

Femina

Lavado Intimo Femenino



Una nueva dimensión en higiene femenina

Femina



KRIPORT
INTERNATIONAL TRADING

Una nueva dimensión en higiene femenina

Características de la Línea:

- 4 tipos de productos especialmente formulados para la limpieza vaginal externa
- Gel calmante de aplicación en áreas vaginales externas irritadas
- Gel lubricante para la sequedad vaginal
- Toallitas Húmedas íntimas

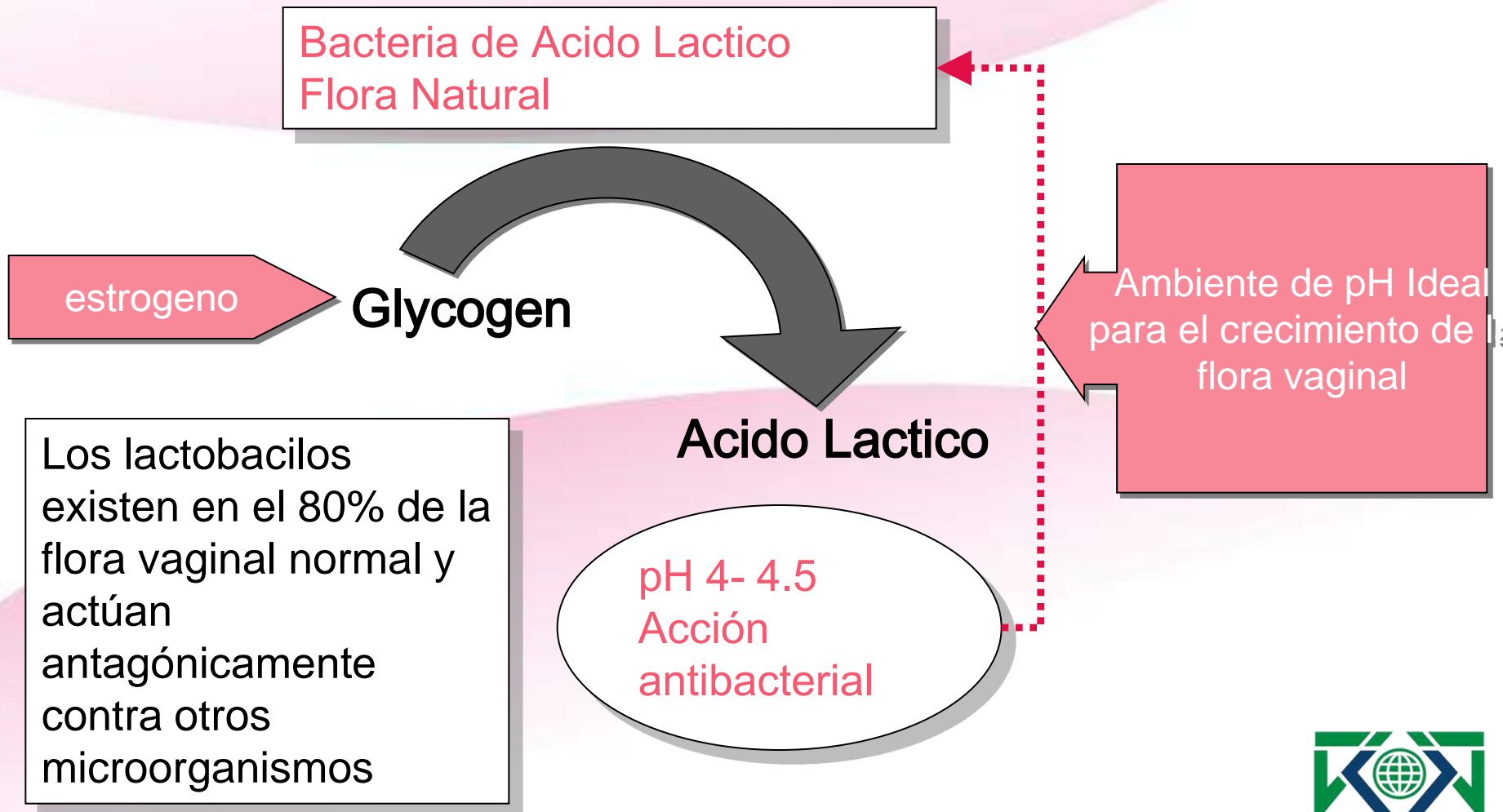


Por que usar el lavado íntimo?

