

## Going Green is the New Red. Period!

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Did you know that around 200,000 tonnes of sanitary waste are generated annually, and they all contain plastic - in fact, 90% constitute plastic material, which is equivalent to use four plastic bags per sanitary pad!

You don't believe it! Now, check this out! About 24.6% of the population were 'women of reproductive age globally in 2021 [1], and the average user throws away an astonishing 125 to 150kg of tampons, pads, and applicators in their lifetime, which end up in landfills or, even worse, in the oceans, rivers, and beaches and contaminate the entire ecosystem [2].

In a society where menstruation and menstrual cycles are still considered taboo topics to discuss, let's focus on it as a reality rather than a curse, as when it comes to environmental impact, not all period products are created equal.

These single-use disposable menstrual applicators appear to cause the highest environmental impact because of the amount of mineral/fossil fuel depletion caused by their production, their estimated carbon footprint, and the amount of wet and dry waste it produces. So, this article is dedicated to all women of reproductive age (15-49 years) who now think it's hypocritical to complain about the state of affairs without doing what's within our power.

Removing disposable sanitary products is the least we can do, and switch to more eco-friendly products. Several environmentally friendly, brilliant innovations with safe health benefits have been available lately, such as reusable pads, tampon applicators, and menstrual cups. And perhaps it is more relevant today to think about the impact our periods have on the environment than ever before and not wait for Akshay Kumar to address it in another Bollywood movie.

These eco-friendly products are economical, pocket-friendly, last for years, reduce plastic use and thus lessen our impact on the environment; therefore, every woman deserves access to a range of suitable, safe, and affordable products.



### Various Eco-Friendly Menstrual Products Available Lately. source:

<https://us.123rf.com/450wm/rishausmanova/rishausmanova-products-reusable-menstrual-pads-cup-r.jpg?ver=6>

So, ladies! Please don't be ashamed of that time of the month. Let's take a big step forward in the fight for menstrual equity and save our planet by generating fewer waste profiles and carbon footprints

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