

Bug Bite Thing from Shark Tank launched in India



Maharashtra, Mumbai, Jul 24, 2021 (Issuewire.com) - One of the hottest selling products of Shark Tank USA that won the prestigious Golden Ticket from celebrity investor Lori Greiner has launched in India. For those who missed it, Bug Bite Thing is Amazon's bestselling product for insect bite relief in the USA. MatrixOne Brands Pvt Ltd headquartered in Mumbai has exclusively tied up with Bug Bite Thing Inc., the USA for importing the product to India.

"It's a unique and innovative suction tool that sucks out mosquito venom/saliva from the skin to help alleviate the itching caused by a mosquito bite. When an insect bites or stings, it leaves behind saliva/venom just underneath the surface of the skin. This causes the body to itch and swell. When you remove the irritant, the body stops itching almost instantly. This is a product that every single person in our country needs considering the extent of mosquitoes present here" says Mr. Ashish Madan, Director of MatrixOne Brands.

"I have always been a magnet for mosquitoes. Unfortunately, my daughter also inherited my mosquito-attracting blood. After desperately trying in vain for some product that could provide relief after a mosquito bite, I finally came across a product on Shark Tank that uses suction to remove the irritant, rather than applying creams or harsh chemicals. My "aha moment" came after I tested the product...and it worked! The relief was instant! At that moment, I knew that this was a product meant for everyone in a country like India."

The product which is made in Denmark and is patented in India is all set to launch nationwide. Priced at Rs. 499/-, it is already available on Amazon India. The total market size of the insect/mosquito repellent market is around 6000 crores! Almost all the products are for pre-bite prevention, but very few are for post-bite pain relief. With a strong presence of mosquito-borne diseases like malaria and dengue and with consumers getting increasingly conscious about the presence of harmful chemicals in conventional products, the market for such products is buzzing.

About Bug Bite Thing:

As Seen on Shark Tank, Bug Bite Thing offers a chemical-free, eco-friendly solution to effectively alleviating stinging, itching, and swelling caused by insect bites and stings. The #1 selling product for insect bite relief on Amazon, with over 30,000 positive reviews, the reusable tool solely uses suction to remove insect saliva or venom from underneath the skin, making it safe for children of all ages and adults.

Bug Bite Thing gained recognition in 2019 after founder Kelley Higney and her mother appeared on ABC's 'Shark Tank,' securing a partnership with inventor and entrepreneur Lori Greiner. Since then, it has been awarded the 2020 Stevie Awards for Women in Business 'Consumer Product Company of the Year' and 'Fastest Growing Company of the Year.' Other accolades include 2020 Consumer World Awards Gold Winner for 'Consumer Product of the Year,' 2020 Best in Biz Awards 'Most Innovative Consumer Product of the Year,' a 2021 BIG Innovation Award Winning Product, and winner of the Mom's Choice Award and the 2021 National Parenting Product Award.

Bug Bite Thing has experienced massive growth since it debuted—from hundreds of thousands of dollars in revenue into a multi-million-dollar enterprise. It's projected to exceed \$15 million in 2021. Prior to Shark Tank, the product was available in three countries and sold at CVS Pharmacy. Now, Bug Bite Thing is available in 25 countries and in 25,000 major retailer locations, including The Home Depot, Walmart, and more.

About MatrixOne Brands:

MatrixOne Brands is one of India's largest importers of wellness products and air fresheners since 2005. It exclusively represents prestigious international brands like My Shaldan Air Fresheners (Japan), Dr. Marcus Air Fresheners (Europe), Formula 1 Car Care (USA), and Giovanni Organic Cosmetics (USA). MatrixOne is a key supplier to hypermarkets, auto manufacturers, and e-commerce players nationwide. It is one of the most prominent and well-entrenched players in this space.





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