



CENTRE FOR RESTORATIVE WOMEN'S INTIMATE HEALTH

DHANAAYU FEMCARE

Restoring Women's Intimate Health Naturally.

A franchise prospectus for qualified Ayurveda physicians (BAMS / MD / MS)
India's first standardized Ayurveda-based women's intimate healthcare franchise

FEMEASE® — GYNOPONS® — STANDARDIZED CLINICAL PROTOCOLS

A message from Dr. A. Nishita



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Dr. A. Nishita MD Kayachikitsa
Founder and Chief Clinical Architect

*15+ years in women's intimate
Ayurvedic healthcare*

Every Ayurveda physician practices differently. That variation is a strength in the clinic and a liability in a franchise. Dhanaayu Femcare exists because women's intimate health deserves the same rigor we would demand of any modern clinical system — standardized protocols, tested formulations, and outcomes we can stand behind, built on a classical foundation.

- Nineteen years of clinical observation of where classical protocols met their limits in practice
- A decision to standardize rather than accept variation as inevitable
- A commitment to laboratory validation — not tradition alone — as the basis for every formulation change
- A franchise model built so every centre delivers the same rigor as the original practice

An underserved category, hiding in plain sight

Women's intimate health sits at the intersection of gynecology, urology, and quality of life — and remains one of the least standardized categories in Ayurvedic practice.

3

conditions typically managed without a standardized protocol per physician surveyed

15+

years of clinical iteration behind the current Dhanaayu protocol

2

proprietary product systems underpinning every centre

The gap this creates

- Patients receive materially different care depending on which physician they see, even within classical Ayurveda
- Vaginal-cleansing formulations in common use are rarely tested for acid value, peroxide value, or antibiotic interaction
- There is no organized, branded pathway for a qualified Ayurveda physician to specialize in this category

From classical protocol to standardized system

1

Classical foundation

Yoni Prakshalana performed per classical protocol, rooted in Charaka Samhita

2

Clinical observation

Early practice revealed a need for closer control over formulation quality and consistency

3

Formulation research begins

A structured research effort launched to identify a safer, more consistent approach

4

Iterative refinement

Multiple formulation iterations developed and clinically observed over successive years

5

Laboratory-grade validation

Every iteration benchmarked against acid value, peroxide value and saponification value targets

6

Proprietary optimization

A proprietary formulation developed and refined until it consistently met target quality specifications

7

Clinical validation

Antibiotic susceptibility testing and vaginal-bed compatibility studies conducted on the final formulation

8

Standardization

15 years of consistent clinical use across infertility, infection and structural indications — codified into the Dhanaayu protocol

Standardization is a laboratory discipline, not a slogan

Every Dhanaayu batch is evaluated against the same three parameters that flagged the original clinical problem — before it ever reaches a centre.

Acid value

Flags oxidative degradation and rancidity that can irritate sensitive vaginal tissue

Peroxide value

Measures oxidation state — elevated values correlated with the dryness complaints that drove reformulation

Saponification value

Confirms fat/oil composition consistency batch to batch

Additional validation

- ✓ Extensive benchmarking studies conducted to establish quality thresholds ahead of category norms
- ✓ Antibiotic susceptibility studies to understand interaction with common vaginal-bed flora
- ✓ Ongoing batch-level quality certificates shared with every franchise centre

FEMEASE® V Wash Herbal Oil

Standardized Ayurvedic oil for Yoni Prakshalana

- ✓ A proprietary oil base developed through structured formulation research, selected only after rigorous acid-value and stability testing
- ✓ A carefully selected herbal system incorporated to support the clinical objectives of Yoni Prakshalana, refined through iterative clinical trials
- ✓ AYUSH manufacturing licence obtained for commercial production
- ✓ Every batch tested for acid value, peroxide value and saponification value before release to centres



Clinical areas of expertise

Supporting women across every life stage — from healthy pregnancy to post-menopausal care

