



# nua

strengthening the “Zero Irritation” promise

The slide features a light beige background. In the top right corner, there is a large, dark maroon wavy shape with a thick pink border. In the bottom left corner, there is a smaller, light orange wavy shape with a dark grey textured interior.

## *problem statement*

How do consumers perceive and interpret Nua's "Zero Irritation" promise?  
What insights from consumer research and category analysis can help Nua strengthen this positioning and differentiate itself more clearly in the period care market?

# how we broke the problem down

*Instead of directly judging Nua's "Zero Irritation" claim, we first broke the problem into how people actually behave and think.*

**HOW DO PEOPLE BUY  
PERIOD CARE PRODUCTS?**



**WHY DO PEOPLE SWITCH  
BRANDS OR NOT SWITCH?**



**HOW DO PEOPLE THINK  
ABOUT PERIODS AND  
DISCOMFORT?**

**HOW DO PEOPLE UNDERSTAND  
COMFORT, SAFETY, AND  
CLAIMS?**

**WHERE DOES NUA AND "ZERO  
IRRITATION" FIT IN THIS  
THINKING?**

# methodology





research  
& insights

## Key factors that influence brand switching in the category

---

*Brand switching is primarily reactive, not aspirational.*

**~57%**

**have switched brands.**

### TOP SWITCHING REASONS:

- Discomfort over time
- Skin issues
- Heaviness

### OPEN-ENDED SWITCHING LANGUAGE:

- “started causing irritation”
- “felt uncomfortable”
- “had rashes”

### WHAT IS ABSENT?

- Better claims
- Ads
- Curiosity

how competitor brands position themselves and what claims they emphasize

---

*Competitor brand positioning is evaluated almost entirely through physical experience, not identity or values.*

When we ask them to describe  
the brand they use in 1 word

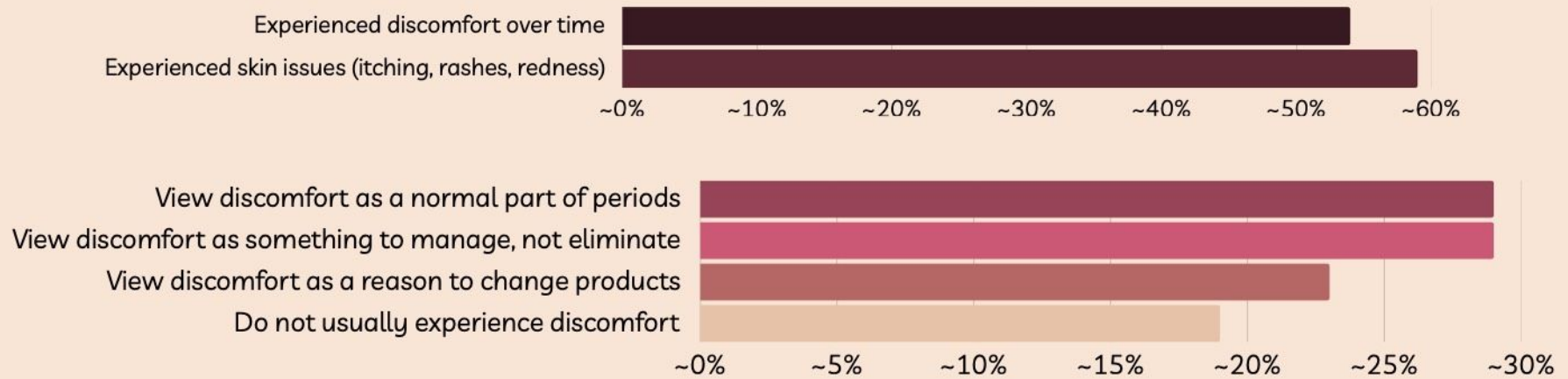
**COMFORT**  
**IRRITATION**  
**HEAVINESS**

What was missing?

**EMPOWERMENT**  
**LIFESTYLE**  
**EMOTIONAL**  
**CONNECTION**

## consumer understanding & attitudes toward irritation, comfort, and safety

Irritation and discomfort are common, but consumers largely accept them as “normal” rather than unsafe.



