



## product and training manual



## Natracare Organic & Natural feminine hygiene and personal care

Natracare feminine hygiene products were created in 1989 by Susie Hewson out of concern for the damaging effects of dioxin pollution on women's health. Today there is a comprehensive range of truly organic and natural products for women and babies. Natracare products are gynaecologist-recommended.

### All Natracare products are:

- Totally chlorine-free (TCF) – chlorine bleaching creates a by-product called dioxin which has extremely harmful effects on the environment and has been linked to ill-health. Dioxin is a known carcinogen.
- Not tested on animals
- Biodegradable (between 95% and 100%)
- Free from plastics, polyacrylate superabsorbents, petroleum derivatives, synthetic ingredients and perfumes
- Natracare contains sustainable natural cellulose from ecologically-managed forests and certified organic cotton.

### How does the absorbency of Natracare pads compare to conventional products?

Excessive amounts of polyacrylate super absorbents in conventional pads and some liners are used to achieve extremely high absorbency levels. Natracare natural pads are highly effective for menstruation despite avoiding these damaging petroleum-derived materials.

### Good Practice:

Pads and liners should be changed every 3-4 hours  
Tampons should be changed every 4-6 hours. Never use an absorbency too high for your flow as this can result in irritation and heightened risk of TSS.  
Natracare products can be composted if carried out under the correct conditions.

### Useful terminology:

#### Bioplast

Made from GMO-free corn starch. A breathable, leak-proof barrier. Unlike conventional plastics, bioplast is made from plant materials and is biodegradable.

#### TCF

Totally chlorine free. This method of purifying and bleaching excludes the use of dioxin-producing chlorine. Instead a water/oxygen process is used to destroy any bacteria in the cotton or pulp, resulting in purification and a whitening of the material. The material is then thoroughly rinsed and dried ready for manufacture into Natracare products.

#### Cellulose

Absorbent material made from TCF wood pulp.

#### Polyacrylate

Also known as SAP (Super Absorbent Polyacrylate). This is a petroleum derivative and a known irritant. Commonly used in conventional pads as crystals that absorb large amounts of liquid becoming a gel-like substance.

#### TSS

Toxic Shock Syndrome, a potentially fatal illness, has been linked with tampon use. Independent research conducted by Dr. Tierno at New York University Medical School concluded that the bacterium causing TSS, did not produce toxins in the presence of 100% cotton tampons.

## The organic and natural feminine hygiene choice

The range of high quality natural products, that benefits both women's health and the environment.

Natracare 100% Organic cotton tampons are fully certified organic from farm to pack by IFOAM accredited organic certifiers.

**Natracare sanitary pads and liners now have fully certified organic cotton covers** as well as the other plant-based, natural materials that are totally chlorine free, have no chemical additives, perfumes and are totally free from petroleum plastics.

Natracare organic cotton Intimate Wipes and Natracare Baby Wipes, are made from ICEA/IMO certified organic cotton and use certified organic and natural plant ingredients.

For Women who want to restrict their contact with synthetic materials and unnecessary chemicals, Natracare is the natural choice.

Women suffering from skin allergies, irritation, and soreness and itching may find their symptoms worsen during a period. Many gynaecologists advise these women to change to Natracare tampons and pads and to avoid synthetics and chemicals that are common in hygiene products. Many have found relief after using Natracare. Natracare only uses an Oxygen bleaching process to cleanse and purify its products, unlike other feminine hygiene products which use dioxin polluting Chlorine bleaching processes. Natracare pads and liners do not contain, synthetics, binders, plastics, surfactants, resins, fragrances or polyacrylate absorbents which, when close to the skin, may cause irritation.

Natracare products are made from over 74% renewable materials and are over 90% biodegradable and compostable under the correct conditions.

### Tips for Display:

Make the area where feminine hygiene is stocked attractive and accessible so that women do not have to ask where to find their monthly supply of feminine hygiene.

Avoid putting Natracare on the bottom shelf with cleaning liquids or where it can collect dust – this is a personal hygiene product and is best kept on higher shelves. A Natracare counter display is available upon request as are leaflets, posters and sample bags.

Our Public Relations company has achieved a good deal of press coverage relating to Allergic Feminine Irritation (AFI). It would be helpful to your customers if you could have the AFI report available in your store.

