

# ENVIRONMENSTRUAL

WEEK OF ACTION 2021

11–17 OCTOBER  
WEN.ORG.UK

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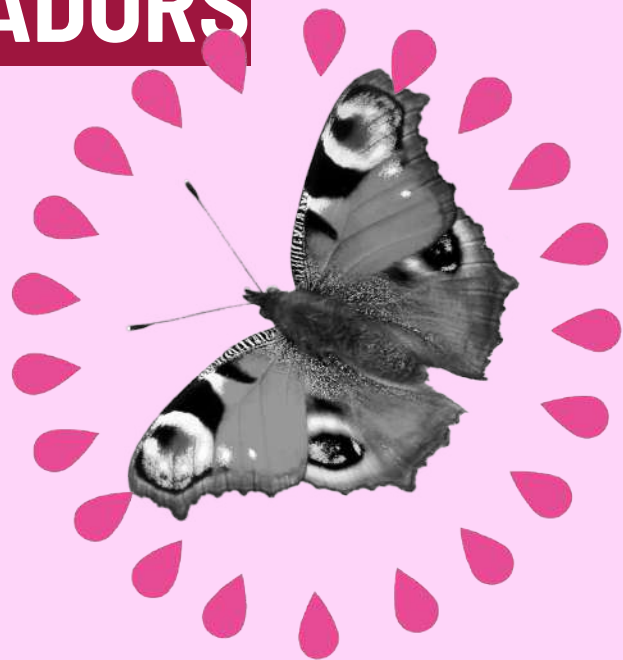


POWERED BY  
**Wen.**





# ENVIRONMENSTRUAL AMBASSADORS



# THE ISSUES

48% OF GIRLS IN THE UK  
ARE EMBARRASSED  
BY THEIR PERIOD



10% OF SEWAGE RELATED  
DEBRIS ON BEACHES  
IS COMPOSED OF PERIOD PADS  
LINERS/BACKING STRIPS, TAMPONS  
AND APPLICATORS.



MANUFACTURERS DON'T  
LEGALLY HAVE TO  
STATE WHAT IS IN  
PERIOD PRODUCTS



2 BILLION MENSTRUAL ITEMS  
ARE FLUSHED  
DOWN TOILETS  
EACH YEAR



DURING LOCK DOWN  
30% OF GIRLS IN THE UK  
AGED 14-21 YRS  
STRUGGLED TO AFFORD OR ACCESS  
PERIOD PRODUCTS



PERIOD PADS CAN CONTAIN  
UP TO 90% PLASTIC



#EnvironmenstrualWeek

# 3 REASONS TO TAKE PART

**AMPLIFY THE  
CONVERSATION AROUND  
REUSABLES & PLASTIC FREE  
PERIOD PRODUCTS**

A black and white photograph of a woman with curly hair, wearing a dark top, shouting into a megaphone. The megaphone is held to her mouth, and she has a determined expression. The background is plain white.

**BREAK THE  
TABOO AROUND PERIODS  
AND BE PERIOD PROUD!**

A black and white photograph of three women posing for a selfie. The woman on the left is holding a smartphone up to take the picture. They are all smiling and looking towards the camera. They are dressed in casual, modern clothing.

