

Sanitary Napkins – The “why” and the Facts Sheet:

WE DECIDED TO STAY OUTSIDE WHERE IT'S SAFER

When we decided to do research regarding the women hygiene and the devices used for the feminine flow (menstruation), we realized that one of the best ways to help, was to offer a solution that could be used or applied on the outside of the vaginal area instead of the inside.

OUR CONCLUSIONS FOR THIS:

Every time you insert something inside the ladies part that is meant to be used frequently and stay there for more than an hour, it becomes automatically a device that needs to be very carefully handled (increasing the risks of accidents by misuse from the costumer).

The risk of contamination by long term material residues build-ups is also increased (the internal walls of the vagina is much more absorbent than the outer skin where a sanitary pad is applied).

Even using the 100% cotton tampons could become a real issue because:

1. Cotton crops make up just 2.4% of the world's land, and each year a whopping \$2 billion is spent on pesticides to spray this one crop. Meaning that your conventional tampon has a very high percentage of containing pesticides, actually Mr. Mike Adams from Natural News states that by 2015, 80% of the cotton tampons and other feminine hygiene products were contaminated with herbicides that contain glyphosate.

2. According the USDA, 94% of all the cotton planted in the US is genetically engineered*, meaning that you will also get it in the GMO form.
[https://www.ers.usda.gov/data-products/adoption-of-genetically-engineered-crops-in-the-us.aspx*](https://www.ers.usda.gov/data-products/adoption-of-genetically-engineered-crops-in-the-us.aspx)

Imagine now using any type of cotton mentioned and now, add that it would be confined inside the vaginal walls (a very absorbent part of the body), now add moisture, lack of breathability and heat. And even with the case being the 100% organic cotton solutions, the way this technology works makes our vote as a NO, at Wakaya Perfection to implement them as part of our solutions.

And finally but not less important, there is an increased risk of bacterial growth that could lead to infection formations, and even though it is a rare case; there is still the increased risk of Toxic Shock Syndrome.

WHY ARE WE BETTER THAN THE CONVENTIONAL SANITARY PADS?

When we look into the behavior of a conventional sanitary napkin, the design and the expected results from using that device, we will notice that the main reason why the device is not helping the ladies is because it's failing to do the main thing that it was designed to do. This is to ABSORB and keep the area dry and safe from possible bacterial formations.

There are many types of materials used to create the absorbent center for the sanitary napkins:

1. The most famous one is the Bleached Wood Pulp (Cellulose Fibers). This one is by far the most discussed material used for sanitary napkins because of the way they are processed. The risk factor lies with the chlorine process used to bleach the wood pulp. The process creates a hazardous group of chemicals called chlorinated hydrocarbons. One of the byproducts is dioxin. According to the United States Environmental Protection Agency: "Dioxins are highly toxic and can cause cancer, reproductive and developmental problems, damage to the immune system, and can interfere with hormones".*

*<https://www.epa.gov/dioxin/learn-about-dioxin%20>

What happens with dioxin is that it has no safe level of exposure, it is too hard to break down their structure and what it does could keep building up in the skin tissues and even reach the blood stream. This does not happen with just one use, since the levels of dioxin are very low, but overtime it can create a real hazard.



2. Polymeric Foam. This is a relatively new technology of absorption. Even though after a deep study conducted in 2015 about the "Safety assessment of sanitary pads with polymeric foam absorbent core" posted in the U.S. National Library of Medicine by Woeller KE and Hochwalt AE here <https://www.ncbi.nlm.nih.gov/pubmed/26255105>, showed up that the "The absorbent foam core is a stable, high-molecular weight polyacrylate polymer with small amounts of emulsifiers and wetting agents. The polymeric foam itself is biologically inert and non-bioavailable due to its high molecular weight, therefore posing no systemic toxicological concern..." .

Here again we have the big problem of the absorption level, where the foam is not very absorbent, as you would like to hold the humidity levels in place in the area.

3. Cotton. This is one of the least used. Mainly used by products oriented to be "100% organic products". The reason why is not popular is because cotton alone is not good for holding and locking up the liquid, which result in a very poor absorbing behavior. The lack of absorption leads to discomfort, rashes and even backflow.



4. Super Absorbent Polymer (SAP). This is a polymer based on Sodium Polyacrylate. This is the most expensive solution but also the most effective and safest. On every Material Safety Datasheet of the U.S. Occupational Safety and Health Administration, this polymer has been classified as a Non-Toxic and Non-hazardous material. It is actually the same polymer branch used as a water retention agent for agricultural and horticultural use.

