



Lunapads International Products Ltd.

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## The new menstrual math: cheaper + greener = happier!

**Vancouver BC.** Two Canadian entrepreneurs are inviting North America's 60 million menstruating women to do some personal math and reconsider the wisdom of disposable feminine hygiene products. Citing the fact that an average North American woman will spend upwards of \$2,500 on approximately 11,000 disposable pads or tampons in her lifetime, Madeleine Shaw and Suzanne Siemens have developed a collection of reusable alternatives that enable women to save money while saving the planet.

Shaw created Lunapads washable menstrual pads and Lunapanties, a unique pad/panty hybrid, in 1993 in response to her own health concerns. In the process she discovered that not only were washable pads more comfortable, but also economical and environmentally responsible. The switch pleased her so much that she started a business to make and market the products.

While discussing menstrual products may not be at the top of everyone's dinner table topics list, Shaw and Siemens have happily made it their professional practice. "Lunapads is at the forefront of a menstrual revolution," says Siemens, adding "a growing number of women are sick and tired of spending a fortune on disposable pads and tampons, only to throw them away after a few hours. They take hundreds of years to decompose, and mess up beaches to boot."

Thousands of these women have made their way to Lunapads.com, the company's eponymous website, where they can choose from a colourful array of washable cotton pads, pantyliners and specialized "period panties", the DivaCup (a reusable tampon alternative) and aromatherapy-based cramp and PMS remedies. "We offer a complete collection to meet every need – there's no sacrifice involved in making a more sustainable choice," notes Siemens. For about \$100, a woman can purchase sufficient supplies to see her through at least 5 years, saving hundreds, if not thousands of dollars.

"Ditching the disposables" as Lunapads.com's catchy stickers exhort, can also be a lifechanging experience. "I can honestly say that I didn't have much of a relationship to my menstrual cycle until I started using Lunapads", recalls Shaw. "I don't think we realize how disconnected from our bodies we have become. Reconnecting with our cycles can be a wonderful experience – there's a lot of important information there."

A cursory look over the hundreds of enthusiastic testimonials on the site supports Shaw's view, and some demonstrate an almost fanatical passion. "I used to hate my period, but now I feel so much better about it," writes one member of the "I heart my Lunapads" group on the social networking website Facebook, effectively summing up Lunapads' tag line: "happier periods, naturally."