

Sustainability and Feminine Hygiene: The Revolution Redefining Period Products

Andrea Franco*

Department of Medicine, Weill Cornell Medical College, New York, USA

In recent years, the conversation surrounding feminine hygiene has shifted dramatically from simply addressing menstrual health to considering the environmental impact of the products women use during their periods. This revolution in feminine hygiene is transforming the market and empowering women to make informed choices that not only benefit their bodies but also the planet. As sustainability becomes a priority, innovative menstrual products are emerging, challenging traditional options like disposable pads and tampons, and redefining how we approach menstruation [1].

Historically, menstrual care has been dominated by single-use products such as tampons and disposable pads, which are convenient but carry a heavy environmental toll. The average woman uses around 11,000 tampons or pads in her lifetime, and these products are largely made of plastic or synthetic materials that can take centuries to decompose. Additionally, the packaging, applicators, and non-biodegradable components of these products contribute significantly to the growing plastic pollution problem. In the face of climate change and increasing awareness of plastic waste, the traditional menstrual product industry has come under scrutiny. With billions of pads and tampons being disposed of annually, there is a clear need for more sustainable alternatives [2].

The sustainability movement in feminine hygiene is not just about reducing environmental harm it's also about challenging long-standing taboos surrounding menstruation. For generations, menstruation has been a topic of shame and stigma in many cultures, leading to a lack of education and limited access to adequate menstrual care [3].

The growing interest in sustainable products has coincided with efforts to break down these cultural barriers. Advocacy groups and social media influencers have played a crucial role in promoting open conversations about menstruation, menstrual health, and sustainable practices. By normalizing discussions about periods, they are helping to empower women and girls around the world to make informed choices about their bodies and their health. One challenge in the transition to sustainable menstrual products is the issue of accessibility. While reusable products like menstrual cups and period underwear can save money in the long term, the

initial cost may be prohibitive for some. This is especially true in low-income communities and developing countries, where access to any menstrual care products is limited, let alone more expensive sustainable options [4, 5].

Addressing period poverty—where people cannot afford or access menstrual products—is a critical aspect of the feminine hygiene revolution. Governments, nonprofits, and businesses are increasingly working together to make sustainable period products available to all. This includes initiatives that provide free or subsidized menstrual care products to those in need and efforts to reduce the stigma associated with menstruation in marginalized communities [6, 7].

The future of feminine hygiene is undoubtedly tied to sustainability. As more women demand eco-friendly, safe, and effective menstrual products, companies are continuing to innovate. From biodegradable materials to more accessible pricing models, the industry is responding to the call for change. In addition to new product developments, broader societal shifts are also necessary. Comprehensive menstrual education, free access to period products in schools and public places, and government policies that support sustainable menstruation are all essential steps toward a more sustainable future for feminine hygiene [8, 9].

The revolution in feminine hygiene is about more than just products it's about reclaiming the conversation around menstruation and prioritizing both health and the environment. As the movement grows, women around the world are taking control of their menstrual health in ways that benefit themselves, their communities, and the planet [10].

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*Correspondence to: Andrea Franco, Department of Medicine, Weill Cornell Medical College, New York, USA E-mail: Franco.a56@mskcc.org

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