QUOTES: •“depends on the body” •“better than before” •not completely zero”

## awareness & interpretation of Nua's "Zero Irritation" claim

---

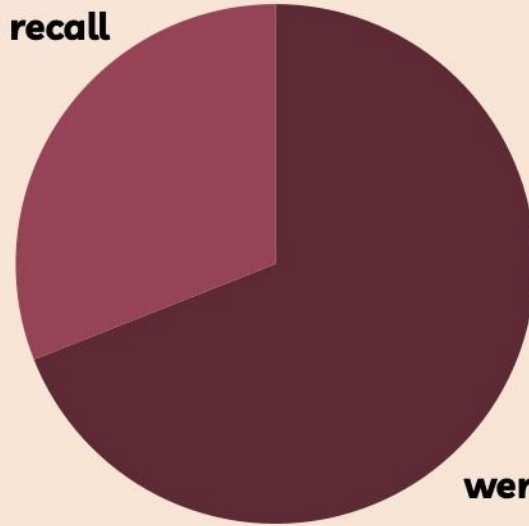
Comfort is judged relatively, not absolutely.

**~74%**

**are aware of nua.**

**How Many Recall the "Zero Irritation" Promise?**

**not able to recall  
31%**



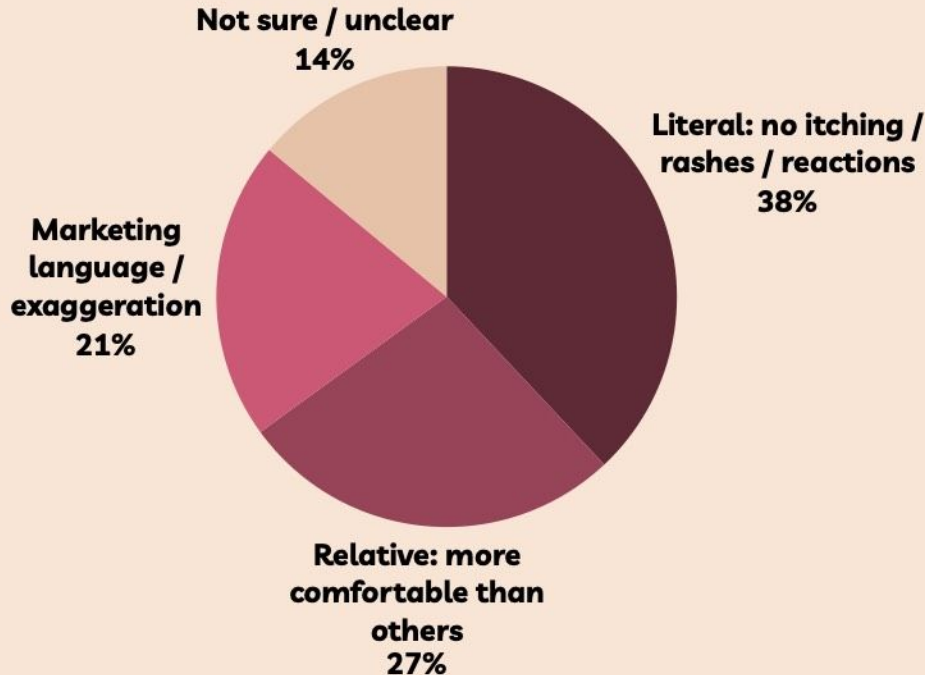
**were able to recall  
69%**

## awareness & interpretation of Nua's "Zero Irritation" claim

---

"Zero Irritation" is not interpreted consistently; most users soften its meaning.

### Interpretation of "Zero Irritation"



### QUOTES

*"better than other pads but not completely zero"*

*"depends on the body"*

*"no product can guarantee zero irritation"*

## top 5 insights

Irritation and discomfort are common, but consumers largely accept them as “normal” rather than unsafe.

Comfort is judged relatively, not absolutely.

“Zero Irritation” is not interpreted consistently; most users soften its meaning.

Brand switching is primarily reactive, not aspirational.

Competitor brand positioning is evaluated almost entirely through physical experience, not identity or values.

## top 2 insights

Irritation and discomfort are common, but consumers largely accept them as “normal” rather than unsafe.

Comfort is judged relatively, not absolutely.

“Zero Irritation” is not interpreted consistently; most users soften its meaning.

Brand switching is primarily reactive, not aspirational.

Competitor brand positioning is evaluated almost entirely through physical experience, not identity or values.

# ideal consumer persona

## AYESHA

- Realizes she deserves better
- Takes control
- Never looks back again.



## RANI

- Awakens to self-worth
- Switches brands
- Never settles for discomfort again.



## GEET

- Talks loud
- Switches fast
- Tells everyone when relief finally happens



# solution 1

“Zero Irritation” is not interpreted consistently; most users soften its meaning.



Zero Irritation.  
Promise.

COMPLETE COMFORT PADS

Better for *her*

\*Based on the clinical study conducted by Cilantha Research as per IS 4011 (2018) PCD 19 guideline for skin irritation. Results may vary depending on sensitivity and skin condition.

\*Based on the clinical study conducted by ISO 9001:2015 & 14001:2015.

