
DAVAJ®
DERMOCARE
CLEAN, DERMATOLOGICALLY TESTED, PH-BALANCED INTIMATE SKINCARE

MARKETING UNDERGROUND

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WHY INTIMATE SKINCARE?

Various government initiatives, social media campaigns, growing number of working women across the globe, increasing health concerns amongst women **drive the growth** of the feminine hygiene products market.

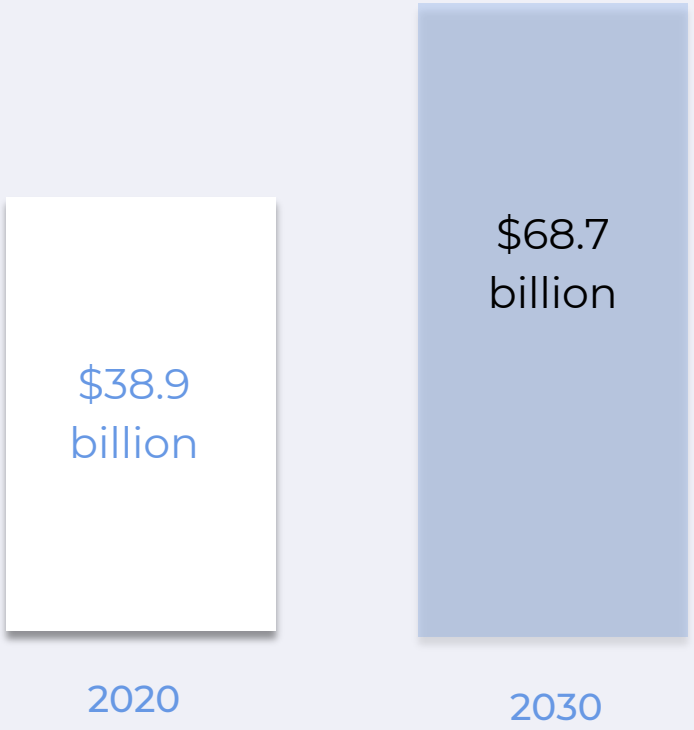


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FEMININE HYGIENE PRODUCTS MARKET BY NATURE



The global hygiene market — which includes sanitary pads, tampons, panty liners and shields, cleansers, sprays, and disposable razors — was valued at **$38.9 billion** in 2020, and is projected to reach **$68.7 billion** by 2030, registering a CAGR of 6.1% from 2021 to 2030.

The outbreak of the COVID-19 pandemic has shown a minimal impact on the feminine hygiene products market as feminine hygiene products comes under the category of essential products.

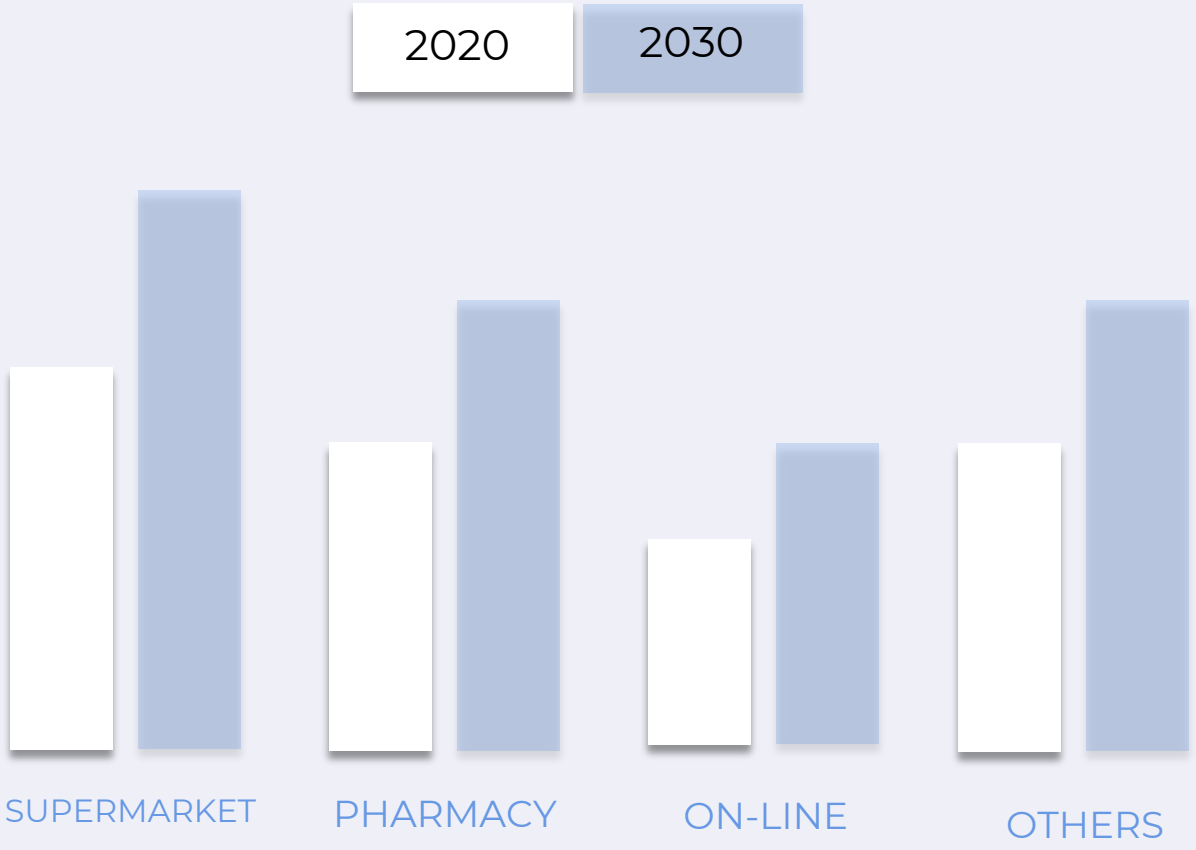
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Furthermore, these feminine hygiene products are easily available through various sales channels including online stores, supermarkets, hypermarkets, specialty stores, pharmacy and others, which, in turn, **contributes towards the feminine hygiene products market growth.**