There is a good opportunity to link sell Natracare feminine hygiene products if your customers are looking for products for sensitive skins or even remedies for bladder irritation.



counter and floor display



## Certified Organic 100% Cotton Tampons

All of Natracare tampons are certified organic by the Soil Association. They are made from 100% pure organic cotton and are Totally Chlorine free (TCF). Natracare uses an oxygen bleaching process to purify the organic cotton. This process is totally safe and does not affect the environment in any way. The by-product of oxygen bleaching is simply hydrogen and water. Absolutely No dioxins are produced in the growing or processing of the organic cotton used in Natracare tampons.

- No perfumes, lubricants, plastics or synthetics
- Biodegradable
- Packed in recycled card boxes
- Applicator tampons wrapped in TCF paper.
- Non-applicator tampons wrapped in recyclable polyethylene to protect them from moisture.



### Natracare Organic Cotton tampon with Applicator

The cotton tampon expands lengthways  
 The cardboard tube assists the insertion of the tampon  
 Regular and Super absorbency available  
*Each pack contains 16 tampons*

### Natracare Organic Cotton tampon without Applicator

The cotton tampon expands widthways  
 Regular, Super and Super Plus absorbencies.  
*Each pack contains 20 tampons*  
 Regular or Super absorbencies also available in  
*packs of 10 tampons.*

## Education Tips:

Conventional cotton is the most pesticide-intensive crop on the planet. Herbicides and pesticides are classified as persistent organic pollutants (POPS), the by product of which are Dioxins and Furans.

POPS are mobile and are now found at the South and North Poles and in the Oceans of the world. Such substances are attracted to fatty tissues where they accumulate as they move up the food chain. They do not degenerate and will remain in the soil, air and water for very long periods of time.

According to information released by the World Health Organisation (WHO) the risks of dioxin to health and environment includes cancer, diabetes, heart disease, high blood pressure and liver damage .

A recent study, sponsored by the FDA office of Women's Health, published in 2005, found detectable levels of dioxins in 7 brands of tampons. Just a few parts per trillion in body fat causes serious health effects.

Even low levels of dioxin give cause for concern because tampons come into contact with some of the most absorbent tissue in the body. Also the effects of dioxin are accumulative and can be measured 20 - 30 years after exposure.

- Pesticides kill 67 million birds each year.
- The WHO estimates that at least 3 million people are poisoned by pesticides every year and 20 - 40,000 more are killed.



## Natural Pads

For daily use to protect underwear and maintain freshness.

- Biodegradable
- Compostable under the correct conditions
- Natural sustainable materials
- No perfumes, plastics or synthetics
- Non-chlorine bleached (TCF)
- No polyacrylate super-absorbents
- Packaging: recycled card



## Natural Feminine Pads

For use during menstrual period

### Traditional Maxi Pads without wings

- Slender** - light to moderate flow - 20 pads/pack
- Curved Regular** - moderate flow - 14 pads/pack
- Super** - moderate to heavy flow - 12 pads/pack
- Nightimes** - very heavy flow or overnight - 10 pads/pack

TCF fluffed wood cellulose core with GM-free cornstarch leak-proof barrier, encased in a soft cellulose cover.

Packaging: recycled card. (Night time pad is packaged in a recyclable polyethylene plastic bag).

### Ultra Pads with and without Wings Certified Organic 100% cotton Cover and FSC certified absorbent core.

- Regular** for moderate flow - 14 pads per pack
- Super** for heavier flow - 12 pads per pack
- Long** for extra heavier flow - 10 pads per pack
- Super +** without wings for heavier flow - 12 pads per pack

Single layer compressed TCF cellulose absorbent core, certified to FSC standards and GM-free starch based leak-proof barrier, encased in soft **100% certified organic cotton**.

Side wings for extra security except for Super + style.

Pads individually wrapped for convenience in a purse pack made from TCF paper and GM-free cornstarch. Consumer pack is 100% recycled cellulose.



**Awarded an EPD** ([www.environdec.com](http://www.environdec.com)), **LOHAS** and **Nordic Eco Label** awards

## Panty Liners

For daily use to protect underwear and maintain freshness.