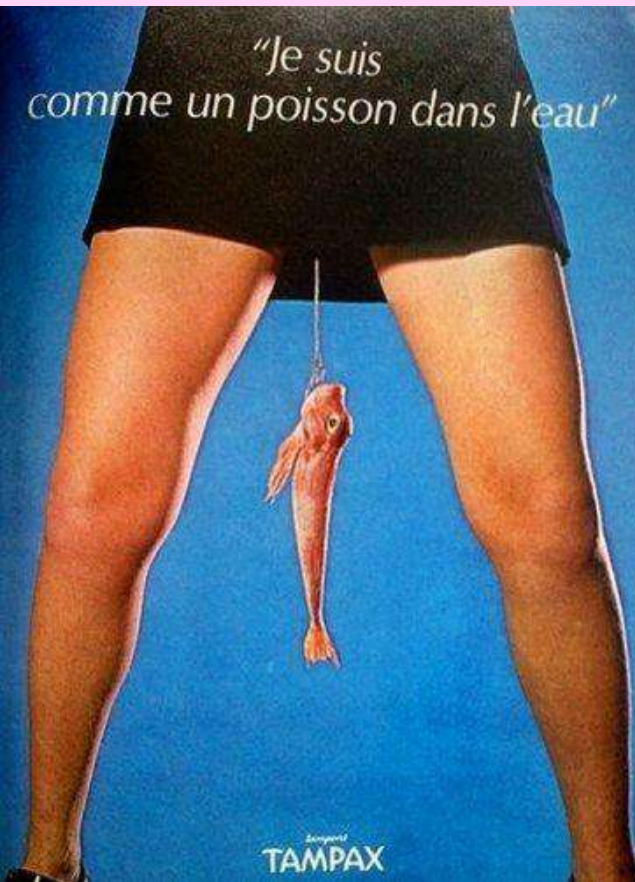
**HELP ENSURE  
EVERYONE HAS ACCESS  
TO HEALTHY PERIOD  
PRODUCTS**

A black and white portrait of a woman with long, wavy hair and glasses. She is wearing a light-colored top and a necklace. She is looking directly at the camera with a neutral expression.

# The petition #PeriodNonScents

- Why don't we know what is in our period products
- Do you believe we have a right to know what is in our period products?
- Lack of specific legislation and transparency about the hidden ingredients means we could be exposed to harmful chemicals and fragrances in our period products without our knowledge.





carbon disulfide  
antimicrobial diglycidyl ether formaldehyde  
chlorine  
styrene endocrine methyl ethyl ketone phthalates  
hexane fragrance  
hexachlorobenzene dioxin triclosan parabens methylene chloride naphthalene  
nanosilver zinc copper chloromethane  
pahs plastic ethyl acetate bisphenol  
sodium dodecylbenzenesulphonate irritation edcs corrosive siloxane  
waste xylene benzophenone pyrethroid pesticides anemia  
toulene  
chloroform reproductive toxicity chloroethane chemical plasticiers  
organochlorine ethyl-2-pyrrolidone neurotoxicity acetone cancer  
glyphosate allergy asthma pfas





A NEW SURVEY BY NATRACARE  
AND WEN **EXPOSES** THE INDUSTRY  
OF PERFUMED PERIOD PRODUCTS  
AND THEIR IMPACT ON US.



## WHAT CAN YOU DO?

Sign and share our petition (link in bio)  
calling on governments and brands  
to regulate and list in full  
period product ingredients

Share your stories of skin reactions  
on social media, using the hashtag  
#PeriodNonScents, tagging brands  
you want to see make a change

[1] <https://www.wecf.org/wp-content/uploads/2020/10/ToxicFreePeriods-lowres.pdf>  
Research insights from a Yougov survey (commissioned by Natracare) of 2000  
people, of which 759 experience periods.

## PEOPLE WANT **TRANSPARENCY**

85% of those surveyed  
want more transparency from brands  
about ingredients lists.

There's currently **no** legislation  
regulating the ingredients in  
menstrual products.

68% of people surveyed had never  
used fragranced period products.

Yet research of 4 major  
UK retailers showed that  
nearly half of all panty liners  
and a third of period pads  
on supermarket shelves  
contain perfumes.



## WHY DO PEOPLE **CHOOSE** **PERFUMED PRODUCTS?**

Only 1 in 10 people  
actually like the smell  
of fragranced pads and liners.

Nearly a quarter of people buying  
fragranced products only did so  
because there was nothing else on  
offer where they were shopping.



## **PERFUMED PERIOD** **PRODUCTS PERPETUATE** **PERIOD STIGMA**

15% of 18–24-year-olds  
claimed they felt pressured to  
conceal the smell of their periods.

This same age group were most  
targeted by social media adverts  
for fragranced intimate products.



# EUROPEAN GREEN NEW DEAL

- Specific legislation is needed on all period products to ensure safety, and transparency throughout the life cycle.
- Linked to EU legislation on chemicals, waste, plastic and circular economy.
- All ingredients should be publically available.
- No tax on period products.
- more period positive approach to menstruation in education.



**FIGHTING  
MENSTRUAL  
PRECARITY, TOXIC  
PRODUCTS,  
RISKS  
AND WASTE**

**Women's Environmental Network**  
20 Club Row, London, E2 7EY

Thank you !

 @environmenstrual

 @WEN\_UK

 WEN.UK1988