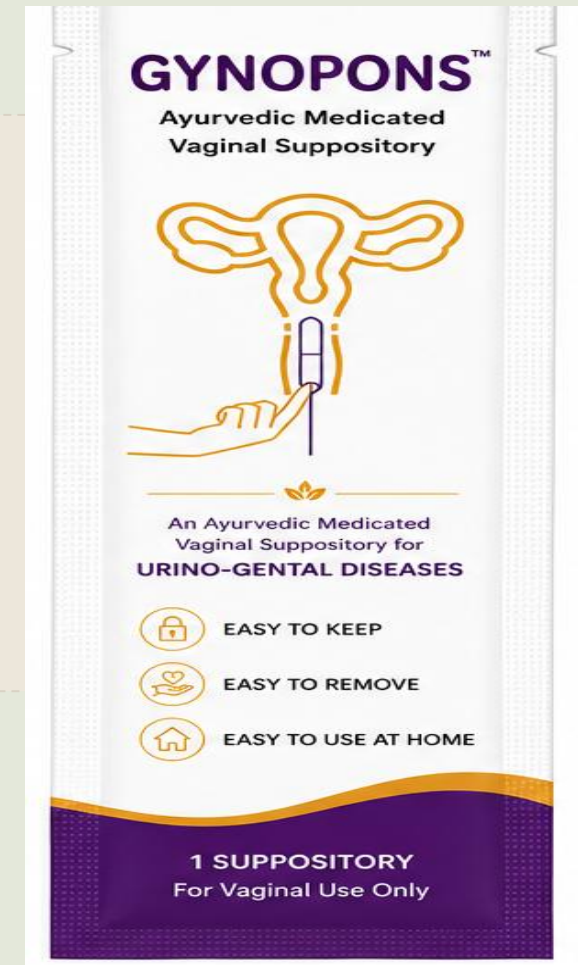
Relief from recurrent infections · Diabetic dryness support · Early menopause care · Leucorrhoea and vaginal microbiome restoration — for a lifetime of healthy womanhood

Described as areas of clinical expertise; outcomes are individualized and not guaranteed.

GYNOPONS®

Standardized herbal vaginal insert, inspired by the classical Yoni Pichu procedure

- ✓ A proprietary herbal-ghee formulation developed using the classical Ksheerapaka Vidhi preparation methodology
- ✓ Refined through multiple formulation iterations, validated by laboratory testing until quality parameters consistently met target specifications
- ✓ Patent application filed; the Indian Patent Office has accepted the novelty of the formulation during examination (First Examination Report stage)
- ✓ Positioned for cases of tubal blockage, scanty endometrium, and anovulatory cycles as part of individualized integrative care



A note on intellectual property status

The Indian Patent Office has accepted the novelty of the GYNOPONS® formulation during examination. The patent has not yet been granted. This status will be updated for franchisees as it progresses.

One patient experience, regardless of which centre she visits

Independent Ayurvedic practice

- Protocol varies by physician and by textbook lineage
- Formulation quality varies by local sourcing
- No structured batch testing
- Brand recognition limited to the individual physician

Dhanaayu Femcare franchise

- One protocol, refined over 15 years and tested at each revision
- Centrally manufactured FEMEASE® and GYNOPONS® under AYUSH licence
- Every batch certified for acid value, peroxide value and saponification value
- National brand, consistent patient experience across every centre



**DHANAAYU
FEMCARE**

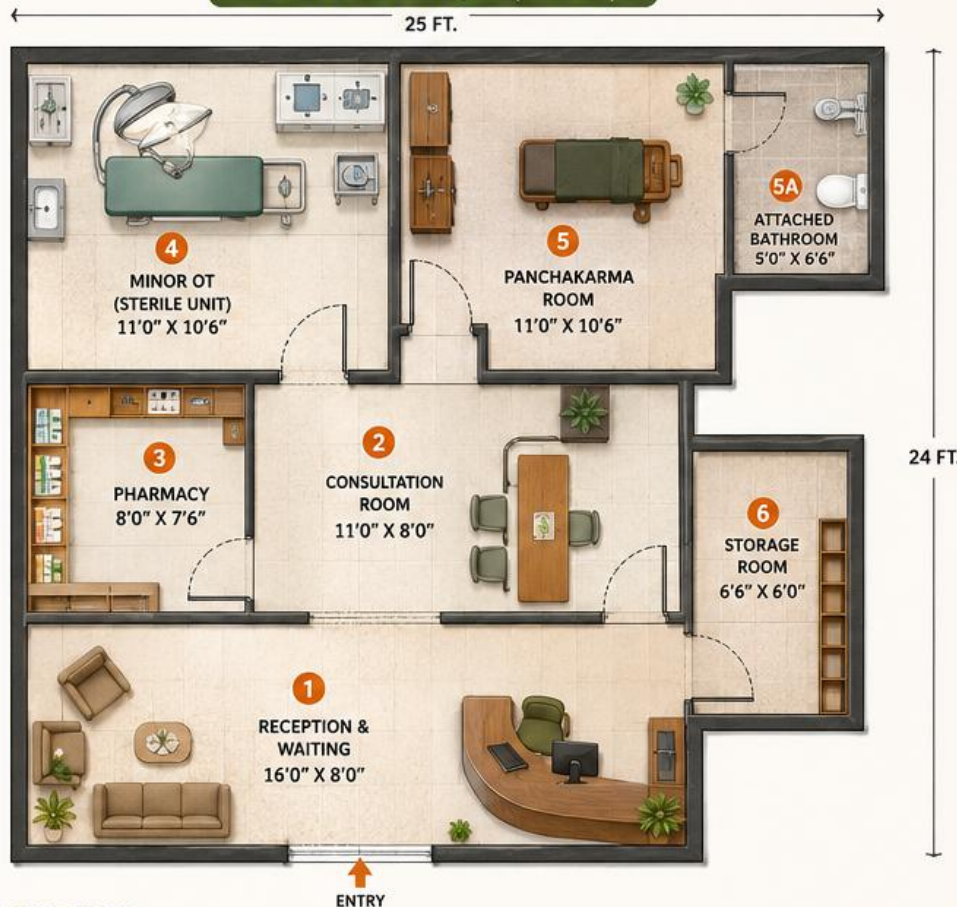
Restoring Women. Restoring Life.

