

BORN IN NIGERIA. BUILT FOR AFRICAN WOMEN.

An African beginning. A global brand ambition.

ASURA is a feminine-care consumer-brand vision that combines thoughtfully designed products, women-led research and community purpose.



THE FLOW SHIELD RANGE

Ultra Thin Pads
Night Pads
Panty Liners
Maternity Pads

Confidence. Comfort. Freedom.

THE PROPOSITION

Build a recognisable care brand around women's everyday routines and life stages. Start in Nigeria, use local consumer insight to guide product development, and create partnerships that can support wider access.

THREE CONNECTED STRENGTHS

African understanding

Built around African women's lived experiences.

A research relationship

The 100 Women Forum, panels and advisory conversations.

A wider care vision

Products, education, community and opportunity.

LISTEN. DESIGN. BUILD TRUST. GROW.

A purposeful path to scale.

The proposed brand model connects women's insight with a product family, partnership-led distribution and a continuing relationship with the community.

PROPOSED EXPANSION ROADMAP

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|-------------|--|
| 2026 | Foundation in Lagos
Research and the 100 Women Forum. |
| 2027 | National launch
Proposed launch with retail and community partners. |
| 2028 | West Africa
Explore further regional market entry. |
| 2030 | Pan-African reach
Work towards a trusted name across the continent. |
| 2035 | Global ambition
A consumer brand born in Africa, with worldwide relevance. |

Milestones are strategic ambitions; timing depends on product readiness, operating capability and commercial agreements.

INDICATIVE DEVELOPMENT PRIORITIES

Product readiness

Development, testing and quality processes.

Commercial readiness

Sourcing, manufacturing and distribution relationships.

Brand & community

Consumer insight, research participation and purposeful communication.

Start an investor conversation.

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Discuss current status, capital requirements, commercial assumptions and supporting documents with the ASURA team.

Concept overview: product and brand imagery illustrates the ASURA vision. No sales, financial forecasts, funding terms or verified performance claims are presented.