



Lunapads International Products Ltd.

3471 Commercial Street, Vancouver BC, Canada V5N 4E8 1.888.590.2299 604.681.9953 www.lunapads.com

Lunapads: Happier Periods, Naturally

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Madeleine Shaw and Suzanne Siemens are the real-life Lunagals behind one of the internet's best-kept secrets for women, Lunapads.com.

Lunapads.com offers unique new options for that time of the month: a feisty collection of products that includes hip, eco-friendly alternatives to disposable pads and tampons, as well as PMS-friendly organic chocolate and stickers that proclaim "I (heart) my period!"

Shaw, a fashion designer by trade, started developing washable pads and padded underwear in 1993 in response to her own health issues. "Most women don't realize how incredibly wasteful disposable pads and tampons are" she adds, noting that over 14 Billions pads, tampons and applicators wind up in North American landfills every year.

But it's not just about being green, claim the Lunagals. Lunapads are beautiful, comfortable and functional. Made with soft, gorgeously printed fabrics that include leopard and organic cotton, Lunapads are definitely not your grandmother's pads.

Lunapanties, the company's signature line of 'period panties' are an ingenious cross between a pad and organic cotton panties. Extremely popular with younger women and girls who prize their comfort and discretion, Lunapanties come in the most modern cuts and styles, thongs included.

Shaw met Siemens in 1999 when both were at crossroads in their lives. Shaw, then 31, had just closed her fashion boutique and garment production facility in order to pursue marketing Lunapads full-time, but was having trouble managing on her own. Siemens, an accountant, was a high-powered controller at a public utility who was feeling that something was missing from her career and was ready for a dramatic change.

Today their products are distributed worldwide, and gaining popularity every day. Siemens explains: "Having your period doesn't have to be a drag. Being a Lunagal is about making smart choices and feeling great about being a woman."

The pair have also created a unique solution to the work-life dilemma of the working Mom: by bringing their kids to the office with them. When Shaw and Siemens began building their line of products, there were no children around. Today, it is a much different scene, with toys and cloth diapers finding their place in the office. Siemens has two boys, Aiden (5) and Garret (1) and Shaw has a daughter, Genevieve (2). "As business owners we aren't eligible for maternity leave benefits. So our only option was to bring our babies with us," explains Siemens, "but it's worked out beautifully. Our employees (the company has a staff of 4 in addition to Shaw and Siemens) help out, and now it's just part of the Lunapads culture."