DHANAAYU FEMCARE CENTRE

Centre for Restorative Women's Intimate Health

AYURVEDA • SCIENCE • SAFETY • COMPASSION • CONFIDENTIALITY

FLOOR PLAN – 600 SQ. FT. (APPROX.)



CENTRE FEATURES

- 100% Women Only Centre
- Advanced Ayurvedic Treatments
- Patent Protected Oils & Protocols
- Sterile & Hygienic Environment
- Trained & Certified Therapists
- Privacy • Safety • Dignity

AREA STATEMENT (Approx.)

AREA	SQ. FT.
Reception & Waiting	120
Consultation Room	90
Pharmacy	60
Minor OT (Sterile Unit)	120
Panchakarma Room	120
Storage Room	40
Bathroom (Attached)	40
Corridor & Circulation	40
TOTAL AREA	≈ 630 SQ. FT.

PATIENT FLOW



COLOUR PALETTE



DESIGN ELEMENTS



SIGNAGE STYLE



1 RECEPTION & WAITING AREA



2 CONSULTATION ROOM



3 PHARMACY



4 MINOR OT (STERILE UNIT)



5 PANCHAKARMA ROOM



5A ATTACHED BATHROOM



100%
WOMEN ONLY



STERILE &
SAFE



CONFIDENTIAL
& PRIVATE



EXPERT
CARE



NATURAL
HEALING

FRANCHISE OPPORTUNITY

Everything you need to open, except the demand — that already exists



Standardized clinical protocols



Proprietary products (FEMEASE®, GYNOPONS®)



Premium centre design system



Training and certification



Marketing assistance



National brand and digital presence



Clinical documentation systems



Inventory management support



Ongoing mentorship from the founding clinical team

Why doctors join Dhanaayu Femcare

A ready-made premium brand and a scalable business model — built on protocols proven over 15 years, backed by continuous research and a growing product pipeline, so you practice medicine while the system handles brand, training, and supply.

Investment and space commitment

₹20L

All-inclusive investment

Complete setup: fit-out, pharmacy and hospital licences

500–600

Sq ft footprint

Full centre, including procedure and therapy rooms

3 mo

Setup timeline

From agreement to opening

Revenue streams

Consultation and procedure fees

Yoni Prakshalana, panchakarma therapies, follow-up consults

FEMEASE® and GYNOPONS® retail

Proprietary product sales through the in-centre pharmacy

Extended treatment packages

Structured infertility and chronic-condition care plans

Certified before you treat your first patient



1

Observership

Hands-on clinical observation at the founding Dhanaayu centre

2

Protocol certification

Assessed training on Yoni Prakshalana technique, indication-wise dosing, and contraindications

3

Supervised case sign-off

First patient cases reviewed remotely by the founding clinical team

4

Ongoing mentorship

Continuing case review and protocol updates as the clinical system evolves

National brand, local reach

National brand assets

Sign board, interior branding, and packaging design, standardized across centres

Digital presence

Franchise-level website and directory listing under the Dhanaayu Femcare domain

Launch campaign support

Local-market launch materials and patient-acquisition guidance for new centres

Content and patient education

Standardized patient-facing material on intimate health, ready to localize

The pipeline doesn't stop at two products

Every Dhanaayu formulation began as a response to a clinical signal. That discipline continues.

