

her.

created, inspired and loved by women

What's it all about?

Mainstream tampons are filled with synthetic materials such as viscose and rayon (heavily processed derivatives wood fibres). Many times, it's covered in a PE (plastic) veil and the string is dyed.

This can cause dangerous chemicals to leach into our bodies and the synthetic fibres are engineered to have super high absorbencies, creating pH unbalances in the vagina that can cause infections.

This was the inspiration for starting the her. tampon brand with the mission to provide an affordable and natural tampon alternative to the average girl/woman.

Why natural and not organic?

We wanted to create a healthy tampon brand that is affordable to all women and initially thought of going the organic route. But early on we realized that the inherently high costs of organic tampons would make the end product unaffordable to most girls and women.

That's when we extensively research the pros and cons of each type of cotton.

The results were surprising, especially when it came to the organic cotton. Contrary to popular belief, organic cotton does not mean it's pesticide free. To grow a large crop such as cotton, it is virtually impossible for it not to be contaminated with nearby crops that are sprayed with pesticides.

Moreover, there is a list of FDA approved pesticides that organic farmers are allowed to use. Many times, these pesticides are not as effective as the conventional types and must be used in larger quantities, creating more residue on the cotton and thus the final product.

It is important to remember that all tampon cotton types are subject to the same intense laboratory testing to ensure that it is within the criteria / specifications to make it safe for girls & women to use, whether it is certified organic or 100 % natural.

The her. tampons are manufactured in the same facility that also supplies other organic tampon brands.

The only difference between the her. tampons and its certified organic counterparts; is that the certified organic cotton is sourced from a cotton farmer who complies with the Organic regulations & practices and who uses the FDA organic pesticides.

They are made in the same factory and on the same machinery. For organic certification to be in place, the organic cotton must be clearly labelled and stored separately from the natural cotton. The production lines must be cleaned thoroughly before and after each production run (although this is standard practice in any factory).

Any certifications, whether ISO, Organic or any other type, has standard guidelines by which a company / manufacturer can alter their production flow to comply with the standards. This means that one factory can manufacture organic and 100 % natural products in the same facility.

Below is a comparison table for reference

| her. tampons (100 % natural cotton) | 100 % certified organic cotton |
|--|--|
| <ul style="list-style-type: none"> -Hypoallergenic -100 % natural fibres -Perfume free -Biodegradable -May contain trace elements of pesticides -Will not affect the pH of the vagina -Contains no dyes -Affordable for the average girl / woman | <ul style="list-style-type: none"> -Hypoallergenic -100 % natural fibres (some organic brands have a PE* veil attached to the tampons, making it essentially not natural) -Perfume free -Biodegradable (except the brands with the PE* veil) -Not pesticide free (can contain traces of pesticides) -Will not affect the pH of the vagina -Contains no dyes -Costly and not always affordable for the average girl / woman |

*PE / PET = polyethylene, a type of synthetic plastic

There are many women who are very unhappy with the mainstream tampons, but who can't afford the expensive organic brands.

Having discovered all of this and more, we decided to create a 100 % natural tampon brand, thus giving the individuals who cannot afford the expensive organic brands, a chance to go natural.

Girls & women all around deserve to have a healthy and affordable alternative to the synthetic mainstream tampons out there.

And that's where we want to help them out