- Made from natural sustainable materials and certified organic pure cotton
- No perfumes, plastics or synthetics
- Non-chlorine bleached (TCF)
- No polyacrylate super-absorbents
- Made from over 74% renewable materials
- Biodegradable
- Compostable under the correct conditions
- Packaged in recycled card

### Natural Panty Liners



### Organic Cotton Panty Liners



## Breathable Panty Liner

Traditional Mini fluff liner

Made from plant-based cellulose materials  
adhesive is made from acrylic  
Pack contains 30 liners

## Tanga Panty Liner with wings

Designed for use with g-string/thong underwear

### Certified Organic 100% cotton Cover

Cellulose absorbent core; certified organic pure cotton cover; GM-free plant starch, leak-proof barrier.  
Pack contains 30 liners

## Curved Panty Liner

Anatomically contoured panty liner

### Certified Organic 100% cotton Cover

Cellulose absorbent core; certified organic pure cotton cover; GM-free plant starch, leak-proof barrier.  
Pack contains 30 liners

## Ultra Thin Panty Liner

### Certified Organic 100% cotton

Anatomically contoured, Ultra thin panty liner made from certified organic pure cotton and GM-free plant starch, leak-proof barrier.

Extra thin and discrete.

Pack contains 22 liners

## Education Tips: Tips to avoid Allergic Feminine Irritation (AFI)

- Switch to cotton underwear and natural pads, tampons, liners and wipes
- Do not wear nylon tights
- Do not use bath oils, bubble bath etc
- Do not wash your intimate areas with scented soap plain water or Natracare Intimate Wipes are much gentler
- Avoid using spermicides
- Don't wearing clothing that is too tight
- Always wipe from front to back after using the toilet
- Switch to a non-biological washing powder

# natracare®



## Maternity Care

### **Natracare new mother Maternity Pad**

For use during pregnancy and post-partum

Traditional Maxi pad especially for new mums  
Extra long, thick and absorbent pad.

TCF, fluffed wood pulp core with a GM-free, plant starch leak-proof barrier encased in a soft cellulose cover

10 pads per pack

### **Natracare new mother Nursing Pads**

For use by mothers during lactation

Traditional disc-shaped pad

TCF, fluffed wood pulp core with a GM-free, plant starch leak-proof barrier encased in a soft cellulose cover.

25 nursing pads per pack

**Voted Best Eco-Friendly product Award TIPS  
Midwife Tested 2007**

These high quality products, made from pure materials are totally chlorine free (TCF), and provide new mothers with an untainted choice. Many do not realise that chlorine bleaching, used in many conventional personal care products, produces unwanted by-products called dioxins, which have been linked to cancer, endometriosis, and immune system suppression.

Conventional nursing pads, made from plastics and synthetics, may taint the taste of mother's breast milk for the baby as these materials are in direct contact with the nipple.



## Natural Incontinence Pads

### 100% pure Organic cotton next to the skin

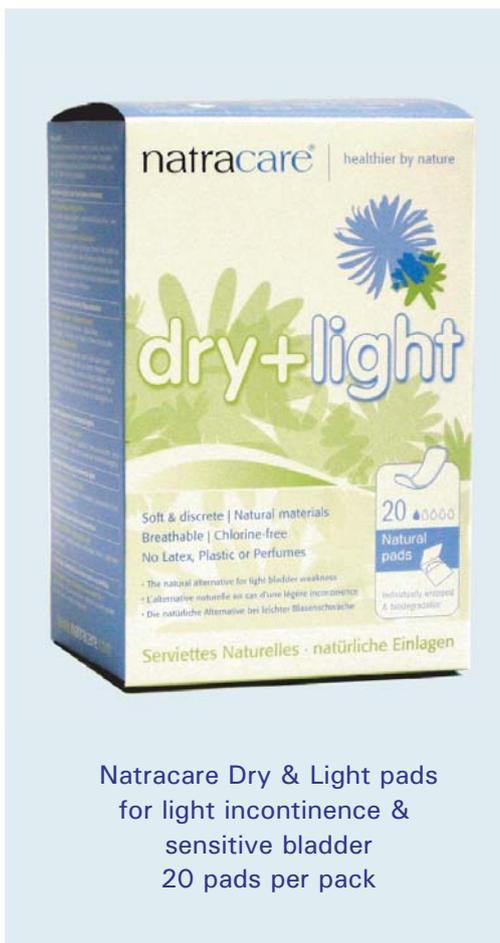
Soft and discreet, Natracare Dry and Light pads are the first of their kind; made from totally chlorine free, sustainable and natural, biodegradable materials that are also free from petroleum-derived super absorbents and plastics found in many other products.

Natracare's 'all natural' principles give women comfortable, reliable protection as well as caring for the environment.