Explicación científica:

- Muchas mujeres sufren de flujo vaginal, A menudo asociado con una alteración del entorno vaginal normal, que incluye un cambio en el nivel normal en la acidez de la vagina.
- El pH normal de la vagina es ácido, fluctuando entre 3,8 a 4,5, previniendo que se produzcan infecciones
- El ambiente ácido se crea por la presencia de ácido láctico, que es el subproducto del metabolismo del glucógeno por normal - bacterias existentes

Mecanismo de defensa vaginal



Crecimiento pH óptimo de algunos organismos comunes

• Trichomonas vaginalis	4.9-7.5
• Candida albicans	5.4
• B.proteus	7.4
• Streptococci	7.4
• Diphteroids	7.2
• Anaerobes	6.0
• Lactobacillus	4.0

Las condiciones ácidas de pH son desfavorables para las bacterias digestivas: Escherichia coli, Bacteroides sp.

Desequilibrio Vaginal

Alteración en el pH altera el frágil equilibrio de la vagina, causa la reducción en el número de bacterias de ácido láctico y establece un ambiente que conduzca a la inflamación llamada **vaginitis**.

Sintomatología del Desequilibrio Vaginal

- Sensibilidad en la vagina
- Comezón
- Desagradables secreciones vaginales
- Rojez
- Resequedad
- Dolor durante el coito



Por que elegir Femina?

4 buenas razones:

- La compañía detrás del producto
- Desempeño de la Línea
- Ventajas de la Línea
- Productos de calidad

Por que elegir Femina?

Cuando te casas con alguien, es mejor conocer su familia ...



Por que elegir Femina?

- **Compañía Farmacéutica**

La línea Femina esta fabricada por una destacada compañía farmacéutica israelí que opera desde 1921.

- **Foco en el campo de la Ginecología**

Nuestra empresa Desarrolla, fabrica y comercializa productos farmacéuticos, entre los que se destacan una amplia gama de productos farmacéuticos ginecológicos

La línea Femina fue desarrollada hace 14 años como un complemento de nuestra área de productos ginecológicos, farmacéuticos y de dispositivos médicos y se introdujo en un principio sólo para Ginecólogos.

- **Experiencia Internacional**

Estamos asociados comerciales con algunas de las empresas más importantes del mundo, entre ellos: Astellas, UCB, Nycomed, Besines, Sanofi-Aventis, Mitsubishi Pharma, OPI y otros.

Por que elegir Femina? Rendimiento de la Línea

- **La marca número 1 en Israel**

Femina es la línea principal en Israel para el lavado íntimo, antes que Liginia, Care-free, es la marca más recomendada por los ginecólogos en Israel.

