

# IT'S PERSONAL AND IT'S BUSINESS

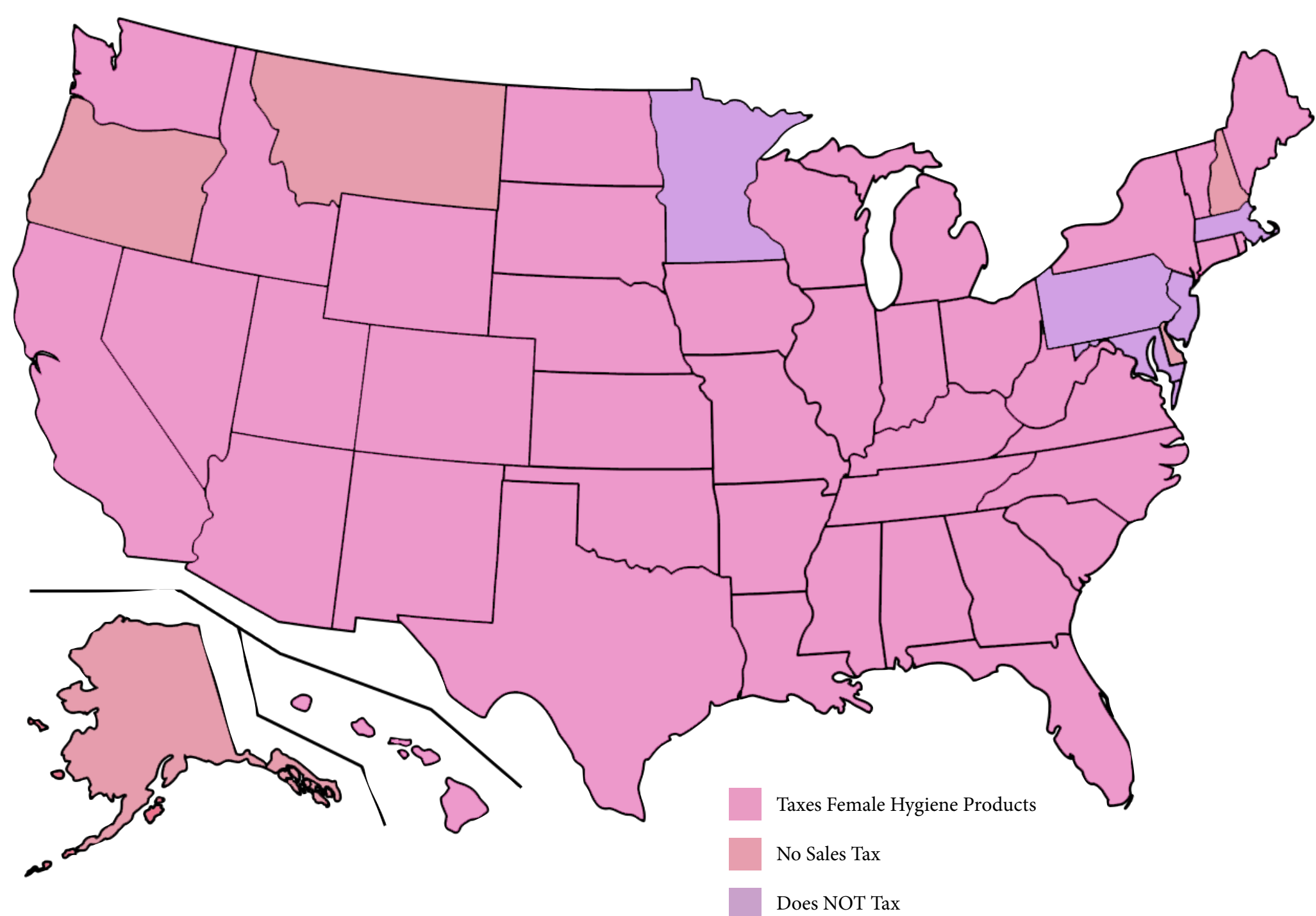
## THE \$2 BILLION DOLLAR, WOMEN'S PERSONAL HYGIENE INDUSTRY

It can be expensive to be a woman in today's society.

Even if we shop at thrift stores and are careful buying makeup or hair products, there's one big expense which most women can't avoid—our periods.

On average, a woman has her period from three to seven days and the average woman menstruates from age 13 until age 51. That means the average woman endures some 456 total periods over 38 years, or roughly 2,280 days with her period — 6.25 years of her life.