The pads are made from natural cellulose materials derived from ecologically managed FSC certified forests. They are over 99 per cent biodegradable and compostable, being the first pads to be made using plant-based bio-plastics. Natracare's Dry and Light pads provide the natural choice for women - helping them avoid the synthetic materials, skin irritants and chemicals, which are present in so many conventional products.

Long thin double layered compressed TCF cellulose core with a plant starch, leak-proof barrier encased in a soft organic cotton cover. Discrete thin pad individually wrapped for convenience in a biodegradable purse pack.

Made with over 74% renewable materials



Natracare Dry & Light pads  
for light incontinence &  
sensitive bladder  
20 pads per pack

Bladder weakness is just as common as hay fever and affects about seven per cent of the population. It has been shown that one in four women over 35 in the UK have experienced bladder weakness. For these women, having a discreet pad they can rely on to keep them dry is essential.



Natracare Organic Cotton Intimate wipes  
12 wipes per pack



Natracare Organic Cotton Baby wipes  
50 wipes per pack



## Natracare organic cotton wipes

Enriched with organic essential oils, Natracare organic cotton wipes are free from harmful ingredients, are non-chlorine bleached, and, in accordance with Natracare's 'green' principles, are completely biodegradable.

Soft, strong and clinically tested on humans, Natracare organic cotton wipes cleanse and refresh leaving the skin softened by organic essential oils.

ICEA/IMO Certified organic 100% cotton cloth. Plant - based ingredients and organic essential oils approved by the Soil Association

No synthetics, petroleum derivatives, alcohol, parabens, formaldehyde or phenoxyethanol. Natural preserving system.

Biodegradable and compostable.

Packaging: to maintain the integrity of this product with their natural preserving system, the wipes are packaged in a re-sealable pocket made from recyclable polyethylene.

### Organic Cotton Intimate Wipes

Soft cleansing wipes for daily intimate hygiene and during travel. This plant-based, natural formula contains the organic essential oils of French rose, chamomile and calendula.

### Organic Cotton Baby Wipes

Soft, gentle and effective cleansing wipes for daily use on baby's sensitive skin. Organic essential oils of apricot, linden and chamomile and natural plant extracts infused in a certified organic cotton cloth.

**Voted Editor's choice Award by TIPS 2007 Midwife Tested**

Many conventional wipes contain substances such as propylene glycol, phenoxyethanol, parabens, formaldehyde and imilazolidinyle urea; all of which have been related to skin irritation. Reactions to these chemicals can often cause symptoms similar to those of thrush. Research from Natracare\* has shown that up to a third of women with symptoms of feminine itching, soreness and/or discharge may be experiencing the symptoms of Allergic Feminine Irritation and not thrush as they suspected.

Conventional feminine hygiene products, and even some claiming to be natural, operate in a market mostly indistinguishable from each other in the use of raw materials derived from crude oil.

## Crude oil plastic destroys life

Together with The Women's Environmental Network and Greenpeace, we championed the issues relating to Dioxin and chlorine bleaching back in 1989. Post consumer waste, whilst being recycled, cannot be chlorine free because the original pulp would have been bleached with chlorine. Natracare is the only Totally chlorine-free range of feminine hygiene pads and tampons available in the world.

**About 90% of the materials used to make a single Conventional pad or liner, as well as some products marketed as "natural" are produced from crude oil.**

This includes the plastic family: polyethylene, polypropylene and the polyacrylate super absorbents, the extraction, production and manufacture of which contributes Nitrogen oxide, Sulphur dioxide and Carbon dioxide - ozone depleting gases; human toxins that lead to cancer and birth defects as well as chemicals that cause the acidification of trees.

Retailers could help to educate women about the effects of the choices they make when buying feminine hygiene products by creating a product analysis and ingredient listing area, much like the one pictured above. Education is key, so help make the leap by creating a merchandising display that demonstrates the true nature of the products that women buy each month. If you separate out all the crude oil plastic contained in the pads and multiply that by 45 billion, this is how much plastic is used to make the illustrated pads each year.



**The pots contain the crude oil derived plastic used in a single pad.** From left to right: Natracare (0%) Conventional pad - brand leader (90%)

## Natracare does not use plastic because:

Every year, over 45 billion feminine hygiene products are disposed of somewhere. Given the very high plastic loading of these products, incineration can lead to toxic releases from stacks and burying them in landfill, which would require holes 300 foot square, means that plastic persists in the environment for centuries.