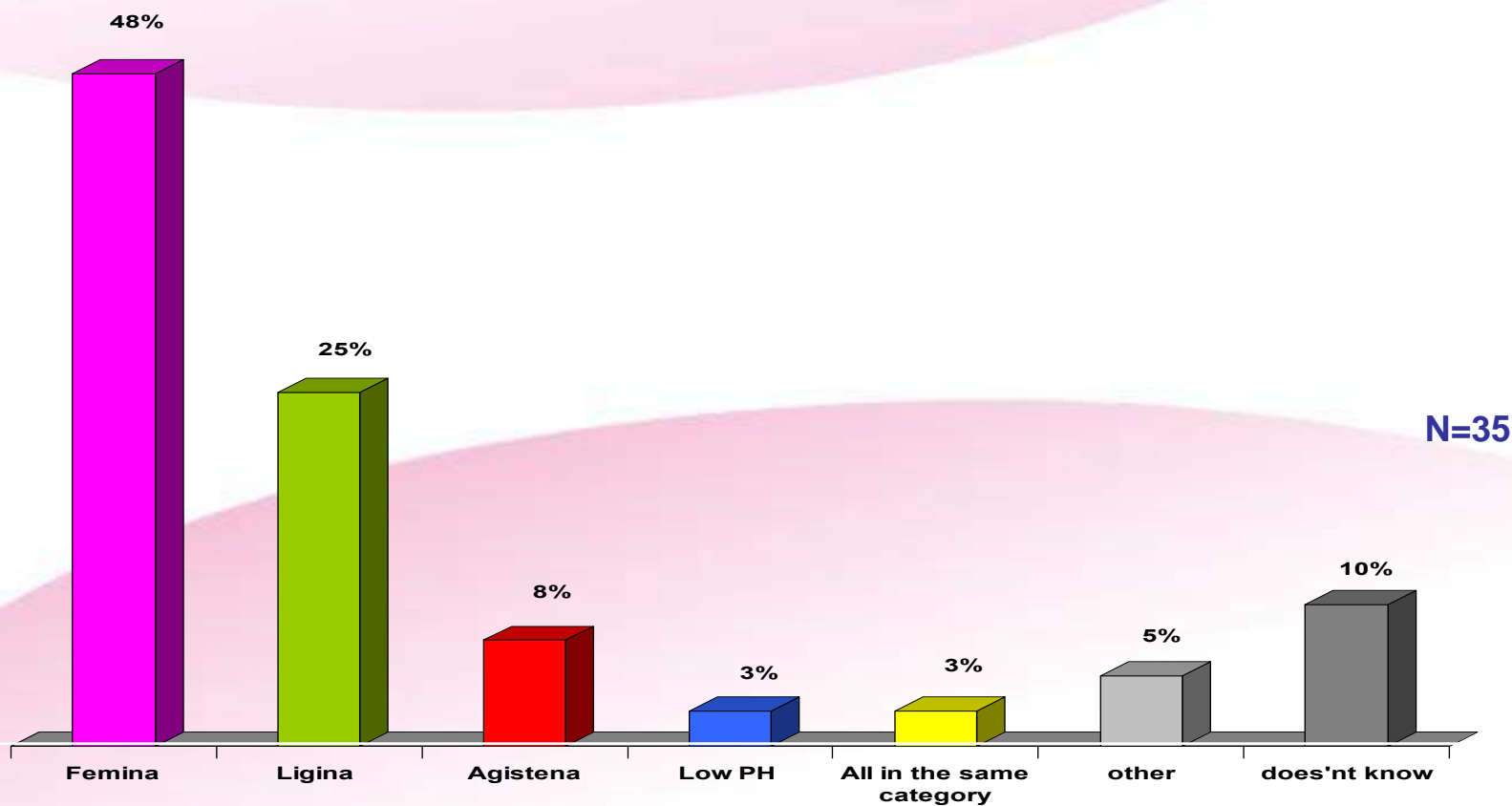
El 48% de los ginecólogos en Israel, que recomienda el lavado íntimo, recomienda Femina.

Femina posee el 42% del mercado en la categoría de lavado íntimo!.

- **Penetración en el Mercado Internacional**

En los últimos años ha recibido contratos de distribución para los mercados internacionales. (EE.UU. / Canadá, Australia, Singapur, Taiwán, Rumania, África S., Chipre)

El Lavado Intimo Recomendado por los Ginecólogos en Israel



Alrededor de la mitad de los ginecólogos recomiendan Femina (17% del total)

Por que elegir Femina?

Ventajas de la Línea

Solución integral para las necesidades íntimas de lavado de la mujer:

Contiene 7 preparaciones según las necesidades de cada mujer en todos los aspectos:

- Todas las edades
- Tiempos diferentes en la vida de la mujer. (Embarazo, periodo, menopáusia)
- Uso diario y uso especial (rutina diaria habitual, viajes, relaciones sexuales, irritación, etc...

Fórmula amigable:

- Free of Parabens
- Free of SLS & SLES

Por que elegir Femina?

