

The No.1 brand for your No.2, Poo de cologne Before You Do No. 2 Toilet Spray

Launch of India's first pre-toilet spray



Maharashtra, Mumbai, Mar 20, 2021 (Issuewire.com) - Indians, in general, are resistant to talk about toilet habits. However, in recent times, movies like Toilet Ek Prem Katha, Padman, the Academy Award-winning Netflix documentary 'Period. End of Sentence,' Bill Gates' documentary on Netflix that focuses on sanitation in India as well as PM Modi's Swachh Bharat Abhyaan movement against open defecation, that had superstars talk openly about toilet hygiene, have not only lifted this taboo but also brought the discussion into the forefront.

Essentially Happy Marketing is a start-up that is disrupting the way we have dealt with bathroom odors in India by launching India's first Pre-Toilet spray - Poo de cologne, before-you-do-no.2 toilet spray.

What is a pre-toilet spray? A spray that is used before you do the "Big Job." It is sprayed directly over the toilet bowl water. The essential oils in the formula form a layer over the water's surface trapping the bad smells below, as they spread their beautiful aromas in the toilet. This method of blocking bad smells before they can spread into the air is based on the basic science that oil floats on water. This concept of pre-toilet usage gives Poo de cologne a solid unique selling proposition.

The air-care market in India is expected to reach a value of INR 18.48 bn. by 2023, with a CARG of 20.7% fueled by demand from the middle class that is willing to experiment to keep the home fresh and keen to move from traditional solutions to modern formats.

Unlike aerosols that currently dominate the toilet freshener market, Poo de cologne pre-toilet spray has no gas and uses no toxins. It uses no aerosols, alcohol, parabens, phthalates, formaldehyde, synthetic fragrance within the products, which are also cruelty-free and not tested on animals. It is a natural product made from pure essential oils.

With the tagline, 'Confidence to leave the loo. Consideration for those in the queue' the target group is everyone who poops, literally! But the company is focusing on women who tend to be more conscious of their bodily odors. They also tend to be the gatekeepers of the household members' personal hygiene requirements.

This product is a must-have in shared loos, for general travel and especially essential for honeymooning couples. Office dump-takers must keep a spare one on their desks and a good host must stock one in the guest bathroom.

The stink-a-phobe

Essentially Happy Marketing is dedicated to bettering people's lives through the goodness and magic of essential oils and all things fragrant. Its first launch is Poo- de-cologne, a simply brilliant solution that promises to transform the pooping experience, taking it from the stables to the meadows in just a few sprays.

Aditi Talwar Sodhi is the founder of Essentially Happy. Before taking the entrepreneurial leap, she was a successful brand strategist, with over 20 years of experience building global, regional, and local brands. A published author and scriptwriter, her love affair with fragrances has intoxicated her, enticed her, and stimulated her all her life...it's the one thing that makes her Essentially Happy!

Poo de cologne is currently selling online and will soon be coming to a store near you.

For further information, imagery or samples visit www.poodecologne.com or contact essentiallyhappymarketing@gmail.com

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