The production of plastic from crude oil releases large amounts of toxic pollution into the environment, and its disposal is responsible for much of the accountable damage to wildlife and landscape.

During the late 80's, the outrage that was initially voiced by women's groups regarding the status quo in the manufacture and marketing of feminine hygiene products, its effects on the environment and the implications for women's health, resonated with Susie Hewson, the founder of Natracare.

Inspired by the possibility of making a difference, our vision and "Can do" attitude facilitated Innovation without ecological exploitation and drove us to develop a range of sanitary pads, liners and tampons that were totally chlorine-free, devoid of crude oil derived plastics and made from sustainable and biodegradable materials.

The leading position that the Natracare brand holds today is, in some part, attributed to the integrity of the specifications for the raw materials that we use and the quality of the products that we produce.

One of the greatest influences in our success has been word of mouth, and the voice that started as a whisper in 1989 is growing ever louder.

**The best thing we can do for the Planet Earth is to use less of it and to consider the environmental effect of the raw materials used to produce products.**

**Conventional feminine hygiene products, and even some claiming to be natural, operate in a market mostly indistinguishable from each other in the use of raw materials derived from crude oil.**

## Allergic Feminine Irritation

Allergic Feminine Irritation (AFI) is a condition that has similar symptoms to thrush, including vaginal itching, soreness and discharge.

**One in six gynaecologists studied said that women notice the symptoms of AFI to be at their worst around the time of their monthly period, suggesting that their choice of sanitary protection may be the cause or aggravating factor.**

Dr David Nunns, Consultant Gynaecologist at Nottingham City Hospital says, "Allergic Feminine Irritation is a condition that few women are aware of and not many doctors even consider it as a cause of irritation in the female genital area. I would advise all women who experience this kind of vaginal irritation to try using natural sanitary protection and to wear cotton underwear, avoiding soap, etc as the first course of action. If the symptoms persist, that's when to turn to your GP for further help and advice."

Most proprietary and some "natural" brands contain many synthetic materials such as polypropylene, polyethylene, surfactants, perfumes and polyacrylate super absorbants as well as chlorine bleached fluff pulp. With so many synthetic materials, there is a lot of scope for allergic reactions.

The effects of AFI, highlighted in the research, were wide-ranging and involved physical effects such as itching, soreness, general irritation and discharge as well as more emotional and practical side-effects. 74% said that AFI affected their life in a non-physical way. A third said they felt down or depressed and more than half said it had a detrimental affect on their sex life.



***The image above displays the swollen grains of super absorbent polyacrylate (SAP) that is used in a single conventional pad. This is made from crude oil.***

## Natracare does not use polyacrylates because:

90% of all superabsorbent materials are used in disposable articles, most of which end up in landfills or are incinerated creating a huge environmental problem made even worse by the petroleum plastics used in such products.

Conventional sanitary pads and liners, incontinence pads and baby diapers as well as several "natural" brands of sanitary pads and baby diapers, use polyacrylates to enhance the absorbency of their products.

Commercial production of superabsorbent polymers began in Japan in 1978 for use in sanitary pads. In the 80's, using crude oil derived raw materials, European manufacturers enhanced the polymer so that it now absorbed 30 times its own weight under pressure. By the mid 90's, production of SAP jumped to a massive 700 million tons. 75% used in diaper production, 10% in incontinence products, 10% in sanitary pads, and the rest in meat trays, etc.

The super absorbents are either scattered into a layer of fluff pulp or are embedded in a compressed airlaid that is composed of fluff pulp, latex, acrylics binders and glue.

If you look at image above, you will see that the swollen gel holds the liquid in a solid, rubbery state which prevents the liquid from leaking out.

As well as the environmental issues relating to these polyacrylates, there have been studies that indicate that the vapours given off by the saturated SAP causes irritation to the skin and in the case of diapers, may also contribute to asthma.

**For all the above reasons, Natracare does not use any polyacrylate super absorbents in any of its products. Instead we use a starch based material that is biodegradable and non allergenic.**

Products containing polyacrylate superabsorbents include: Conventional sanitary pads, liners, inco pads and baby diapers and Flushaways sanitary pads. Diapers marketed as natural containing polyacrylates include Moltex, Nature Baby and Seventh Generation.



***The conventional tampon (right), which is typical of tampons made from rayon, shed many fibres during a standard dip test. During the same test, the Natracare tampon held itself intact.***

## The Dip Test

This is an easy demonstration to set up in your store and is most effective in conveying this message to your customers.