Ventajas de la Línea

Formulación del nivel de PH 3,5

- Ayuda a mantener un pH ácido, contiene ácido láctico junto con su formulación, especialmente desarrollada para las necesidades específicas de la mujer
- Fomentar la acidez natural de la vagina y promueve el equilibrio del balance microbiano natural del cuerpo
- Calma los síntomas de flujo vaginal
- Ayuda a las mujeres a evitar la reaparición de la secreción vaginal

Marca Existente:

Debido al hecho de que es un campo estratégico de nuestra empresa, la línea se encuentra en continua investigación y desarrollo de soporte y apoyo a la comercialización de sus gerentes de marca

Futuros desarrollos en evaluación: formulaciones ECOCERT, versión adolescente, desodorante íntimo, crema para calmar la zona íntima.

Los jabones líquidos Femina contienen Acido Láctico

Acido Láctico:

- Restaura el pH vaginal al valor normal (4,5).
- Ayuda al crecimiento de la flora natural.
- Disminuye el número de microorganismos patológicos
- Prolonga la acción antibacterial, manteniendo así la flora natural y el pH normal.



Femina

Higiene Intima Femenina



La principal marca en israel para el lavado íntimo

Femina

Classic

Jabón Líquido

Para la limpieza íntima vaginal externa



Femina

Classic



- Científicamente formulado para mantener el equilibrio natural de la vagina
- Contiene ácido láctico para mantener el equilibrio natural del ácido vaginal pH
- formulación para nivelar el PH en 3,5
- Contiene aceite de árbol de té, uno de los aceites esenciales, bien conocido por sus propiedades antisépticas naturales suaves que ayudan a mantener el equilibrio microbiano natural
- Limpieza y restauración
- Adecuado para mujeres de todas las edades
- Hipoalergénico y para uso diario
- Libre de Parabenos, SLS y SLES

Que es el aceite de Arbol de Te?

- Nombre Botánico: *Melaleuca Alternifolia*
- El árbol de té tiene una larga y tradicional historia de uso: Los aborígenes australianos utilizaban hojas de árbol de té para cortadas en la piel, quemaduras, cicatrización e infecciones, aplastando las hojas y aplicándolas en la zona afectada
- El aceite de árbol de té contiene componentes llamados terpenoides, se ha descubierto que tienen un efecto antiséptico y antifúngico.

Uso del aceite de árbol de te en la Vaginitis Trichomonal

- En junio de 1962 en los Estados Unidos, fue publicado un informe en Obstetricia y Ginecología sobre el uso del aceite del árbol del té en la vaginitis por tricomonas.
- En el estudio participaron 130 mujeres, con noventa y seis casos de vaginitis por tricomonas, así como varios casos de candidiasis bucal y cervicitis. Como control, el autor trata cincuenta casos con otros supositorios antitricomoniásicos estándar.

Aceite de árbol de te y Candida Albicans

- Para este estudio, el aceite del árbol del té se hizo en pesarios para la inserción en la vagina una vez cada noche.
- Después de treinta días, las veintisiete pacientes fueron examinadas, y veintitrés mostraron una curación completa sin descarga adicional o ardor. Las otras cuatro mostraron una mejora moderada.

Actividad Antimicrobial

- Esta revisión resume los recientes desarrollos de las actividades antimicrobianas y anti-inflamatorias del aceite y de sus componentes, así como la eficacia clínica.

Antifungal activity

- Studies conclusions: The majority of the organisms were sensitive to the essential oil, with TTO (Tea Tree Oil) and terpinen-4-ol being the most active oils showing antifungal activity at minimum inhibitory concentration values lower than other drugs.
- SIGNIFICANCE AND IMPACT OF THE STUDY: This study provides a sample large enough to determine the antifungal properties of TTO and terpinen-4-ol and suggests further studies for a possible therapeutic use.