FEMININE HYGIENE PRODUCTS MARKET BY DISTRIBUTION CHANNELS



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WHAT MAKES DAVAJ DIFFERENT

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YOUR INTIMATE HEALTH MATTERS TO US

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1

DAVAJ has developed a comprehensive range of products designed to target various intimate health issues, including dryness, itching, and many other related concerns.

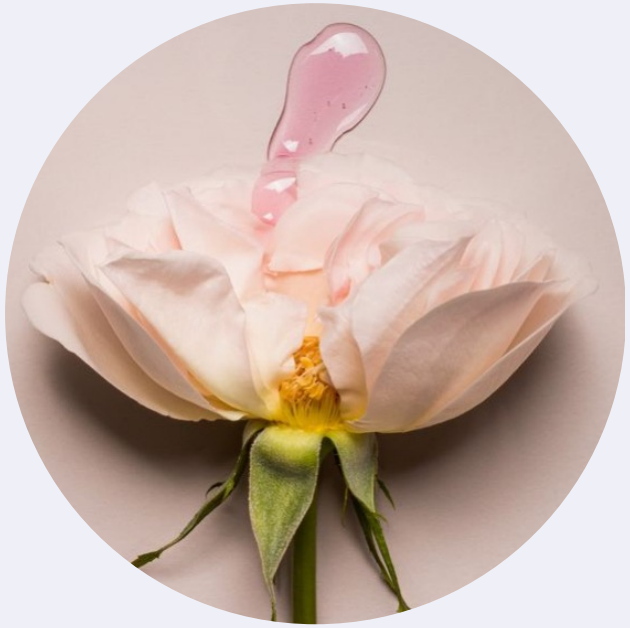
2

All our products are specially formulated to match the natural acidic pH levels of the vaginal area, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

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YOUR INTIMATE HEALTH MATTERS TO US

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3 Our products are formulated without use of Silicone, Paraffine and Petrolatum

4 All our products are proudly made in Italy, following strict and ethical cosmetic practices and EU legislations



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YOUR INTIMATE HEALTH MATTERS TO US

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- Created in close cooperation with gynecologists and physicians.

Everything we eat and apply on our skin, stresses and lack of sleep, hormonal changes and frequent travels, viruses and medications we take may cause harmful effect on your overall health and bring discomfort down there.

That’s why we created DAVAJ with effective and safe ingredients that deliver real life-changing results.

YOUR INTIMATE HEALTH MATTERS TO US

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Stomach Acid	Vagina	Water	Baking Soda	Soapy Water
1	4	7	9	12
ACIDIC		NEUTRAL	BASIC	



All DAVAJ Intimate Care products have physiological acidic pH levels and cause no harmful effect to good bacteria and sensitive skin down there

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HOW WE DIFFERENTIATE FROM OTHER INTIMATE CLEANSERS

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WHY WE ARE DIFFERENT

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1 CLEAN & SAFE FORMULAS

It is crucial to prioritize safe and gentle care for intimate areas. Using products specifically formulated for delicate skin and maintaining proper hygiene practices can help ensure the overall well-being and comfort of intimate areas.



No pH-disruptors

DAVAJ is a clean formula inspired by the natural chemistry of the vagina for anyone looking for a reliable and safe option.



Besides microbiological and dermatological testing, they have passed strict in vitro test (Nickel test) and in vivo test (on volunteers with sensitive skin) to check the extreme safety of the products.