The difference in performance between this technology and the previous Foam and Cellulose Fibers is huge to say the least. This Polymer can absorb up to 300 times its dry weight, and usually up to 10 times more than any of the conventional previous technologies.

WHAT HAPPENS WITH THE ABSORPTION TECHNOLOGIES USED IN THE CONVENTIONAL PADS?

The conventional brands decide to go for a mixture of low percentage of SAP (sometimes 0%) and high percentage of wood pulp with bleached paper, because is simply cheaper to manufacture, leading to bigger profits for the companies, but poor performance and benefits for the ladies.

FACT #1: The Cherish™ sanitary napkins use 100% SAP.

Another problem we see with the wood fiber technology is not the fact that it is bleached paper (which of course is a concern), but the fact that it is not a good absorbent for the lady's needs. This creates a damp environment in the whole area. When there is humidity in contact with the skin it creates a medium or "channel" of communication between the skin and the materials. Simply stated, the skin absorbs better when wet, this is the same reason why the skin care industry creates your favorite products in form of a cream or lotion.

Not only is it wet, but it remains wet for minutes or even hours before the lady can finally change the device. This immediately increases the risks of communicating or transmitting any unwanted residue back into the skin.

FACT #2: The Cherish™ sanitary napkins absorbs up to 10 times more than most of the major conventional brands.

FACT #3: The Cherish™ sanitary napkins can absorb up to 50 milliliters before starting to let the skin get into contact with moisture, while conventional napkins can only hold between 5 and 10 milliliters.

BREATHABILITY ISSUES

Also another big issue with the conventional sanitary napkins is the low moisture control or low breathability in the majority of them. This happens because of the way the back sheet or "back layer" is designed. What happens is that because the conventional pads do not have good absorption levels, they compensate for any extra leakage creating and impermeable layer of PE. This restricts the airflow, creating a convenient environment for bacterial growth.

FACT #4: THE CHERISH™ SANITARY NAPKINS CAN ACTUALLY BREATHE!

The way the back layer is designed in the Cherish™ brand, allows excess heat and moisture to be released and breathe as it is shown on the Glass Hot Water Vapor test.

FACT #5: THE CHERISH™ SANITARY NAPKINS ARE DESIGNED TO BE A BETTER SOLUTION AGAINST ANY OTHER METHOD TO HELP WITH THE MENSTRUAL CYCLE.

OUR PROMISE:

Here at Wakaya Perfection, we are committed to keep innovating and will always make and present products with an open and honest approach. We believe in the awareness, because it gives the people the option to make the right choices and not be fooled.

Our awareness campaign is designed to help the people know more, and be educated. When you know more, you do better in life.

FREQUENTLY ASKED QUESTIONS ABOUT THE PRODUCT (F.A.Q):

1. How much liquid can the Cherish™ pads absorb?

They are designed to absorb 30 ml instead of the typical 5 ml or 10 ml from the conventional manufacturers. But they have been consistently tested at 50 ml with 100% success rate.

2. Are the Cherish™ sanitary napkins free from toxins?

Yes. As per our internal lab tests, we have a free from toxins product.

3. Why is Cherish™ better than the others?

We have a better technology of absorption, a negative ion strip to help with the bacterial control and other beneficial effects, and our pads can actually breathe from the bottom layer. Just the fact that our device can hold up to 10 times more fluid than other brands can handle makes ours a superior product in comparison.

4. I have seen other negative ion strips, why is yours better?

Our strip has additional properties and higher quality materials that bring more efficacy to the multiple applications of our strips when compared to others. The current ladies' testimonials confirm the efficacy of our product.

5. Are the Negative Ion Strips from Cherish fully made out of vegetable fibers?

Yes, our strips contain no plastic derivatives. The coloring is from vegetable derived coloring fibers as well.

6. Are the Cherish™ sanitary napkins fully biodegradable?

No. Our product contains PE in the back layer membrane that allows the device to breathe when it's too hot, that specific function was better achieved by this material.

7. Are the Cherish™ sanitary napkins organic?

No. We didn't see it necessary to include "organic" in our first product line-up because the way they are designed, they have more beneficial properties for women's health than any "organic" counterpart in the market (this can be proven by a simple absorption test). We wanted to be able to maintain the price to have a real solution compared to the market. Fair price, better product.

8. Are the Cherish™ sanitary napkins 100% Cotton?

No. Our pads use the material called "soft cotton" in the sanitary napkins industry, however, it's actually a fabric similar to other nonwoven top sheets used in commercial cotton sanitary pads with a long history of safe use. The fabric allows fluid to penetrate and become trapped by the core. Due to its high molecular weight and negligible residuals, no systemic toxicity concerns exist for the top sheet.