### Which States Tax Your Period?



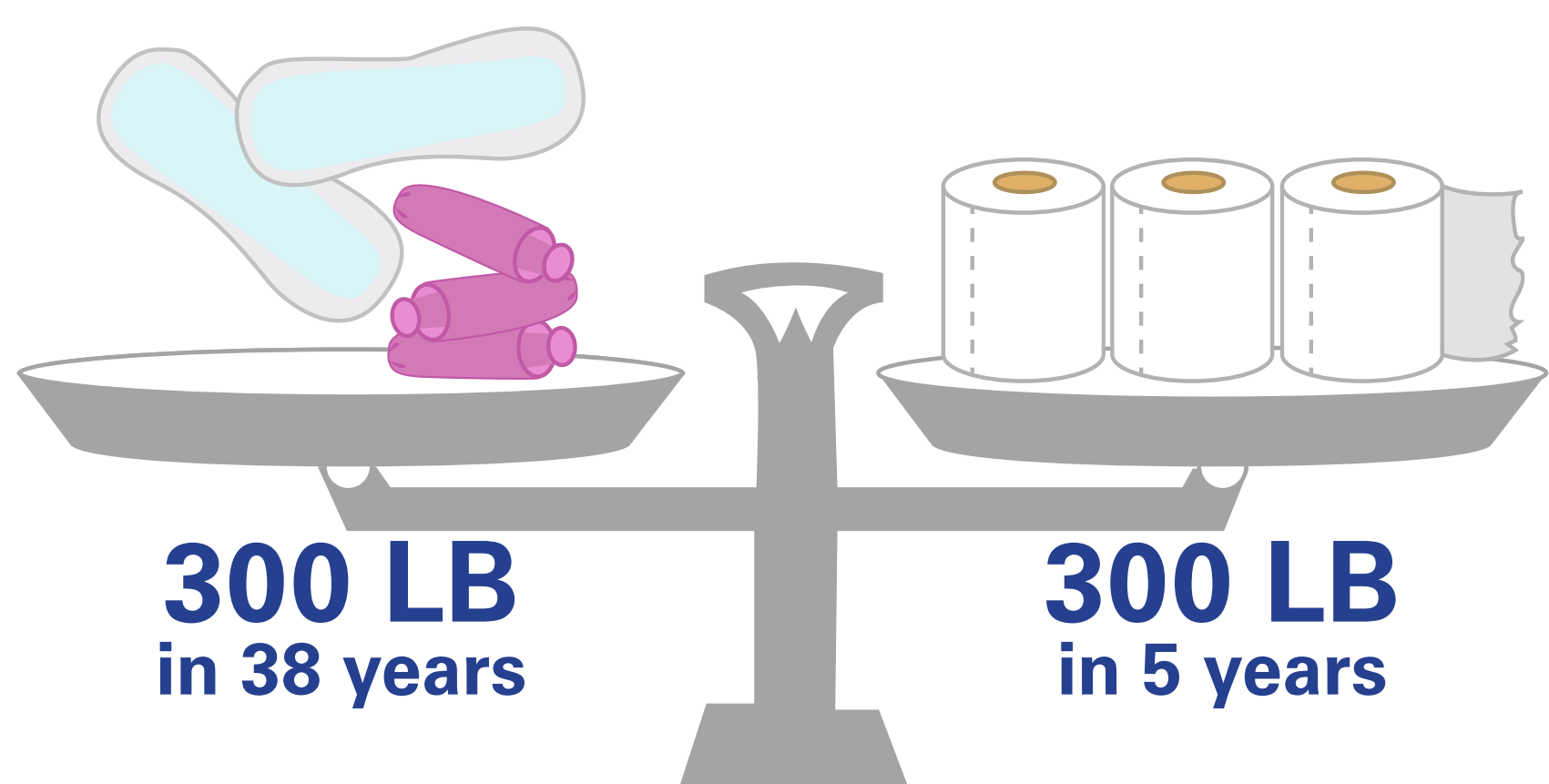
Thanks to public pressure, Canada just became the first country to axe the "tampon tax"—the sales tax imposed on tampons, sanitary napkins, and other feminine hygiene products. Now, more and more women in countries like the U.K., Australia—and the U.S.—are demanding their governments do the same.

In the US most states tax all "tangible personal property" but make exemptions for select "necessities" (non-luxury items). Things that are considered necessities usually include groceries, food stamp purchases, medical purchases (prescriptions,

prosthetics, some over-the-counter drugs), clothes (in some states), and agriculture supplies. The lists of exemptions vary from state to state.