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WHY WE ARE DIFFERENT

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2 VEGETAL ORIGIN

We avoid occlusive ingredients such as silicones and petrolatum. No parabens.

3 VEGAN & ANIMAL FRIENDLY

All products are Vegan Approved, therefore no animal ingredients are used.



KEY INGREDIENTS

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LACTIC ACID

Lactobacilli are healthy bacteria that live naturally in the vagina and inner vulva. They break down sugars into lactic acid & hydrogen peroxide. This process keeps vaginal pH low. So why not use the active our body already use to acidify?

We’ve included Lactic Acid in the same concentration it appears in a healthy vagina to support this natural function. This formula can help wash the vulva area while keeping it fresh.

KEY INGREDIENTS

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ORGANIC ALOE VERA

For centuries Aloe Vera has been used in cosmetics and medicine for its powerful lenitive & antiallergenic properties, its ability to moisturize, refresh, soothe and regenerate.

We’ve included Organic Aloe Vera into DAVAJ formulations for intensive hydration and soothing effect, in addition to careful cleansing.

KEY INGREDIENTS

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COCAMIDOPROPYL BETAINE

It’s an amphoteric surfactant that is composed of coconut oil derivatives and dimethylaminopropylamine. It not only possesses excellent foaming and cleaning properties, but can adjust the pH of the environment it is added to.

We’ve introduced Cocamidopropyl betaine into DAVAJ formulations to reduce irritation and calm your skin down there.

KEY INGREDIENTS

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OLIGOSACCHARIDE & LACTOBACILLUS & POLYMNIA SONCHIFOLIA ROOT JUICE

Is a pre/probiotic complex obtained by enzymatic synthesis from vegetal substrates, made of 100% pure plant juice and of Lactobacillus Probiotic Bacteria.

We’ve included this component into DAVAJ DERMOCARE formulations to promote the growth and development of beneficial skin flora and strengthens biological defenses.

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SMART ODOR PROTECTION

The DAVAJ approach focusses on ingredients that gently regulate microorganisms responsible for malodors. That's why we have chosen 2-methyl 5-cyclohexylpentanol - microbiom-friendly active with extended deo efficacy.

It promotes specific anti-bacterial activity against gram-positive microbes responsible for body odor, thus providing clinically tested reduction of external intimate area odors.

KEY INGREDIENTS

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ORGANIC EXTRAXTS & ESSENTIAL OILS

All our DAVAJ cleansers are enriched with innovative active ingredients obtained from herbal extracts and medical plants like: sage extract, calendula extract, eucalyptus leaf oil, white thyme essential oil, ylang-ylang essential oil, neem oil, rice starch and many more.

Their combinations produces a soothing, anti-inflammatory, anti-bacterial effects, particularly suitable for daily use on delicate, sensitive skins.

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Explore another side of personal care with DAVAJ innovative formulas designed to boost your wellbeing

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FROM DRYNESS TO ITCHING - WE'VE GOT IT COVERED

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Ref.	PRODUCTS DESCTIPTION	VOL.
DV2004	**PERIODS INTIMATE CLEANSER** ANTI-ODOR, SOOTHING, PURIFYING AND REFRESHING	250 ml
DV2005	**ANTIBACTERIAL INTIMATE CLEANSER** WITH TEA TREE OIL & SAGE ESSENTIAL OIL	250 ml
DV2006	**LENITIVE INTIMATE CLEANSER** WITH CALENDULA AND ALOE VERA	250 ml
DV2007	**ANTI-ODOR INTIMATE CLEANSER** WITH THYME ESSENTIAL OILS AND YLANG YLANG	250 ml
DV2008	**INTIMATE CLEANSER ACTIVE FRESHNESS 24H** WITH PREBIOTICS AND EUCALYPTUS ESSENTIAL OIL	250 ml
DV2009	**MEN'S INTIMATE DELICATE CLEANSER** WITH MYRRH AND NEEM OIL	250 ml
DV2010	**PROTECTIVE INTIMATE AND BODY CLEANSER** WITH HYALURONIC ACID AND THYME OIL	500 ml
DV2012	**DELICATE DERMATOLOGIC SHOWER AND BATH CLEANSER** WITH VEGAN GLYCERIN AND LACTIC ACID	750 ml
DV2014	**INTIMATE CLEANSER FOR YOUNG GIRLS 3-14 YEARS OLD** WITH CHAMOMILE AND STARCH OF RICE	250 ml



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HOW IT WORKS

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DV2004

PERIODS INTIMATE CLEANSER

ANTI-ODOR, SOOTHING, PURIFYING AND REFRESHING

250 ml

pH 3.5

This external intimate cleanser gently cleans the vulva (the external genitalia) without disrupting vaginal flora and pH levels. The clean formula is made with Lactic Acid and is free of Silicone, Paraffine and Petrolatum so it won't irritate sensitive skin. It also matches natural acidic vaginal pH levels, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Intimate Cleanser to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

