



Lunapads International Products Ltd.

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## MEDIA RELEASE

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### **GREEN sisterhood reaches out to TEENS**

Lunapads International Products Ltd. has sparked a quiet revolution of women going green when it comes to their monthly periods. "Our products are increasingly popular with a growing group of environmentally and health conscious women," explains co-owner Madeleine Shaw. After eight years of providing women worldwide with eco-friendly alternatives to disposable pads and tampons, Lunapads is now broadening its appeal with a new booklet for girls and teens.

***Happier periods, naturally! The Lunapads guide to natural cycles for girls and teens*** was written by Shaw and her business partner Suzanne Siemens to help girls navigate the world of menstruation from a 21st century perspective. A positive and personal read, the booklet picks up where traditional health classes leave off, exploring natural products, cycle charting and ideas for celebration. "Young women today are very environmentally aware," notes Siemens. "This booklet is our way of reaching out to girls at a time when body awareness and self-esteem are really important in their lives. It's something we wish we had read when we were younger."

The inexpensive and colourful booklet can be downloaded or ordered at [www.lunapads.com](http://www.lunapads.com), with group discounts available for health professionals, educators, or women hosting menarche (first period) celebrations for their daughters. The booklet was created in collaboration with numerous professional educators and authors, including Dr. Jerilynn Prior, Scientific Director of the University of British Columbia's Centre for Menstrual Cycle and Ovulation Research ([www.cemcor.ubc.ca](http://www.cemcor.ubc.ca)).

Every year an estimated 14 billion disposable pads, tampons and applicators end up in sewers and landfills. Since 2000, Lunapads has supplied over 100,000 women with colourful washable cloth pads, specialized organic cotton underwear, and a tampon alternative called the DivaCup. "It may sound strange, but after trying the products most women love them and would never go back to disposables. They're thrilled to discover a garbage-free way to deal with their periods," explains Shaw.

On the popular social networking site Facebook, the "I (heart) my Lunapads" and "DivaCup Appreciators" groups have over 2000 members combined. Enthusiastic online discussions demonstrate that Shaw and Siemens have struck a positive chord. A vocal group of progressive, web-savvy women are embracing their cycles with environmental awareness, and helping their daughters to do the same.

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