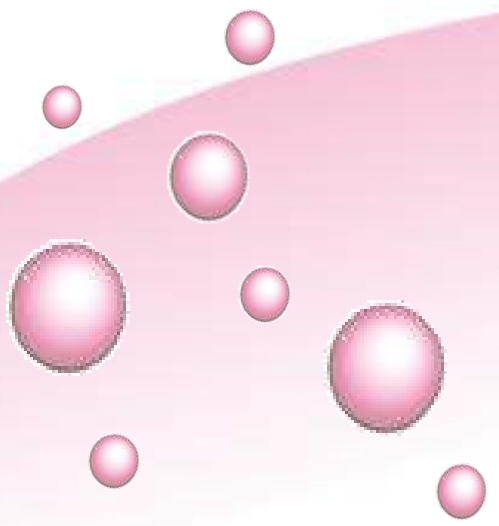
Femina

Therapy



Liquid Soap

Enriched with **Sea Buckthorn** for intimate external vaginal cleansing



Femina

Therapy



- Enriched with **Sea Buckthorn oil**, which is well known for its soothing and healing components to prevent over drying and irritation
- For women of all ages
- 3.5 PH level formulation
- For daily use
- Free of Parabens
- Free of SLS & SLES

Sea Buckthorn

- Sea buckthorn contains different kinds of nutrients and bioactive substances such as vitamins, carotenoids, flavonoids, polyunsaturated fatty acids, free amino acids
- The clinical trials and scientific studies during the 20th century confirmed the medicinal values of sea buckthorn.

Table II – Effects of sea buckthorn oils on mucous membranes (I)

EFFECT	STUDY	COMMENTS
Gastric and duodenal mucosa <ul style="list-style-type: none"> • Protect and strengthen mucosa • Cure ulcers • Reduces gastric secretion 	<ul style="list-style-type: none"> • Clinical trials • Animal experiments 	<ul style="list-style-type: none"> • Clear effects • More studies on biochemical mechanism needed
Urogenital mucosa <ul style="list-style-type: none"> • Cure cervicitis • Anti-inflammation 	<ul style="list-style-type: none"> • Clinical practice • Case reports 	<ul style="list-style-type: none"> • Mostly case reports and clinical practice
Mouth mucosa <ul style="list-style-type: none"> • Speed up recovery and reparation of stomatitis and esophagitis • Improve symptoms of dry mouth 	<ul style="list-style-type: none"> • Clinical trials • Animal experiments 	<ul style="list-style-type: none"> • Mostly case reports and clinical practice
Anti-inflammation <ul style="list-style-type: none"> • Heal burns, wounds, scalds • Promote tissue regeneration • Anti-inflammatory and analgesic effects 	<ul style="list-style-type: none"> • Clinical trials • Animal experiments • Clinical practice 	<ul style="list-style-type: none"> • Results of studies support health claims from traditional use and clinical practice
Anti-oxidation <ul style="list-style-type: none"> • Reduce peroxidation of cell membrane • Maintain membrane structure and functions. • More effective than pure vitamin E 	<ul style="list-style-type: none"> • Animal and <i>in vitro</i> studies • <i>In vivo</i> studies in man 	<ul style="list-style-type: none"> • Well designed experiments with promising results. • Maybe a fundamental mechanism related to most beneficial effects
Improve immune function <ul style="list-style-type: none"> • Improve specific and nonspecific immune functions • Antagonise the effects of immune suppressants 	<ul style="list-style-type: none"> • Animal experiments • Clinical studies 	<ul style="list-style-type: none"> • Well designed experiments, • Conclusions based on results of animal experiments and clinical study
Safety <ul style="list-style-type: none"> • No side effects reported 	<ul style="list-style-type: none"> • Animal studies • Clinical experience 	<ul style="list-style-type: none"> • Isolated from an edible berry • Safe to use

Urogenital Mucous and Sea Buckthorn

Urogenital Mucosa

In topical application sea buckthorn oils and preparations containing sea buckthorn oil improve the health of mucous membranes of urogenital tract. Anti-inflammatory and analgesic effects of sea buckthorn oils have been reported.

In topical treatment of patients with cervicitis, sea buckthorn seed oil and a suppository Shayoushuan (containing 50% sea buckthorn seed oil and other herbal ingredients) were very effective (18,19). Wang (20) treated 30 patients suffering from partial erosion of the cervix with topically sprayed sea buckthorn seed oil, once a day. All the 30 cases were cured after three months of treatment.

