

# SANITARY PADS

## REPRODUCTIVE, MATERNAL AND CHILD HEALTH



### MILLIONS OF WOMEN DO NOT HAVE ACCESS TO MENSTRUAL HYGIENE PRODUCTS

Access to menstrual products is key to improving menstrual health and hygiene, however millions of women and adolescent girls worldwide can't afford these products.

Aside from stigma, taboo, and lack of knowledge about menstruation, there is a gap in access to quality and affordable sanitary products, causing period poverty.

Especially girls and women in certain low- and middle-income countries (LMICs) are disproportionately affected - many adolescent girls are not educated about menstrua-

tion before having their first period and sanitary products are often unavailable or unaffordable. The lack of access to basic hygiene products can lead to increased risks of reproductive and urinary tract infections as women and girls are forced to use unhygienic materials, such as rags, as an alternative.

Effective and adequate menstrual hygiene management (MHM), improves dignity, gender equality and reproductive health, and starts with access to the right menstrual health products.

### SANITARY PRODUCTS

The (correct) use of menstrual hygiene products (e.g., menstrual cloths, reusable pads, disposable pads, menstrual cups and tampons), improves menstrual health and hygiene, preventing infections and other diseases that may lead to serious complications and health issues among women and girls.

#### Critical contextual factors MHM in LMICs

- 1 out of every 10 menstruating youth misses school during their menstrual cycle due to lack of access to menstrual products and resources.
- With affordability being a strong barrier to access menstrual products, menstruators in LMICs, rely on paper, old clothes, leaves, cotton, or wool pieces to address their hygiene requirements.
- Managing periods at home and school is a major challenge, as only 27% of the population in LMICs has a handwashing facility with water and soap at home, and about half of the schools lack adequate sanitation and hygiene facilities, which is crucial to manage periods and prevent urogenital diseases.

Source: UNESCO, UNFPA

### COMPOSTABLE BIODEGRADABLE SANITARY PADS

Anandi sanitary pad, developed in India, is the countries' first and only Government of India lab certified (ISO 17088) sanitary pad that is almost ~100% compostable and biodegradable.

#### Environmental benefits

Compostable sanitary napkins are buried and decompose within 3-6 months in composting conditions, offering users a safe alternative that is environmentally sustainable. Anandi pad is made of bio-based sustainably sourced nature friendly materials, ensuring no toxic waste is left in the soil. This is in contrast with incineration, which is the most common method of processing sanitary napkins in LMICs, releasing harmful dioxins and methane gas into the air, having a negative impact on the environment and living conditions.

### Health benefits

The Anandi pad contains an absorbent core made from plant-based superabsorbent polymers from natural sources. It is free of harmful chemicals, synthetic fragrances, artificial dyes and dioxin, preventing skin rashes, irritation, infections, and exposure to carcinogens. The multi-layer ultra-thin Anandi pads have a breathable bottom layer providing natural airflow and are super absorbent for maximum hygiene.

### ANANDI PRODUCTS

- 8586-TY1-08 sanitary pad w. wings L, 240 mm 10 pces
- 8586-TY2-08 sanitary pad w. wings XL, 240 mm 10 pces
- 8586-TY3-08 sanitary pad w. wings XXL, 240 mm 10 pces



Anandi Eco+ 240 mm

### Specifications and certifications

- Govt. of India lab certified fully compostable pads. In composting conditions the pads become part of the soil and manure within 3-6 months.
- Bio-SAP for high absorbency
- ISO 17088 certified. Follows BIS (Govt. of INDIA), USFDA norms

# SANITARY PADS

## REPRODUCTIVE, MATERNAL AND CHILD HEALTH



### SUSTAINABILITY

This product can benefit the environment as well as local capacity strengthening:

- The pads, locally manufactured across India, Nepal, and 8 African countries, are available at an affordable price, providing women and girls in rural villages and urban areas access to a sustainable solution.
- The production is set-up through mini factories, led and run by women entrepreneurs, providing a supply of pads in areas where menstrual products would otherwise be unavailable.
- By making their own money based on a fair wage, women can invest in their children's education, support their families, and secure their futures.

### COLLABORATION AAKAR INNOVATIONS AND IDA FOUNDATION

To bridge the gap in access to health commodities both Aakar and IDA are looking for innovative and sustainable ways.

#### Aakar Innovations

Aakar is an Indian social enterprise that developed Anandi pads, and with patented technology help women produce and distribute affordable, high-quality, eco-friendly sanitary napkins within their communities, while simultaneously raising awareness and sensitisation of menstrual hygiene management.

#### IDA Foundation

Working towards its mission - 'being the vital link that provides access to medicines and medical goods for countries in need' - IDA believes that this should never be at the cost of human rights, fair labour practices and the environment. We are committed to ensuring we fulfil our mission in a responsible and sustainable manner and add value where possible at the same time.



### IMPACT NUMBERS ANANDI

- 30+ mini factories operating globally
- 50 million INR revenue generated by women entrepreneurs
- 700+ women employed in mini-factories
- 1 million+ customers reached
- International mini factories in 10 countries globally
- 400,000 girls and women reached through education program