Active research

Continued antibiotic-susceptibility and vaginal-microbiome studies on the current product line

In development

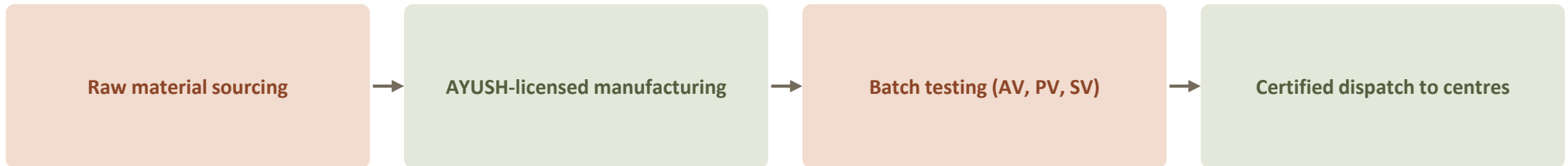
Extended product formats for menopausal intimate care, under laboratory evaluation

Franchise data loop

Structured outcomes reporting across centres feeds future protocol refinement



Centralized manufacturing, decentralized care



- ✓ Manufacturing licences obtained from AYUSH for both FEMEASE® V Wash Herbal Oil and GYNOPONS®
- ✓ Every batch independently tested for acid value, peroxide value, and saponification value before release
- ✓ Franchise centres receive batch-level quality certificates alongside product stock
- ✓ No franchisee compounds or modifies formulations locally — all product is centrally manufactured to preserve consistency

What's protected, and where it stands today

GYNOPONS® patent application

Filed. The Indian Patent Office has accepted the novelty of the formulation during examination (First Examination Report stage). Not yet granted.

FEMEASE® V Wash Herbal Oil

AYUSH manufacturing licence obtained

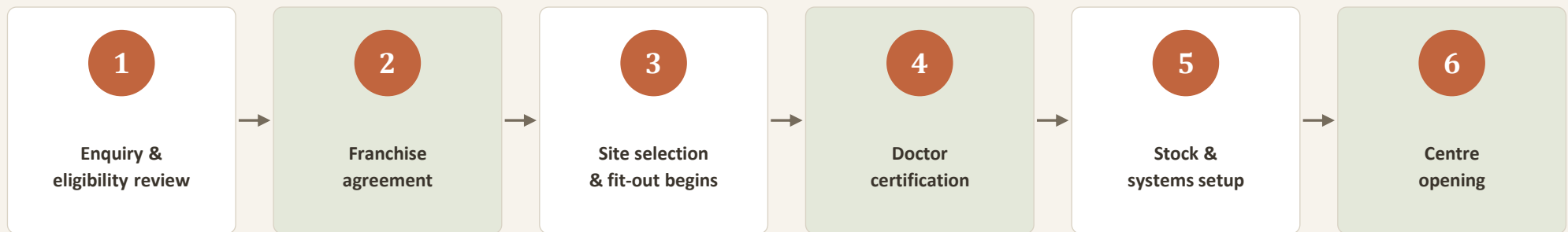
GYNOPONS® herbal vaginal insert

AYUSH manufacturing licence obtained

Franchise agreement scope

Franchisees receive a licence to use protocols, brand, and products — not to modify or reformulate them

From enquiry to opening day



Typical timeline: 3 months from signed agreement to opening day, contingent onsite readiness.



TESTIMONIALS

From physicians and patients



*[Placeholder for physician or patient
testimonial quote, to be collected from an
operating franchise centre]*



**Name, credentials
Centre location**



*[Placeholder for physician or patient
testimonial quote, to be collected from an
operating franchise centre]*



**Name, credentials
Centre location**



*[Placeholder for physician or patient
testimonial quote, to be collected from an
operating franchise centre]*



**Name, credentials
Centre location**

What physicians ask before joining

Q Who is this franchise for?

Qualified Ayurveda physicians holding BAMS, MD, or MS credentials, interested in specializing in women's intimate health.

Q Can I modify the protocol or products?

No. Franchisees deliver the standardized protocol and use centrally manufactured FEMEASE® and GYNOPONS® — this consistency is the core of the brand.

Q What is the investment and space required?

An all-inclusive investment of ₹20 lakh, covering complete fit-out, pharmacy and hospital licences, for a 500–600 sq ft centre, with a 3-month typical setup timeline.

Q Is the GYNOPONS® patent granted?

Not yet. The Indian Patent Office has accepted the formulation's novelty during examination (FER stage); grant status will be updated as it progresses.

Q What ongoing support is provided?

Training and certification, marketing assistance, inventory and documentation systems, and ongoing clinical mentorship from the founding team.

An invitation to partner

Build the future of women's intimate healthcare with us

Dhanaayu Femcare is inviting a limited number of qualified Ayurveda physicians to open founding centres in their region.

ENQUIRIES

franchise@dhanaayu.com

WEBSITE

www.dhanaayu.com

ORGANIZATION

Dhanaayu Holistic Ayurveda Wellness & Research Pvt. Ltd.