1. Take two clear glasses and fill with warm or cold water
2. Unwrap the tampon and unfurl the string
3. Place each tampon into a glass, leaving the string hanging over the lip of the glass
4. After the tampon has swollen, agitate the tampon in the water and observe what happens.
5. If you leave the tampon for a few hours, it becomes totally saturated and the fibres fall away from the tampon in greater quantities.

Nurses conducting smear tests on female patients tell us that they can tell which of these women use tampons as they need to first remove shed tampon fibres from around the cervix before they are able to obtain a clear sample.

Conventional tampon manufacturers denied that fibre loss was an issue for women, claiming that the body would naturally dispose of the fibres. Clearly, on the evidence of nurses testimonies, this is not normally the case.

## Fibre loss in tampons is an issue of concern

Natracare championed the issue of fibre loss back in the 90's as a result of concerns raised by both users of tampons and nurses. Conventional tampons made from mostly rayon with a small percentage of conventional cotton, or made from 100% rayon, were the worst offenders for fibre loss.

Manufacturers who at first denied the fibre loss issue, quickly moved to place a synthetic overwrap material around their tampons to prevent the inner core of fibres falling away. The choice of material, however, was polypropylene, a material derived from crude oil. This did reduce some of the fibre loss, but did not eradicate it.

Natracare did not have an issue with fibre loss as the tampon is made from 100% organic cotton, a wavy-construction fibre that easily interlocks itself unlike rayon which, like straight hair, does not entangle itself together. Because of this, the rayon fibres easily slide apart from each other, shedding into the vagina. Apart from the hygiene issues of fibres remaining in the vagina, there are also implications for bacterial colonisation which can contribute to vaginal infections.

Because we only use certified organic cotton in our tampons, in the construction of the applicator style tampons, we need to sew the withdrawal cord to the tampon. In order for us to do this, we use an overwrap made from 100% certified organic cotton. Conventional tampons use polypropylene as an overwrap, which can be heated to melt the overwrap to the tampon core. This is because the polypropylene is a plastic nonwoven material which melts like regular plastic does. Not good for the environment because it is made from crude oil and it does not biodegrade.

# The Secret Sickness of Women

**Many women suffer the discomfort of repeated bouts of thrush-like symptoms, finding that these debilitating symptoms soon return after treatment.**

It may well be that they are suffering from thrush or not thrush alone, but have a condition known as AFI -Allergic Feminine Irritation. This is often caused by a reaction to their tampons or pads and if treated as thrush, will simply return, unless the cause of the problem is identified and avoided.

## What is AFI?

Allergic Feminine Irritation is known by gynaecologists by the medical term, vulval allergic dermatitis. Its symptoms can be similar to those of thrush, but unlike thrush, it is not caused by a yeast infection. It may be the result of a sensitivity to the plastics and synthetic materials or chemicals used in sanitary protection.



***One in six gynaecologists say that women notice these symptoms to be at their worst around the time of their period, indicating a possible link to their choice of sanitary protection.***

Natracare's organic and natural materials provide an ideal additional recommendation to help manage persistent thrush-like symptoms

## Symptoms

- Burning
- Soreness
- Itching
- Thick white, although sometimes runny, discharge

Symptoms common to thrush and AFI



## Complimentary Therapy

Sufferers of thrush are often advised by their Doctors to switch to cotton underwear to avoid skin contact with synthetic fibres. But do not overlook their choice of sanitary protection and the contribution it can make to their discomfort.

Most sanitary pads and panty liners contain petroleum-derived super absorbent polyacrylates, plastics and synthetic fibres as well as chlorine-bleached pulp, the residuals of which are dioxins. Tampons are not simply made from cotton wool, but instead, today's tampons contain rayon, pesticide sprayed, conventionally grown cotton and even fragrances and lubricants containing parabens. Is it any wonder that some women find this is a cause of irritation and discomfort?

## Relief from the discomfort of AFI

**Gynaecologists say that up to a third of women with symptoms of vaginal itching, soreness and or discharge may be experiencing the symptoms of Allergic Feminine Irritation**

AFI is a persistent condition that does not respond to traditional treatments for thrush. It is caused by a reaction, often due to skin contact with synthetic materials or chemicals found in most commonly used sanitary protection products. These symptoms can be relieved and, in the long term, resolved by advising sufferers to switch to natural sanitary protection and wipes, such as Natracare.

healthier by choice



## How can you help

Although often reluctant to discuss their symptoms, many women are desperately seeking a solution to end their discomfort and associated problems brought about by AFI. These physical symptoms can also cause emotional and practical problems for sufferers.

