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SHINE PEN – Hygiene Travel Kit Pen

Monica Bayang, Safiah Edina Binti Noorizan, Siti Norhayati Binti Shamsulazam &
Prof. Norain Binti Othman

Universiti Teknologi Mara Malaysia

Abstract

SHINE PEN is personalizing hygiene travel kits for people who are traveling by plane or car as the COVID-19 pandemic continues. SHINE PEN stands for sanitation and hygiene innovation pen which is a hygiene travel kit in a pen format. The compact kit consists of hand sanitizer and soap that is placed on the side to side of the compartment. It is the first invented product which combines dual essential liquid in one container rather than to bring two or more separate bottles in one particular hand carry. By promoting ready to use items, hence the SHINE PEN encourages the practice of hand washing and sanitizing among communities. These kits allow consumers to ensure their hygiene and cleanliness of the objects they come into contact with while traveling to other places. Even after the COVID-19 crisis is over, certain aspects of peoples' life and thoughts will remain changed. As customers are now more conscious of their healthy lifestyles, the increase of awareness and more precautionary action while going outside will be taken into consideration. The act of rapid response of washing hands with soap and sanitizing should be a daily practice, not just to prevent the spread of COVID-19 alone. To adapt to this new norm practices, the hygiene travel kit was created to ease the travel pattern of the consumer. This latest initiative seeks to make consumers feel safer and protected and comply with medical recommendations. The key to have a healthy body and mind is by developing and maintaining a personal hygiene routine.

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Key-word: - Hygiene, Pandemic, Covid-19, Pen, Travel Kit

1. Introduction

The recent outbreak of Covid-19 has impacted countries worldwide causing nearly 270,000 infections and leaving more than 11,000 people dead (Choudry, 2020). As governments, medical personnel, and scientist struggle to contain and eradicate this viral epidemic, by self-distancing and confinement, global citizens are doing their part in ensuring safety. SHINE PEN is personalizing hygiene travel kits for people who are traveling by plane or car as the COVID-19 pandemic continues. SHINE PEN stands for sanitation and hygiene innovation pen which is a hygiene travel kit in a pen format. As customers now are more conscious of their healthy lifestyles, the increase of awareness and more precautionary action while going outside will be taken. To adapt to this new norm practices, the hygiene travel kit is created to ease the travel pattern of the customer. To respond to this, a number of businesses will have to practice an awareness of customers shifting mind sets in a world where hyper vigilance has become the norm. For health and social gatherings, good personal hygiene is critical. Personal hygiene items include mouthwash, soap, lotions, shampoo and many more. Throughout the day, these personal necessities make people feel new and safe.

^{1*} Monica Bayang. Tel.: +0192783275

E-mail address: monicabayang@gmail.com

2. Significant of the study

Increasing awareness about hygiene is the key factor resulting in popularity of the proposed product. Further, healthcare associations such as the World Health Organization (WHO) and the Food and Drug Administration (FDA) are emphasizing on the use of sanitizers and soaps to prevent transmission of diseases. In addition, ease of use is also a crucial factor revolutionizing growth of these products in market. All a consumer need to do is apply few drops of soaps and sanitizer on hand, similar to a hand cream. Lately, the global hygiene product in the market has witnessed exponential growth rate due to outbreak of novel coronavirus. Physicians and other medical professional claim that use of hand sanitizer with 60%, or more alcohol content can effectively kill the virus. This can, further, avoid the transmission of virus to another person via hand shake or touch. As a result, several offices, restaurants, people have started keeping the bottle handy. So that, it can be used at any point of time. This, in turn, has boosted the hygiene product market in the season of economic crashes even.

The product is expected to observe an upward growth trajectory unless, no proper antidote and vaccine are available in the market. Even if the cure is out for COVID-19, the growth curve will not flatten; as people have become extra conscious regarding their health. Registering the growing demand for hygiene products and practises among all group sets, the market players are becoming innovative. To keep sanitizer handy, clean and easily portable, it is being packed in tube. Also, the product is being available in various fragrance, which is going to attract various customers, especially women. Considering the innovations due to growing competition, the global hand sanitizer and soaps market is projected to expand at rapid rate.

