

D2C brand Revaa launches range of products for women's wellness in India

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Brand launches with a mission to empower women and promote holistic well-being

Revaa, a pioneering Indian brand dedicated to transforming female health and hygiene, recently announced its official launch at the India International Centre. Revaa's mission centers on fostering awareness, breaking down taboos, and advocating wellness across a wide array of product categories.

Revaa is set to revolutionise the way women experience their menstrual cycles and manage their mood by introducing a range of innovative products designed for the modern woman, dedicated to increasing awareness, breaking societal taboos, and promoting overall wellness.

The brand launches with a mission to empower women and promote holistic well-being through its three product lines. "Menstrual Magic" offers reusable and disposable sanitary pads, panty liners, and period panties. "Wellness Wonders" features essential oils and balms for pain relief, anxiety reduction, digestion aid, improved sleep, and confidence boosting. "Fashion Fusion" caters to women's mood swings and offers practical style with tote bags, travel kits, pad/essential pouches, stick-on nails, and scrunchies, ensuring women don't compromise style for wellness.

In addition to its commitment to product excellence, Revaa is dedicated to fostering awareness and education about menstrual health and hygiene. Through informative resources and community outreach programmes, Revaa aims to empower women with knowledge and support to make informed choices about their menstrual health.