74% of women questioned say that AFI affects their life in a non-physical way. A third say that they feel "down" or depressed and more than 53% say it has a detrimental affect on their sex life.

As well as recommending a traditional remedy for intimate burning, itching and soreness, you can help to make customers achieve a long-term solution to their problems by advising them to use organic and natural feminine hygiene products, particularly Natracare, which has feminine products providing just pure organic cotton to place next to the skin.

## Tips to avoid AFI

- Switch to cotton underwear and organic and natural pads, tampons, liners and wipes
- Do not wear nylon tights
- Do not use bath oils, bubble bath etc
- Do not wash your intimate areas with scented soap - plain water or Natracare intimate wipes are much gentler
- Avoid using spermicides
- Don't wear clothing that is too tight
- Always wipe from front to back after using the toilet
- Switch to a non-biological washing powder

## A helpful and considerate link-selling opportunity



**Now a simple intervention with customers presenting with the symptoms of AFI (or buying standard thrush treatments), either in the form of verbal consultation or simply by handing over a discreet educational information leaflet, could provide tremendous and unexpected relief.**

### Testimonial

Gemma, 32, from Colchester had experienced itching, soreness and discharge "down-below" for many years. She thought she had vaginal thrush.

"I thought I was just unlucky. I seemed to pretty much permanently have thrush and it affected me in all sorts of ways, apart from just the physical. Sex was painful, so I avoided it. I felt down all the time and I even took time off work."

Gemma notes.

"It's amazing, the very first month I started using Natracare I noticed a difference and gradually the symptoms have disappeared. I am happier. For anyone who suffers like I did, I would suggest trying natural pads or tampons before you try anything else. It's easy to do and maybe it could change your life, like it did mine."

### CO2 STATS:

An average car emits approximately 160g CO<sub>2</sub>/km. A pack of Natracare regular natural ultra pads is the equivalent of a 2km car journey. A life times supply of pads is a road trip from London to Moscow 2498 km.

A flight from London to Paris produces 100-130 kg CO<sub>2</sub> per passenger. A lifetime's supply of pads is the equivalent of 3 to 4 people travelling on that plane.

During its growth phase, a subtropical tree absorbs approximately 22kg CO<sub>2</sub>/year (60g CO<sub>2</sub> per day), so the CO<sub>2</sub> created by a single pad can be absorbed by a single tree in less than 9½ hours.

6649 trees can absorb in one day, the amount of CO<sub>2</sub> created by a lifetime's supply of Natracare pads, that's approximately 15.65 hectares of rainforest (based on 425 trees per hectare) or 31 football pitches.

**Consumers can feel confident that Natracare can substantiate its environmental claims with its International EPD (Environmental Product Declaration). This is science-based, verified and comparable information about its environmental performance. Natracare is the first feminine hygiene company in the world to achieve this.**

## Carbon Footprint

The EPD measures the carbon footprint of the full lifecycle of a product, which includes the total amount of carbon dioxide and other greenhouse gases emitted from raw material extraction to manufacture, including transport, as well as the disposal stages.

The measurement is expressed as grams of CO<sub>2</sub> equivalents. The International EPD Consortium (IEC) assessed the scientific, independently validated information provided for Natracare and subsequently granted the EPD to Natracare for its Ultra Pads.

The whole process took two years and determined that a single Natracare sanitary pad is equivalent to 23 grams of CO<sub>2</sub>.

It has been calculated that an average woman uses 17,000 sanitary pads in her lifetime. If she chose Natracare Ultra pads, that would contribute just over 399kg of carbon dioxide to the atmosphere. Planting and managing five trees will offset one metric tonne of CO<sub>2</sub>, so one person's lifetime use of Natracare pads can be offset by just two trees!

In a commitment to offset the carbon footprint from all of the Ultra Pads produced during 2007 for the UK, Natracare is supporting the Woodland Trust to plant and lifetime manage trees in the UK. Every future pack will be offset in the same way.

