

How this unique product is your armor against pollution and your friend in fashion

Unique product specially designed for women to protect them against harmful; pathogens and pollution.



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One of the concerning issues faced by the entire world today is pollution. India being a developing country where infrastructural development is constant has become an easy victim to all types of

pollution. Pollutants exist in the atmosphere in all forms i.e. dust particles, smoke, sunrays, residual odor, and sand. A lot of these pollutants are visible through the naked eye but most of them are not. They cause indirect harm to our lungs, skin, hair, and face. Inhaling polluted air is harmful to our immunity against diseases. In addition to that, it makes our bodies prone to hazardous diseases. Therefore, doctors and scientists recommend wearing any form of face-covering to protect ourselves against dust, pollution, UV (Ultraviolet) rays, pathogens, and airborne diseases of all forms.

To solve this problem men use a piece of cloth, stoles, or handkerchiefs to cover their faces and stay protected against pollution. Women on the other side wear what is called a 'Dupatta' to protect their hair, skin, and face against the hazardous pollutants floating in the atmosphere.

These pieces of clothes help you stay protected against dust and also cover your face but, come with a major disadvantage. That is, they do not filter the pollutants entering your body through the nostrils. Moreover, because they are locally manufactured they are not equipped with air filters and prevent polluted air to enter your body thereby making you prone to respiratory diseases like asthma, lung and skin cancer, heart strokes, and increased stress and anxiety. They could mostly be used to cover your face and get protection against dust but as an added disadvantage they are out of fashion and not trendy.

Taking the call, Rupam Patel, a buzzing entrepreneur from Ahmedabad who already owns an apparel brand called 'The Tee Shop' created 'Kavach – Mask, and Scarf'. With a motive to protect women from pollution she specially designed a product that can be used as a face mask, a scarf as well as a crop top. Rupam wants to create a style statement where fighting against pollution becomes fashionable against women.

What is 'Kavach – Mask, and Scarf'?

The name 'Kavach' means 'armor'. Kavach is a protector specially designed for women to protect them against pollutants in the atmosphere. Rupam saw that women cover their faces with these dupattas to protect their head, face, and skin against airborne pollutants. Dupatta is a traditional simple loincloth that is locally manufactured and therefore it cannot provide them complete protection against pollution and harmful pathogens lying in the atmosphere. Also, it does not filter the bad quality of air inhaled by them. Finally, dupattas look very old fashioned and one sweats a lot while wearing it.

To solve this dilemma, Rupam created 'Kavach – Mask, Scarf and Top' which is a 3 in 1 product, and provided multiple solutions to the pollution problem in just one product. 'Kavach – Mask, Scarf, and Top' is an integration of fashion and protection. First things first it helps against pollution by preventing you to inhale bad quality air through its specially built-in air filters which can be easily exchanged after using them for a certain duration. Secondly, it covers your entire face, hair, and skin to shoulder length and its quality fabric provides you complete protection against pollutants and harmful pathogens in the atmosphere. And finally, you could easily convert it into a crop top or a neck scarf so that it does not occupy any space in your handbag, and neither do you have to worry about forgetting it somewhere.

You could wear this with both Indian traditional and western formal or casual outfits as it is available in several designs. Women usually put masks and scarf's in handbags which takes up a lot of space and leads to the formation of creases in the fabric. But, not with Kavach as it is a crease-resistant small product designed after understanding your needs which makes it easy to carry. It is a certified multipurpose product that comes at an attractive price, is available in several fabric designs and the best part is, it is not old-fashioned and makes fighting against pollution trendy and fashionable.

Conclusion

Kavach protects the user against heat, UV rays, dangerous microorganisms, pollution, and infectious diseases to anyone who uses it. To make things more attractive it has 3 in 1 uses as a face mask, as a headscarf or cap, and as a crop top. It is a certified product that ensures all-round protection of your face and skin against pollutants, sunrays, and dust particles in the atmosphere. To make things the best it makes fighting against pollution fashionable and trending.



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