years, with a compound annual growth rate (CAGR) of 21.74%. This growth is likely due to a number of factors, including:

- Increasing awareness of the importance of intimate hygiene
- Rising disposable incomes
- Expansion into new markets

In India, V-Wash has a 30% market share and is the industry leader in intimate wash. Given that the market for intimate washes is anticipated to expand at a CAGR of 25% over the next five years, it is anticipated to keep expanding in the next years.



SOURCE: Euromonitor International, "Intimate Wash in India", 2023

User Persona

Paper Card:

User- Kavya

Age- 30

Occupation- Software Engineer

Demographic- Single, lives in a city

Goal- Maintain proper intimate hygiene so that you can feel confident and fresh all day.

Problems: (Itching, irritability, and dryness are felt after using V-Wash)

- after using V-Wash, there may occasionally be itching, irritation, and dryness.
- Worried that using V-Wash excessively would upset the delicate equilibrium in her private space
- Uncertain of the effectiveness of V-Wash in preventing infection

User Narrative:

I want to use a solution that is gentle on my skin and successful at preventing infection as a V-Wash user with difficulties so that I can feel confident and fresh throughout the day. I also want to have a positive experience around using such a product, and feel healed and comfortable after its application.

Acceptance Criteria:

- The product must be pH-balanced to preserve the intimate area's natural pH.
- The product must not contain any harsh chemicals or irritating fragrances.
- Clinical studies must show that the product is effective at preventing infections.
- Product must provide a welcome and refreshing contrast to the harsh chemical-esqe feeling evoked by a product like V-wash and evoke a feeling of nourishment and vitality. This is accomplished through the use of natural aromatics which have soothing properties and also the smoothness of the product itself which has a pleasing and cooling gel-like feel and a deep forest green color reminiscent of the botanicals it contains.

Wireframe

Period care: Products for the intimate Comfort

[Brainstorm](#)

Topic 1
Waste
Management

Topic 2
Climate
Change

Topic 3
Prevent
Crystallization
in Honey

Topic 4
Sugar free
Products

Topic 5
Intimate
Washes

[Working ideas](#)

- Intimate Washes
- Problems & Solution

[Visualization](#)

Graph 1

Graph 2

Graph 3

[User Persona](#)

- Personal review

[Github](#)

- Click here

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