*Check out the CO<sub>2</sub> Stats below*



**Natracare is not just content to provide high quality products that are both better for our environment and for women's health, but go that extra mile to make sure.**

## Natracare's Ethical and Product Awards

### 2008 Ethical Business Award reflects Natracare's commitment and ethos

Designing and producing an environmentally sound brand and conducting business according to ethical principles is a huge responsibility. This immense environmental task that Susie Hewson undertook, allowed her to create a product that is genuinely created from sound environmental principles. Her endeavours over the past 20 years

have been driven by the knowledge that she is making a difference to both women and our environment. Because of her integrity and company ethics, she was awarded the 2008 Women in Ethical Business award, an event sponsored by Triodos Bank.



The Nordic Eco-label was introduced in 1989 and is one of the world's most successful Eco-labels.

It is the official Eco-label adopted by all the Nordic countries - Denmark, Finland, Iceland, Norway and Sweden. Its mission is to contribute to reducing the consumer burden on the environment by guiding the consumer and purchaser to shop with a "green" conscience with the use of Eco-labelling.

The credibility of Eco-labelling is assured by the stringent criteria and standards set for individual products or services and is based on an assessment of the environmental impacts during each products entire life-cycle from raw material to production, consumption and waste production. Natracare fulfills and exceeds these standards for all of it's products.

### Certified Forest Stewardship Council pulp used in Natracare Ultra pads

In many forests around the world, logging still contributes to habitat destruction, water pollution, displacement of indigenous peoples, and violence against people who work in the forest and the wildlife that dwells there. Many consumers of wood and paper, and many forest products companies believe that the link between logging and these negative impacts can be broken, and that forests can be managed and protected at the same time. Forest Stewardship Council certification is one way to improve the practice of forestry.

**Strong demand for organic and natural products is increasing and educated and well informed woman are often important drivers in this category.**

Growth in this category has high potential and with Natracare in your store selection can-

- provide your female customers with a healthier alternative .
- provide a better environmental alternative to plastic and synthetic laden products.
- provide a selection which is between 90 - 100% compostable and biodegradable.
- provide organic and natural feminine hygiene products that are of high quality.
- demonstrate that you and your store are supporting ethical and ecological products that take care of your customers health and that of our environment.



Triodos Bank

Natracare has acquired several ecological and ethical awards over recent years because of the organic and natural ingredients that we use and for low carbon foot print innovations; avoiding crude oil and synthetic ingredients and using only organic, natural, renewable and sustainable materials.

### Natracare organic and natural feminine hygiene products

- # An organic and natural range without synthetics, toxic chemicals or plastics.
- # Tampons made of 100% certified organic cotton - nothing else.
- # Pads and Panty liners made from organic and natural, biodegradable cellulose.
- # Eco-Labelled Ultra Pads and Panty liners made from Totally Chlorine-Free, natural materials with only certified organic 100% cotton next to the skin.
- # Wetwipes made from 100% organic cotton and organic and natural plant extracts without parabens, sodium benzoate, SHG, phenoxyethanol or formaldehyde. Dermatologically tested on Humans with sensitive skin.

## Ultra Pads



Regular/0782126003058  
PIP/276-3647



Super/0782126003089  
PIP/319-4628



SuperPlus/0782126003119  
PIP/339-1406



Long/0782126003102  
PIP/339-1422

## Maxi Pads



Regular/0782126003027  
PIP/000-8094



Slender/0782126003010  
PIP/000-7906

## Maxi Pads



Super/0782126003034  
PIP/000-8227



Night time/0782126003041  
PIP/284-6541

## Panty Liners



Ultra Thin/0782126003096  
PIP/325-5387



Breathable/0782126003003  
PIP/000-7823



Curved/0782126003065  
PIP/304-3742



Tanga/0782126003072  
PIP/310-9436

## New Mother and INCO



Nursing pads/0782126003607  
PIP/325-8217



Maternity/0782126003409  
PIP/325-8225



Inco pads/0782126003508  
PIP/325-8233



Natracare  
Floor Display  
& leaflets

## Wipes



Baby/0782126200112  
PIP/339-1372



Intimate/0782126200150  
PIP/319-4651

## Tampons



Regular 20's/0782126001009  
PIP/000-8243



Super 20's/0782126002006  
PIP/000-8235



Super Plus 20's/0782126002020  
PIP/284-6533



Regular 10's/0782126181039  
PIP/276-3621



Super 10's/0782126191038  
PIP/276-3639

## Applicator Tampons



Regular 16's/078212600808  
PIP/237-6820



Super 16's/0782126009005  
PIP/237-6838

natracare<sup>®</sup>



**Natracare is the registered trademark of Bodywise (UK) Ltd**

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