3. Methodology

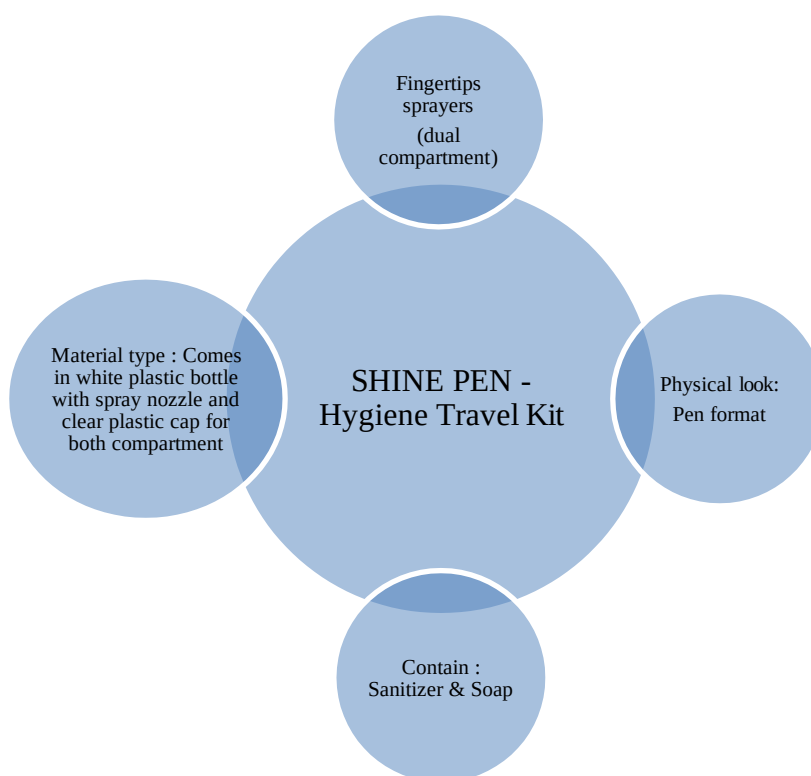


Figure 1 Features of SHINE PEN-Hygiene Travel Kit

As for methodology, SHINE PEN is fingertips spray with dual compartment. This product is made of transparent plastic bottle with spray nozzle with dual compartment. The size most similarly to pen format with contain hand soap and sanitizer.

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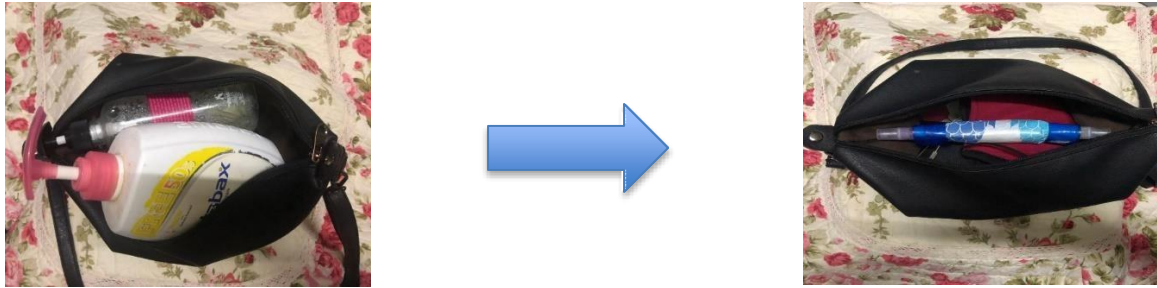


Figure 2 Pictures of the SHINE PEN-Hygiene Travel Kit



Figure 3 Pictures of how to use SHINE PEN-Hygiene Travel Kit

4. Conclusion

This latest initiative seeks to make consumers feel safer and protected and comply with medical recommendations. The key to have a healthy body and mind is by developing and maintaining a personal hygiene routine. It is important for many reasons to maintain personal hygiene include, personal, social, health, psychological, or simply way of life (Andrew Orr, 2018).

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