

TOTM

How is period care impacting the planet?



Presented by

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Period plastics: What's the problem?

- Conventional tampons and pads contain plastic in both the product and packaging
 - Pads can contain up to 90% plastic.
- On average, you'll use around 11,000 period products in a lifetime and these could all be single-use plastic products.
- It's estimated that 1.5 billion period products are flushed down the toilet every year – ending up in waterways and the ocean.



How the #EndPeriodPlastic campaign started

- When working as a postal worker, Ella became aware of the amount of waste being thrown away and linked this back to how many period products we use – the majority of which are full of plastic.
- After realising that there was a lack of public awareness and lack of sustainable alternatives available in supermarkets, Ella decided to take action.
- This all inspired the #EndPeriodPlastic campaign.



Changing the industry with the #EndPeriodPlastic campaign

The key action of the campaign is encouraging supermarkets and manufacturers to change. The first year of the campaign was challenging but Ella managed to get decision makers to engage.

Key wins from the campaign so far:



Four brands removed plastic applicators from the range.



Many supermarkets launching sustainable ranges instore.



Taking the giant tampon applicator across Europe to supermarkets and a key manufacturer.

The different planet-friendly period care alternatives

There are many different options but it's important to find what works best for YOU.



**Organic
cotton pads**



**Organic
cotton tampons**



**Reusable
menstrual cup**



**Reusable tampon
applicator**



**Reusable
period pads**

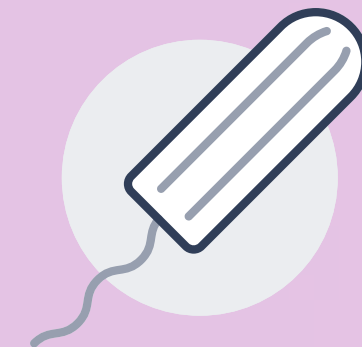


**Reusable
period pants**

Tips for switching to a sustainable product

Organic cotton disposables

- These are made with 100% organic cotton and do not contain harsh chemicals or irritants. They look and perform in the same way as conventional tampons and pads but have a reduced impact on the planet.
- Organic cotton tampons should always come with a cardboard applicator which can take some getting used to (usually you need to twist to release the tampon). Alternatively, you can further reduce waste by using a reusable tampon applicator.
- Even though they are more sustainable, organic cotton tampons, pads and liners should be disposed of in general waste (or composted where possible) and never flushed.



Tips for switching to a sustainable product

Menstrual cup

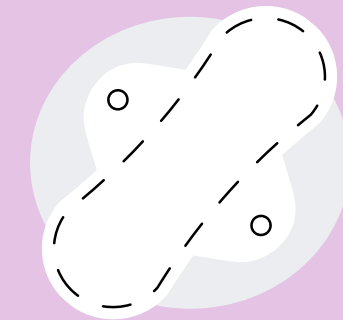
- Menstrual cups are zero-waste so can be reused on your period and kept for years. They generate minimal waste and are cost-effective.
- Cups collect menstrual flow rather than absorb, so they sit lower than a tampon. To insert, you need to fold the cup and there are up to 8 different folds to try. When a cup is placed correctly it will feel comfortable and will not leak.
- It can take on average 3 periods to get used to using a cup so you may need to try a few different folds. Try it at home for a few times until you've mastered how to use it.



Tips for switching to a sustainable product

Reusable period pads or pants

- Reusable pads and pants have absorbent materials layered in the gusset which are designed to absorb your flow. The top layer will typically have moisture wicking properties so you feel dry and comfortable when wearing them.
- Unlike conventional pads, you can use for longer (providing you've selected the right absorbency for your flow). For example, a pair of quality period pants can be worn up to 8 hours or overnight. You will need to wash after use. Most period pants will come with a washing machine bag, should you need it.
- Pads and pants are available in a range of styles and colours.



Supporting period dignity as part of the campaign

Plan International found that 1 in 7 struggled to afford period products in the UK. Since lockdown, research by WaterAid says that 54% of British women aged 18 to 55 have also experienced increased challenges in managing their periods.

These are essential products so everybody should have access

The #EndPeriodPlastic campaign therefore addresses raising awareness of period dignity issues whilst also encouraging Governments and Councils to spend their funding on eco-friendly products .



Key takeaways:

Every single one of us can make a difference – Find what works for you!

Period plastic is a problem

On average, we generate 200,000 tonnes of waste from menstrual products each year, and conventional products can contain up to 90% plastic. The #EndPeriodPlastic campaign launched to raise awareness of the issue, and primarily encourage supermarkets and manufacturers to change.

There are a range of sustainable alternatives

Sustainable options include organic cotton tampons/pads and reusables such as menstrual cups and period pants. It is however important to see what works best for you,

Accessibility is key

It's great that supermarkets are now stocking sustainable period care products! But with period poverty being a major issue globally, it's important for menstrual products to be accessible to all – sustainable options included.

To learn more, visit:
www.elladaish.com | www.totm.com



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Any questions?