

new  
prebiotic *intimate wash*

**Calendula & oat**

promotes  
**the natural balance**  
of intimate areas

mokosh  
c o s m e t i c s

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## key *consumer expectations*

### what we don't want

- harsh chemicals
- artificial fragrances
- alcohol
- high pH levels
- overly harsh cleansing
- unsustainable ingredients
- misleading claims
- testing on animals

In today's world, women have diverse expectations regarding intimate hygiene products. While developing the formula of our Prebiotic intimate wash, **we carefully addressed all of them.**

### what we want

- + gentleness
- + odor neutralization
- + balanced pH
- + protection against infections and irritations
- + natural ingredients
- + safety and effectiveness
- + convenient packaging and application

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## key *promises*

Formulated on the basis of a high concentration of **inulin** – a prebiotic which supports the natural microbiome of intimate areas, the **Prebiotic intimate wash**:

- gently but effectively purifies intimate areas,
- soothes, regenerates and moisturizes the skin,
- leaves the feeling of freshness and comfort.

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## key *ingredients*

The formulation of **Prebiotic intimate wash Calendula & oat** has been created on the basis of gentle cleansing agents that effectively remove impurities, sweat and bacteria without causing irritation or disrupting the natural moisture and pH balance of the intimate areas. The product minimizes the risk of irritation, infections and other discomforts thanks to the following ingredients:

**Inulin** – promotes the growth of prebiotic bacteria which help to support the skin's pH balance and overall skin health.

**Bioferments** – one derived from bamboo water, the other from radish root – improve skin barrier function.

**Panthenol** – one of the most potent soothing ingredients known to the world of skincare and personal care.

**Lactic acid** – helps to create an environment that is less conducive to the growth of harmful bacteria and yeast.

**Calendula** contains compounds such as flavonoids and saponins, which have anti-inflammatory properties.

**Oats** help alleviate itching and redness, reduce discomfort and promote skin healing.





**RSP:**  
**Pojemność:**  
100 ml

## competitive *advantages*

Formulated on the basis of a high concentration of **inulin** – a probiotic which supports the natural microbiome of intimate areas, the **Prebiotic intimate wash**:

- gentle yet effective cleansing agents,
- ingredients perfectly compatible with skin microbiome, balances intimate area microbiota,
- provides long-lasting freshness,
- delicate, herbal scent,
- protects the skin barrier,
- environmentally-friendly, glass packaging,
- convenient and fuss-free applicator,
- free from harsh ingredients,
- helps alleviate irritations and itchiness.

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address

contact