Tampons, however, are rarely considered a necessity by state governments, and most states do not allow exemptions for them (nor do they even list them in their tax codes). Yet as every woman who has ever gotten her period knows, feminine hygiene products are not a choice; they're a required part of being a woman. And the costs for these products can add up.

### Waste Created By Female Hygiene Products



The average woman throws away 250 to 300 pounds of "pads, plugs, and applicators" in her lifetime. That sounds like a lot. But how much is 300 pounds in the grand scheme of things? Consider that the average American woman menstruates for 38 years—a period during which she can be expected to produce a grand total of 62,415 pounds of garbage. Thus, during your fertile years, period-related detritus should make up about 0.5 percent of your personal landfill load. The average woman uses about 240 tampons each year, or 9,600 over her lifetime.

As a comparison, one tree produces about 100 pounds (45 kg) of toilet paper and about 83 million rolls are produced per day. An average American uses 50 pounds (23 kg) of tissue paper per year. Taking then 5 years of an average American to waste 300 pounds of toilet paper.

### Disposable Products



#### Sanitary Pad

Sanitary pad, which is also known as sanitary napkin or menstrual pad, is a thin pad made of absorbent material that absorbs the menstrual fluid during menstruation. Some sanitary pads are disposable and are meant for single use only. Most sanitary pads available in the market are disposable ones.

Some women prefer pads and some combine tampons with panty liners as a backup. For our purposes, we'll say that women use an average of five liners per period.

5 liners per cycle x 456 periods = 2,280 pads. At 36 pads per box, that's 63.3 boxes x \$7 = \$443.33

pads aren't associated with toxic shock syndrome. They can, however, still put you at risk for other infections if not changed at a reasonable rate



#### Tampon

There are other options, but 70 percent of women use tampons. You're instructed to change your tampon every 4 to 8 hours, so we'll use 6 hours as an average. A box containing 36 tampons costs \$7 at Walgreens.

1 tampon every 6 hours = 4 tampons per day x 5 days of a period = 20 tampons per cycle x 456 periods = 9,120 tampons. At 36 tampons per box, that's 253.3 boxes x \$7 = \$1,773.33

#### TOXIC SHOCK SYNDROME

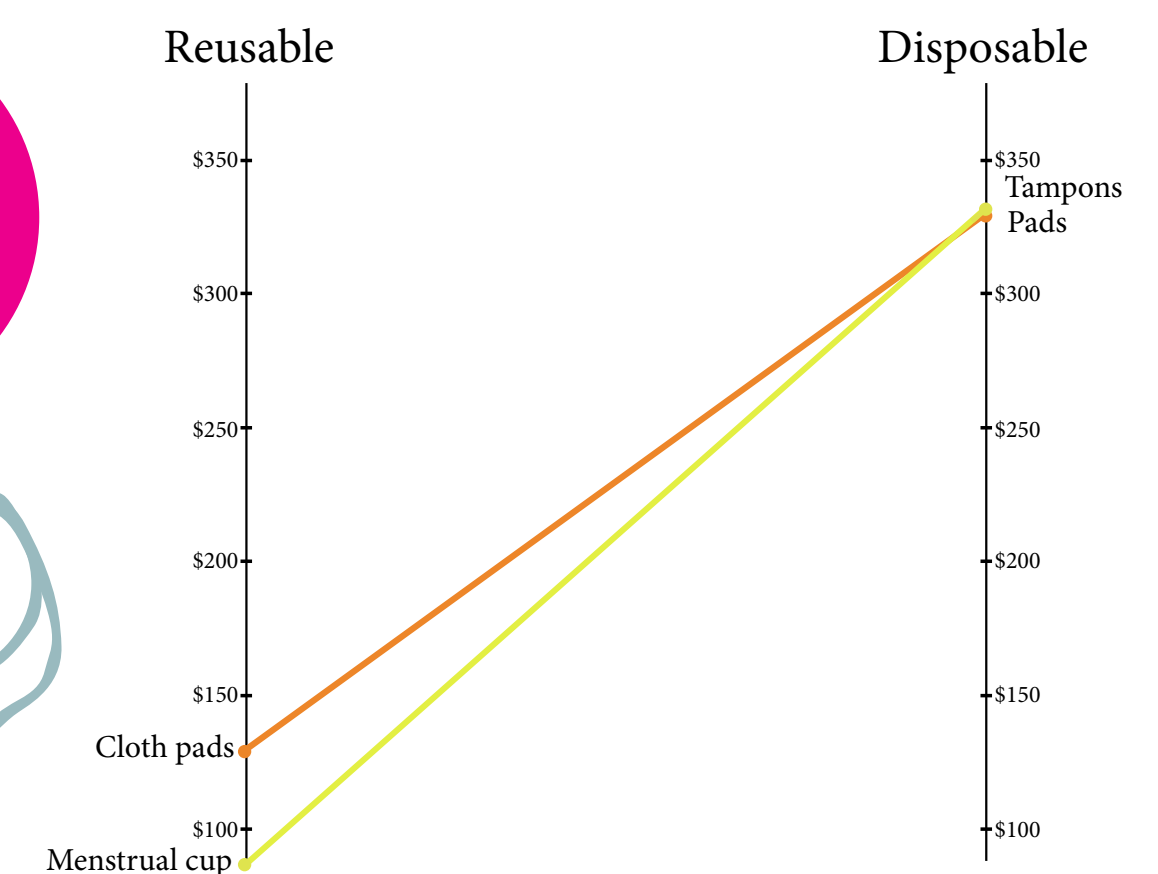
Toxic shock syndrome is caused by a toxin produced by some types of staphylococcus bacteria. The earliest cases of toxic shock syndrome involved women who used tampons during their menstrual periods.