HOW IT WORKS

DAVAJ®
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DV2005

ANTIBACTERIAL INTIMATE CLEANSER

PURIFYING AND REFRESHING

250 ml

pH 4.0

This external intimate cleanser gently cleans the vulva (the external genitalia) without disrupting vaginal flora and pH levels. The clean formula is made with Tea Tree Oil & Sage Essential Oil. It's free of Silicone, Paraffine and Petrolatum so it won't irritate sensitive skin. It also matches natural acidic vaginal pH levels, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Antibacterial Intimate Cleanser to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

HOW IT WORKS

DAVAJ®
DERMOCARE



DV2006

LENITIVE INTIMATE CLEANSER

SOOTHING, MOISTURIZING AND REFRESHING

250 ml

pH 5.5

This external intimate cleanser gently cleans the vulva (the external genitalia) without disrupting vaginal flora and pH levels. The clean formula is made with Calendula & Aloe Vera, free of Silicone, Paraffine and Petrolatum so it's suitable for sensitive skin and can be used by all family members. It also matches natural acidic vaginal pH levels, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Lenitive Intimate Cleanser to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

HOW IT WORKS

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DV2007

ANTI-ODOR INTIMATE CLEANSER

MOISTURIZING, PURIFYING AND REFRESHING

250 ml

pH 4.0

This external intimate cleanser gently cleans the vulva (the external genitalia) without disrupting vaginal flora and pH levels. The clean formula is made with Thyme Essential Oil & Ylang Ylang. It’s free of Silicone, Paraffine and Petrolatum so it won't irritate sensitive skin. It also matches natural acidic vaginal pH levels, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Anti-Odor Intimate Cleanser to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

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HOW IT WORKS

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DV2008

INTIMATE CLEANSER ACTIVE FRESHNESS 24H

PURIFYING AND REFRESHING

250 ml

pH 5.5

This external intimate cleanser gently cleans the vulva (the external genitalia) without disrupting vaginal flora and pH levels. The clean formula is made with Prebiotics & Eucalyptus Essential Oil, contains no Silicone, Paraffine and Petrolatum so it won't irritate sensitive skin. It also matches natural acidic vaginal pH levels, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Intimate Cleanser Active Freshness 24H to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

HOW IT WORKS

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DV2009

MEN'S INTIMATE DELICATE CLEANSER

ANTI-ODOR, PURIFYING AND REFRESHING

250 ml

pH 5.5

This external intimate cleanser gently cleans the skin without disrupting sensitive areas and pH levels. The clean formula is made with Myrrh and Neem Oils and is free of Silicone, Paraffine and Petrolatum so it won't irritate sensitive skin, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Intimate Men Cleanser to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

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HOW IT WORKS

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DV2012

DELICATE DERMATOLOGIC SHOWER AND BATH CLEANSER

MOISTURIZING, PROTECTIVE AND REFRESHING

750 ml

Physiologic pH

This delicate bath & shower cleanser gently purifies the skin without disrupting sensitive areas and pH levels. The clean formula is made with Lactic Acid and Vegetable Glycerin, free of Silicone, Paraffine and Petrolatum so it's suitable for all skin types and all family.

HOW TO USE

Apply Davaj Delicate Dermatologic Bath & Shower Cleanser to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

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HOW IT WORKS

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DV2010

PROTECTIVE INTIMATE & BODY CLEANSER

MOISTURIZING, PURIFYING AND REFRESHING

500 ml

pH 5.5

This external intimate cleanser gently cleans the vulva (the external genitalia) without disrupting vaginal flora and pH levels. The clean formula is made with Hyaluronic Acid and Thyme Oil, free of Silicone, Paraffine and Petrolatum so it won't irritate sensitive skin. It also matches natural acidic vaginal pH levels, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Intimate & Body Cleanser to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash by all family members. For external use only.

HOW IT WORKS

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DV2014

INTIMATE CLEANSER FOR YOUNG GIRLS 3-14 YEARS OLD

SOOTHING AND MOISTURIZING

250 ml

pH 5.5

This external intimate cleanser gently cleans the vulva (the external genitalia) without disrupting vaginal flora and pH levels. The clean formula is made with Chamomile and Starch of Rice, free of Silicone, Paraffine and Petrolatum so it won't irritate sensitive skin. It also matches natural acidic vaginal pH levels, which is essential for maintaining the balance of beneficial bacteria and preserving the health of sensitive skin.

HOW TO USE

Apply Davaj Intimate Cleanser For Young Girls to wet skin in the shower or bath, then gently work into a lather and rinse thoroughly. Can be used every time you wash. For external use only.

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FOR MORE INFO PLEASE CONTACT

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