

Clinical study demonstrates that 100% Cotton Feminine Care Products improve skin sensitivity issues among 90% of women with moderate to severe skin sensitivity issues.



BACKGROUND

Conducted by three leading gynaecologists on a sample of 306 women who had moderate to severe skin sensitivity issues with feminine care products. **105 gynaecologists** participated in the national recruitment of the women.

OBJECTIVE

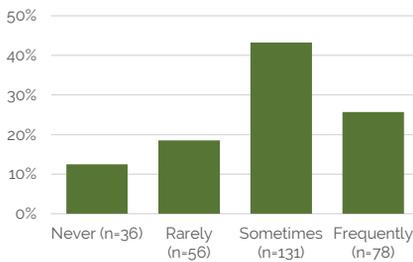
Evaluate whether women using 100% cotton sanitary pads during their period experienced improvement of their intimate comfort and a reduction of the moderate to severe skin sensitivity issues they experienced when using conventional hygiene products.

Measure the satisfaction of women who wore the 100% cotton products during their period.

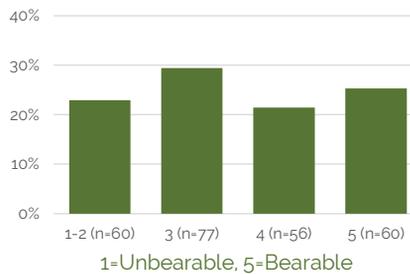
STUDY PARTICIPANTS

This study was conducted with 306 women (average age 32 years old). The women recruited had both discomfort, irritation or itching in the vulvo-vaginal area. Almost 70% regularly suffered from these symptoms with 25% frequently suffering. These discomforts have been defined as unbearable and very annoying from more than 50% of patients.

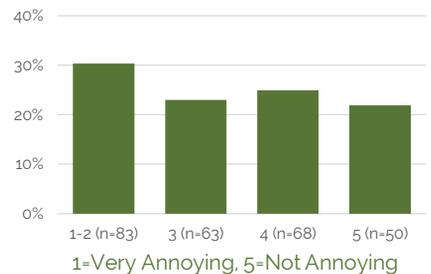
FREQUENCY OF DISCOMFORT IN INTIMATE AREA



DIFFICULTY IN BEARING THE DISCOMFORT (n=265)



FEELING IRRITATIONS OR ITCHING IN INTIMATE AREA



FEMININE CARE USAGE

65%

of the women said the length of their period was often more than 5 days with their flow being heaviest during the first 2-3 days (85%)

5.2

The women in this study said they used 5.2 feminine care products on average every 24 hours. More than half wear pads for the entire duration of their period (n=173), while only 16% of them only use pads at night. 12% of the women say they use pads and tampons together

20%

of women use panty liners every day during their period, while 25% use them outside of their period

25%

of the women studied use tampons during their period with only 2% using them only at the beginning or the end of their period

24%

of the women reported not using tampons at all



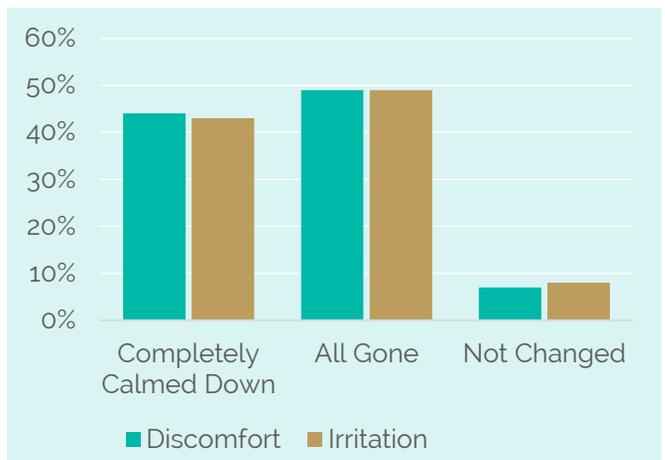
SENSITIVE SKIN ISSUES AGGRAVATED DURING A WOMAN'S PERIOD

Ninety percent of the women studied said that the discomfort, irritation, or itching worsened during their period. 68% of those women believe their discomfort is connected to the brand of feminine care products they are using, which drove 67% of them to change the brand they're using.

100% COTTON PRODUCTS LIKE ORGANYC SIGNIFICANTLY IMPROVE SENSITIVE SKIN

This study shows that use of 100% cotton feminine care products like Organyc significantly decreased irritation, discomfort or itching sensation described by the women in this study.

More specifically, among the women reporting discomfort (n=236) and/or itching/irritation (n=228), the use of 100% cotton feminine hygiene products like Organyc during their period has, in most cases, reduced the symptoms they were experiencing.



ABSORPTION

Two thirds of patients that reported a feeling of wetness with their usual brand of pads experienced a clear improvement of the wet feeling when using 100% cotton products like Organyc.

CONCLUSION:

90% Of Women With Sensitive Skin Had Their Issues Resolved In 90 Days

The use of pads and panty liners made with 100% cotton like Organyc have improved the intimate comfort and reduced the problem of skin irritations in more than 90% of women in just 90 days.