You can lower your risk for menstrual toxic shock syndrome by:

- Avoiding highly absorbent tampons
- Changing tampons frequently (at least every 6 hours)
- Only using tampons once in awhile during menstruation

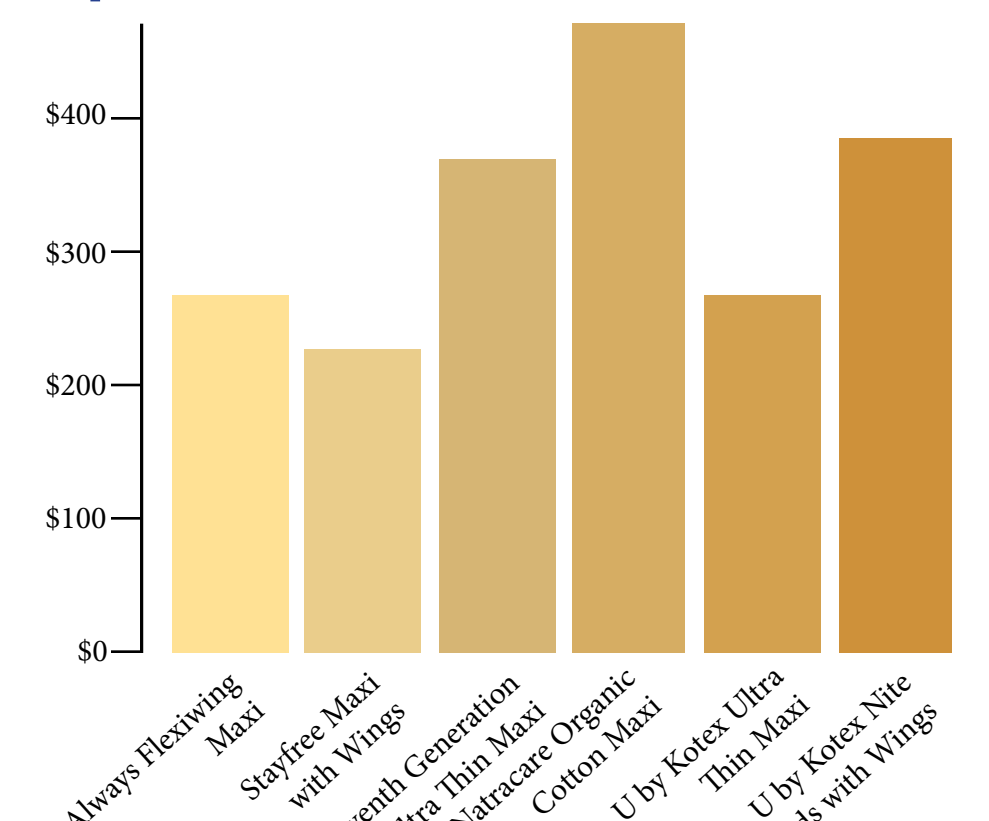
### Cost of 5 Years

#### Reusable vs Disposable

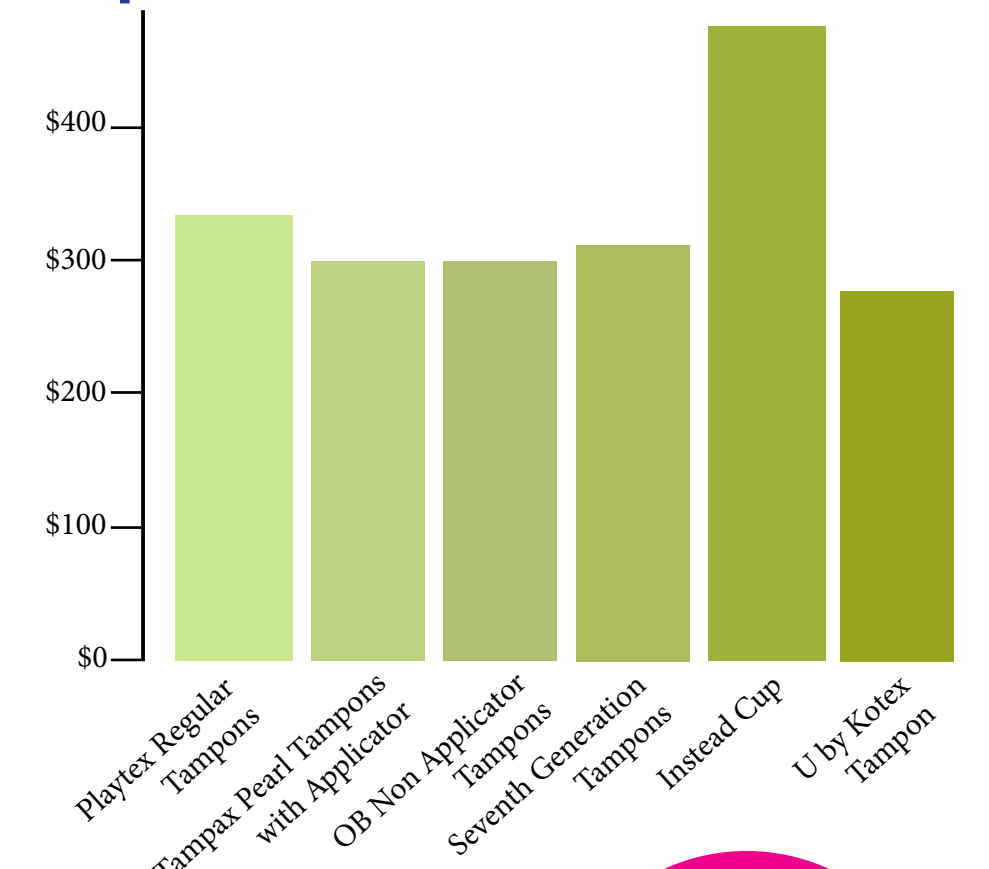


Reusable products might cost a little more at the beginning, but in the span of five years, there are overall savings that can be twice the amount invested from the beginning.

#### Disposable Pads



#### Tampons



### Reusable Products Eco-friendly & Money Saving



#### Cloth Pad

Cloth pads can cost more up front than a pack of disposables, but they last for a very long time. Imagine not having to spend another cent on pads or tampons—for years! In addition to saving you money over the long run, reusable pads are more comfortable and are better for the environment

Cloth pads don't have a plastic backing, which means less irritation. And they're designed to last at least five years if taken care of properly.

Some sellers have set of clothing pads available and the price range can be from \$90-\$180

It is estimated that a cloth pad can replace 120 disposable female hygiene products.



#### Menstrual Underwear

Most of them provide leak-proof protection; some can actually be worn instead of a pad or tampon. And a few brands offer panties with a kangaroo pocket in the front where you can place a heating pad to help with cramps.

Menstrual underwear is lined with patent-pending Underlux technology that's designed to be moisture-wicking, absorbent and leak-resistant. These panties are designed to be worn as a backup for your tampon, menstrual cup or pad. They can be worn on their own to protect against light spotting.



#### Menstrual Cup

It is a small, flexible cup made of medical grade silicone or latex which, like a tampon, is inserted into the vaginal canal during your period. A menstrual cup can be purchased online or at your local health foods store and some conventional department stores.

A menstrual cup will not absorb any fluids that are supposed to stay inside of you and—best of all—they will never get stuck! Because of the way a menstrual cup fits into your vaginal canal, you can keep your cup in much longer than a tampon without the risk of leaks or Toxic Shock Syndrome (TSS).