Cervicitis and vaginal inflammation is often associated with decreased tissue levels of carotenoids and vitamin E, compounds enhancing differentiation and regeneration of epithelial cells (21,22). The positive effect of the sea buckthorn oil and Shayoushuan suppository was probably related to its high content of natural carotenoids and vitamin E.

Urogenital Mucous and Sea Buckthorn

Analyses of seabuckthorn oil in the USSR showed contents of more than 180 mg/100 g of carotenoids (lycopenes and its derivants), VE 110 mg/100 g, oleic glyceride, fatty acid, citric acid and steric acid. Among them, carotene could form VA *in vivo*, facilitate metabolic normalisation and recover injured tissue. VE proved to be an anti-senilism substance, which could control proteo-metabolism and metabolism of nucleic acid and therefore counterattack tissue senility. The unsaturated fatty acid played an important part in repairing tissue. Seabuckthorn oil was produced by the former USSR, both for oral medication and for external application. It was used to treat radiation injuries, burns, vagina mucocytis mucitis, the endocervicitis, the erosion of cervix, gastric and duodenal ulcer, and improved curative effects were obtained. These medical products had no toxic and side effects [9].

Femina Plus



Liquid Soap

Enhanced with moisturizing for
intimate external vaginal cleansing



Femina

Plus



- Enriched with a **Vitamin B3** moisturizer to help prevent vaginal dryness and irritation
- Specially recommended for women suffering from vaginal dryness and for menopausal women
- 3.5 PH level formulation
- For daily use
- Free of Parabens
- Free of SLS & SLES
- Hypo-Allergenic

Moisturizing & Anti Inflammatory effect of vitamin B3

- **Other names include:** 3-pyridinecarboxamide, Nicamid, Nicotinamide, Nicosedine, Nicotinic Acid Amide, Nicotylamidum, and Vitamin PP
- Niacinamide has been used in skin care products, including moisturizers, anti-aging products
- Niacinamide has demonstrated anti-inflammatory actions which may be of benefit in patients with inflammatory skin conditions.

Supportive literature

- Measuring the effects of topical moisturizers on changes in stratum corneum thickness, water gradients and hydration in vivo

Crowther JM. Br J Dermatol. 2008 Sep;159(3):567-77.
Epub 2008 Jul 4

- Nicotinamide - biologic actions of an emerging cosmetic ingredient

Otte N. Int J Cosmet Sci. 2005 Oct;27(5):255-61

- Nicotinic acid/niacinamide and the skin

Gehring W. J Cosmet Dermatol. 2004 Apr;3(2):88-93.

Femina

Sensitive

Liquid Soap



For intimate external vaginal cleansing



Femina

Sensitive



- Enriched with **Aloe Vera** – well known for its soothing, moisturizing and cooling properties for relieving skin discomfort
- Recommended for use during pregnancy, after childbirth, during menstruation (vaginal sensitivity), and after swimming in pool/sea etc.
- 3.5 PH level formulation
- For daily use
- Free of Parabens
- Free of SLS & SLES
- Hypo-Allergenic
- Sensitivity test approved



Antimicrobial, Antifungal & Healing activities of Aloe

- A novel polyherbal microbicide with inhibitory effect on bacterial, fungal and viral genital pathogens
- “...It has pronounced inhibitory action against *Candida glabrata*, *Candida albicans* and *Candida tropicalis* isolated from women with vulvovaginal candidiasis, including three isolates resistant to azole drugs and amphotericin B...”

Antimicrobial, Antifungal & Healing activities of Aloe

- Aloe vera: a systematic review of its clinical effectiveness
“...Topical application of **aloe vera** is not an effective preventative for radiation-induced injuries. It might be effective for genital herpes and psoriasis...”

Antimicrobial, Antifungal & Healing activities of Aloe

- **Wound healing. Oral and topical activity of Aloe vera**
“...The influence of Aloe vera, orally and topically, on wound healing was studied...These data suggest that A. vera is effective by both oral and topical routes of administration...”