Settling for outdated, irritating pads? Upgrade to Nua's Complete Comfort Pads that are designed to promise Zero Irritation, all period long. Try them today @ 50% OFF + get a FREE pink pouch on your first sanitary pads plan order!

Here's why they're better for you:

🌸 Super-Soft & Breathable ...



Period Update!  
Loading...  
Zero Irritation with Nua

Softest\*, most breathable topsheet

Try now @ 50% OFF + a FREE pink pouch  
on your first sanitary pads plan order.

USE CODE TRY50



be\_your\_own\_sunshine\_himan

Thank you @nuawoman

Nua provide personal safe care, toxin free ingredients, high quality, and personalized wellness solutions for women.

## solution 1

---

**Zero Irritation. Promise.**



**Zero Irritation. Promise.**

No rashes. No itching. Cleaner materials.

*“Every body is different, but irritation shouldn’t be.”*

after solution effect



**Zero Irritation. Promise.**

No rashes. No itching. Cleaner materials.

COMPLETE COMFORT PADS

**nua**  
Zero Irritation. Promise.  
Complete Comfort pads

DERMATOLOGICALLY TESTED  
THIRD-PARTY LAB VERIFIED  
TESTED ON SENSITIVE SKIN

"Every body is different, but irritation shouldn't be."



**Zero Irritation: Unpacked**

What makes Nua different.

- No Rashes.
- No Itching.
- Cleaner Materials.

**nua**  
Zero Irritation. Promise.  
Complete Comfort pads

DERMATOLOGICALLY TESTED  
THIRD-PARTY LAB VERIFIED  
TESTED ON SENSITIVE SKIN

**Experiene @ 50% OFF + Nua Zero Standard.**  
on your first sanitary pads plan is FREE pink pouch

**USE CODE: TRY50**

\*Based on 8 dermatologist evaluation conducted by third-party lab. See below for 18 irritation skin irritation. Results may vary with sensitivity or experience any 200% irritation condition.

## solution 1

### Performance Metrics

- *88% preference for the clarified positioning*
- *Improved understanding of what “Zero Irritation” means*
- *Fewer confusion-based questions*
- *More specific comfort-related queries (rashes, itching, materials)*

### Cost Breakdown

- *Website content repositioning*
- *Social media copy updates*
- *Minor design adjustments*

**High clarity, low cost, immediate improvement in positioning strength.**

## solution 2

Competitor brand positioning is evaluated almost entirely through physical experience, not in values.

### *Campaign*

## ***NUA—No Filters. No Free Pass.***

*Instead of asking consumers to believe “Zero Irritation,”  
NUA lets first-time users prove it themselves publicly,  
honestly, and over time.*



about the campaign ***NUA–No Filters. No Free Pass.***

## **What Happens:**

- *5 women who have never used NUA before*
- *Use NUA products for an entire menstrual cycle*
- *Share daily, unfiltered stories/posts*
- *No scripts. No payments. No edits*

## **Why This Matters**

- *Comfort claims are not trusted*
- *Peer experience > brand messaging*
- *Switching happens only after lived reassurance*

This turns “Zero Irritation” from a promise into observable reality.

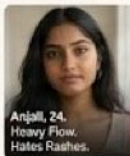


NUA

**WE DON'T WANT  
INFLUENCERS.  
WE WANT  
SKEPTICS.**

Join the NUA No Filter Experiment. 🍷

### MEET THE NUA 5



Anjali, 24.  
Heavy Flow.  
Hates Rashes.



Sarah, 31.  
Irregular.  
Needs Comfort.



Mei, 28.  
Active.  
Fears Leaks.



Chloe, 35.  
Post-partum.  
Sensitive Skin.



Fatima, 22.  
Student.  
Budget-conscious.

*I loved the absorption,  
but I felt like I had to  
change the pad sooner  
than my usual brand  
because it felt 'full' faster.  
— Priya*

We hear you, Priya. NUA prioritizes hygiene over long wear-time to prevent bacteria buildup. #NUATransparency



NUA



NUA's surface is designed to remain dry, preventing the friction that causes itchiness.

#Day2Diaries



about the campaign ***NUA–No Filters. No Free Pass.***

## Performance Metrics

- *Story views & completion rate*
- *Saves, shares, DMs*
- *Comfort & irritation sentiment*
- *Increase in clarification-based questions*

## Cost Breakdown

### ***COSTS:***

- *Product kits*
- *Shipping*
- *Light amplification*

### ***NO COSTS:***

- *Influencers*
- *Scripts*
- *Production*

**High credibility, low CAC, strong trial confidence.**



# THANK YOU

Now everyone will know what's  
Zero Irritaitaion.