

**Bringing together the Best of Nature & Science for a healthier,
fuller life**

Essens Wellness

IndustryOutlook



IS PROUD TO PRESENT

ESSENS WELLNESS

AS ONE OF THE

TOP 10

**HEALTH SUPPLEMENTS
STARTUPS**

2022

*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

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Managing Editor
Industry Outlook

New Delhi, Delhi Oct 13, 2022 ([Issuewire.com](https://www.issuewire.com)) - The Health & Wellness industry is poised at a very interesting crossroads. On one hand, there is a rise in income and the desire to be healthy & fit to live to the fullest. On the other hand, there is a rise in health challenges with our demanding & stressful lifestyle. When combined with a proactive, digitally-savvy consumer, you've just the right mix for innovative products & solutions. Those products that deliver results effectively are safe and customized to Indian needs are likely to win big.

Headquartered in Mumbai, Essens Wellness is on a mission to shape & be the thought leader in Adult Health & Wellness with products that are inspired by nature & proven by science. They focus on three big health challenges- Diabetes, Gut Health, and Life Stage Health with products that help you 'take back control of your health' and help you lead a healthier, fuller life. [ActiFiber](#) is the lead brand.

Talking about the current market scenario and the promising future of the health supplement market, CEO, [Bindu Damodaran](#) mentions, "We Indians, aren't really in the pink of health. In urban India, one out of eleven of us is diabetic and one in three is overweight. Our food habits and lifestyle are also not helping matters, with close to 50 percent of urban Indians experiencing recurring digestive disorders. Unfortunately, these health challenges become increasingly common as we reach our 40s, the 'peak years' of our life, a phase when we are at the top of our professional & personal life, but have a demanding & stressful lifestyle."

"So, there is an urgent need for innovative products & solutions that are scientifically proven to be effective, safe, and preferably nature sourced. What is also important is that these solutions are such that they can be easily adapted into our Indian food & lifestyle habits", she adds.

[Transforming Health Supplements Market in India through Innovation](#)

At [Essens Wellness](#), every product is made from nature-sourced and clinically proven ingredients. Their health benefits, efficacy, and safety are proven, endorsed by the experts (Nutritionists) as well as approved worldwide by global regulatory bodies like USFDA, European Food Safety Authority, GRAS certified, and FSSAI in India.

Founded in 2018, Essens is headed by the credible and experienced team of Bindu Damodaran and Vikash Kumar. Bindu is an alumnus of MDI, Gurgaon, and a corporate professional turned entrepreneur. As the CEO, she brings 20 years of experience and a proven track record in leadership roles with Consumer Healthcare MNCs. Vikash, an Alumnus of IIT Kanpur and Vlerick Business School brings 20 years of corporate experience in Strategy & Business Development. Talking about developing ActiFiber for Essens Wellness, Bindu says, "Our lead brand ActiFiber offers a range of new & innovative nutrition products that are based on nature-sourced soluble fiber. There are three variants of ActiFiber- [ActiFiber Natural Sugar Control for Diabetes](#), [ActiFiber Natural Weight Control for Weight Management](#), and [ActiFiber Natural Gut Strength for restoring Gut Health](#)".

"The health benefits of ActiFiber are clinically proven, expert, endorsed, and approved worldwide. Making ActiFiber a part of your daily diet is so easy and requires no change in your regular food habits. It dissolves easily and has no taste, odour, or flavour. So just open a sachet, add to any food or drink as a meal companion and experience its health benefits". ActiFiber has now become a leading brand in consumer healthcare and is among the top 10 products in the category on Amazon. **Building a strong brand with 360° marketing, innovative products, and a best-in-class team have been the 3**

key reasons why Essens & ActiFiber have been successful thus far. Talking about future plans for the brand, Bindu concludes, “We continue to develop and launch innovative global products that address the health needs of Indians. We have a pipeline of new products underway”.

The advertisement for ActiFiber features a woman, Tina Sapra, RD MPH CLE, Nutrition Consultant, endorsing the product. The product box is prominently displayed, highlighting the claim "BETTER Sugar Control in 4 Weeks*" and "100% Plant Origin". The box also lists benefits: "Clinically Proven", "Expert Recommended", "Easy to Use", and "Approved Worldwide". A collage of many small photos of diverse people is shown on the right, with the text "ActiFiber is trusted by 25000+ people to manage Diabetes better. Real Users. Real Results."

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