Femina

Soothing Application Gel

For External Vaginal Hygiene



Femina

Soothing Application Gel

- Specially formulated and enriched with a high concentration of natural soothing plant extracts such as Aloe Barbadensis Leaf Extract, Allantoin, Echinacea Angustifolia, Calendula Officinalis Extract, Comfrey Extract, Propolis Extract, Witch Hazel Extract and Matricaria Extract (Chamomile)
- Relieves itching, burning, soreness, unpleasant odor and other irritations of the external vaginal area

The use of this preparation is not a replacement for medical treatment

Natural healing extracts - Comfrey

What is Comfrey?

- Comfrey (*Symphytum officinale* L.) is a perennial herb of the family Boraginaceae
- Beneficial effects of Comfrey as an active ingredient:
- The herb contains allantoin, a cell proliferant that speeds up the natural replacement of body cells.
- Comfrey is used to treat severe burns, acne and other skin conditions.

Phytomedicine. 2004 Sep;11(6):470-7

Fortschr Med Orig. 2002;120(1):1-9

Public Health Nutrition., 2000. 3(4A): p. 501-8

Comfrey Central - A Clearinghouse for Symphytum Information

<http://www.comfreycentral.com/>

Natural healing extracts - Allantoin

What is Allantoin?

- Major metabolic intermediate.

Beneficial effects for Allantoin

- a moisturizing and keratolytic effect, increasing the water content of the extracellular matrix and enhancing the desquamation of upper layers of dead skin cells
- Increasing the smoothness of the skin
- Promotion of cell proliferation and wound healing
- Soothing, anti-irritant, and skin protectant effect by forming complexes with irritant and sensitizing agents

Dermatol Surg. 2005 Jul;31(7 Pt 2):873-80; discussion 880. Review.

Dermatology. 1999;199(4):319-22

J Invest Dermatol. 1988 Oct;91(4):363-8

Sex Transm Dis. 1997 Mar;24(3):156-60

Med Ann Dist Columbia. 1968 Jul;37(7):358-9 passim

Can Med Assoc J. 1968 Dec 14;99(23):1131-3

Natural healing extracts – Coneflower

(*Echinacea Angustifolia*)



What is Coneflower (*Echinacea Angustifolia*)?

- *Echinacea* is a genus of nine species of herbaceous plants in the family Asteraceae commonly called Coneflower.

Beneficial effects for Coneflower as an active ingredient:

- *Echinacea* is found as immuno-stimulator, stimulating the body's non-specific immune system and warding off infections
- Efficient to treat Vaginal yeast infections

Lancet Infect Dis. 2007 Jul;7(7):473-80

Drug Saf. 2005;28(5):387-400

Ethnopharmacol. 2002 Feb;79(2):265-72.

Mayo Clinic. "*Echinacea* (*E. angustifolia* DC, *E. pallida*, *E. purpurea*)".

http://www.mayoclinic.com/health/echinacea/NS_patient-echinacea

Natural healing extracts - Propolis



What is Propolis?

- Propolis is a resinous mixture that honey bees collect from tree buds, sap flows, or other botanical sources.

Beneficial effects for Propolis as an active ingredient:

- Propolis show powerful local antibiotic and antifungal properties
- Effective as alternative treatment for chronic vaginal infection (Vaginitis)

Natural healing extracts - Witch-hazel

(Hamamelis)



What is Witch Hazel?

- The main constituents of the extract include gallic acid, catechins, proanthocyanins, flavonoids, essential oil, choline, saponins, and bitters.
- Witch hazel hydrosol is used in skin care

Beneficial effects for Witch hazel as an active ingredient:

- Witch hazel leaf has been used for minor injuries of the skin, inflammation of the skin and mucous membranes

Cooner, S. *New England Natives: A Celebrations of Trees and People*. Cambridge, Mass: Harvard University Press, 1994.

Planta Medica, 62(1996) (3):241-245

The Wiley Witch Hazel. *The Herb Companion*.(January 1989).

European Journal of Clinical Pharmacology 48(1995)(6):461-465

Journal of Dermatological Science. 10(1995)(1):25.34.

What is Matricaria?

