

## **Pads for Sisters**

Eco Femme is committed to ensuring that every woman in India is able to access our cloth washable pads. Recognising that cost can be an obstacle for adolescent girls who generally lack purchasing power, we are able to meet this commitment through pad for pad program

In October 2013, we launched Pads for Sisters in order to make our products accessible to economically disadvantaged women (over 19 years old). Under this program, we provide cloth pads at a subsidised price (reflecting the cost of materials and stitching only, no overheads) to organizations working with women who otherwise could not afford the products.



## The products:

After rigorous product testing in 2011 with over 850 women and girls in rural India, we launched a product range which has found acceptance and appeal among a wide range of women from economically disadvantaged backgrounds:

All these products are made with high quality cotton flannel, come in attractive colors with pretty floral backing and are soft, feminine and comfortable. Though the colour and patterns differ from the range of premium products, we use the same quality materials, cotton flannel and a PUL leakproof layer, for all our products so that every girl and woman can experience a dignified and comfortable period.

\*Fabric colours and prints may differ from what is shown in the images below.

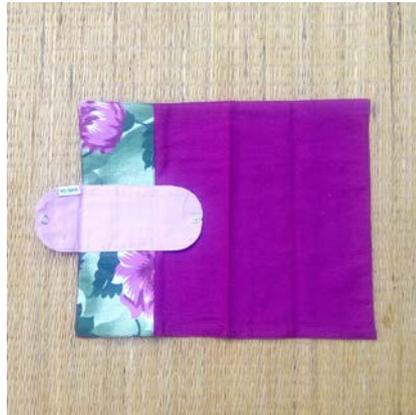
### All-in-One

This product is the same size as our Day Pad Plus pad making it practical for women with moderate flow for using it both day and night. The pad has 7 absorbent layers of flannel to catch the menstrual flow and has wings which fasten around the underwear and a leakproof layer made of PUL. Younger women in particular like this model as it is contemporary and looks like a modern disposable sanitary napkin. Size: 26cm length x 7.5cm width



## Foldable model

This model is popular among women who already use cloth, as it is adapted from the traditional practice of folding old cloth. It features a double layer of absorbent flannel, which can be folded twice to provide the padding equivalent to 8 layers of fabric. The central spine of the pad is leakproofed with PUL and it attaches to the underwear with wings. It sun dries quickly and is inconspicuous on a clothesline – a factor which is important to many women. Size: 26cm length x 8.5cm width



## Belt model

Our belt model is uniquely designed for women who do not wear underwear. The string secures the pad around the waist. This model has a removable insert which folds and is secured into a PUL leak proofed holder. Like the foldable model, the absorbent cotton flannel insert is discreet on a clothes line and dries quickly – it provides the equivalent of 8 layers of padding to catch flow. Length (of absorbent part of pad) 30cm and width 8cm.



## Storage pouch

We also highly recommend purchasing travel pouches for safe storage of pads when travelling, or going to work or school. The pouch is also the ideal way to store clean pads in between cycles. Our beautiful drawstring pouches are made of leakproof material and will keep your pads free of dust and dirt.



## Make-your-own kit

Make Your Own kits are cost saving compared to buying finished pads. Kit includes precut materials for 3 x All In One style pads (including the PUL leakproof layer), complete sewing kit (including needle, thread and 3 stitch on press buttons), stitching & care instructions, and a menstrual cycle tracking chart.

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## **Benefits of washable cloth pads:**

- long-term financial savings
- improved personal health and cleaner local environment
- potential income generation for women if an organisation would like to encourage women to distribute pads in their communities

We are delighted to share our new video which presents the Eco Femme subsidised product range and including product care.

It is intended for a target audience of NGO's, rural women and other potential customers under our pads for sisters program. This short video will help new organisations introduce cloth pads to women and answer a lot of commonly asked questions.

It is currently available in [English](#) [Tamil](#) and [Hindi](#).

<https://www.youtube.com/watch?v=pCL7wepl80E>

## **Bulk purchase**

These products are available via NGO's for bulk purchase and we are working towards developing rural retail distribution channels for these products as well. If you are working with an organisation interested in sourcing our non-commercial washable cloth pads for women and/or girls who could not otherwise afford them, please fill out this bulk order [screening form](#) in order to help us best understand how to meet your requirements.

## Donate

We welcome donations to help us supplement the cost of pads so as to make them accessible to all women and girls. For some very poor women, the already subsidised price is still a barrier. Donations made to Pads for Sisters goes toward ensuring that women who are most restricted by financial means are still able to access them.



For more information on making a donation, and to return completed request forms, please write to [padsforsisters@ecofemme.org](mailto:padsforsisters@ecofemme.org)