- The flowers of chamomile provide 1-2% volatile oils containing alpha-bisabolol, alpha-bisabolol oxides A & B, and matricin (usually converted to chamazulene). Other active constituents include the bioflavonoids apigenin, luteolin, and quercetin.

Beneficial effects for Matricaria as an active ingredient:

- Chamomile has anti-inflammatory, antioxidant and antimicrobial activities
- Wound healing

What is Calendula Officinalis?

- It was used in ancient Greek, Roman, Arabic and Indian cultures as a medicinal herb
- The petals and pollen contain triterpenoid esters (an anti-inflammatory) and the carotenoids flavoxanthin and auroxanthin (antioxidants, and the source of the yellow-orange coloration).
- The leaves and stems contain other carotenoids, mostly lutein (80%) and zeaxanthin (5%), and beta-carotene. Plant extracts are also widely used by cosmetics, presumably due to presence of compounds such as saponins, resins and essential oils

Beneficial effects for Calendula as an active ingredient:

- Calendula has anti-inflammatory, antioxidant and antimicrobial activities

Contact Dermatitis. 2001 Nov;45(5):269-72

J Clin Pediatr Dent. 2000 Spring;24(3):237-43

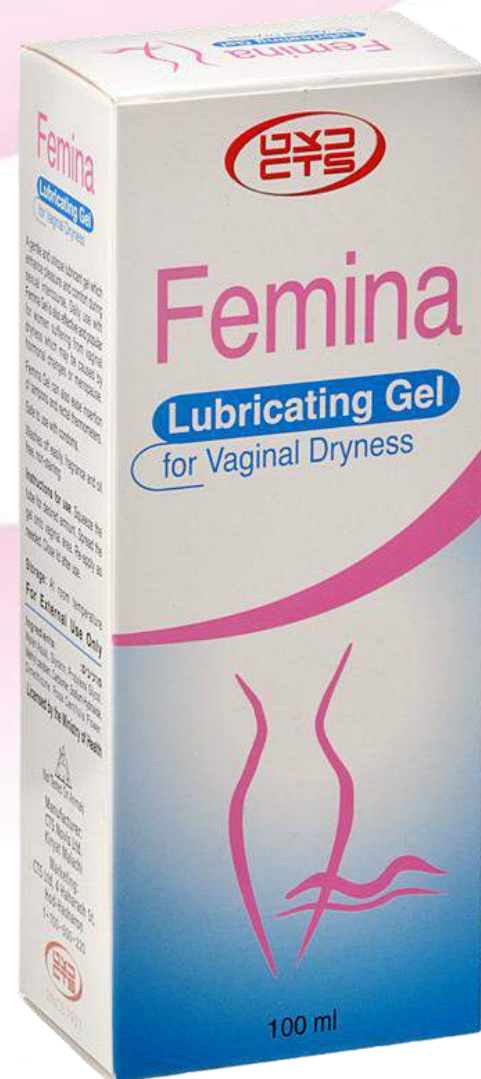
Skin Therapy Lett. 2000;5(4):3-5

Oftalmologia. 1999;46(1):55-7. Romanian.

Femina

Lubricating Gel

For Vaginal Dryness



Femina

Lubricating Gel

- For increased lubrication and comfort during intercourse
- Suitable for daily use in cases of vaginal dryness and eases insertion of tampons or a rectal thermometer
- Safe for use with condoms
- Adjusted to skin's natural acidity, washes off easily, non-staining, pleasant to the touch, non-greasy and easy to use

Femina

To Go

Handy Ultra Soft Wipes



Femina

To Go

- The perfect solution for intimate hygiene, wherever you are and whatever your activity
- Handy wipes, easy to carry and convenient to use when travelling outside the home and on trips
- Helps to prevent unpleasant odors
- Contains Lactic Acid to enhance the vagina's natural protection, and **allantoin** to soothe the skin
- For daily use including during the menstrual period
- Alcohol free!

Natural healing extracts - Allantoin

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Contacts:

39 Rothschild St. Kefar Saba, 44449 – Israel
Tel: (972) 9-7668402 - Fax: (972) 9-7668403
www.kriport.com





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Thank You

