

# 3 billion disposable tampons and pads saved from our beaches, oceans, and landfill by Mooncup® users



**36,000 tonnes of period waste, a weight equivalent to that of 180 blue whales, has been diverted from the waste stream, thanks to millions who have chosen a more sustainable way to manage their periods.**

**64% of people are still unaware that disposable tampons and pads contain a significant amount of plastic in the products themselves\*.**

Leading British menstrual cup brand Mooncup® has revealed some weighty statistics about period plastic waste saved from landfill and our oceans by Mooncup users. The manufacturer of the first silicone menstrual cup in the world is celebrating its 20<sup>th</sup> anniversary in 2022.

Each one of us uses 11,000 disposable period products in a menstruating lifetime. In the UK alone, tampons, pads and panty liners are responsible for more than 200,000 tonnes of waste per year. It's estimated that single use period pads, which are known to contain up to 90% plastic, take hundreds of years to decompose. Meanwhile, regardless of your flow, you only need one reusable Mooncup menstrual cup which lasts for years and years.

More than two million have made the switch to the Mooncup, resulting in over 3 billion single use period products being saved from ending up on our beaches, oceans and landfill. That equates to a

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whopping 36 million kilograms of period waste, a weight equivalent to 180 blue whales or 120,000 bottlenose dolphins. And it's enough waste to fill 44 Olympic size swimming pools, or 1.8 million household waste bins.

Not only is our planet better off, but ditching disposable tampons and pads has also saved Mooncup® users over £435 million over the past 20 years – that's 136 million periods taken care of.



### **People are still unaware that there is plastic inside tampons and pads**

A recent survey by the environmental non-profit City to Sea revealed that awareness about period plastic is still relatively low: 64% of people polled were still unaware that disposable tampons and pads contain a significant amount of plastic, within the products themselves.

Another 28% of respondents said that they flushed tampons down the loo, while 9% said they flushed period pads or liners too. It's known that if flushed down the loo, tampons and pads block sewers. Clearing blockages cost the UK wastewater companies around £90 million every year.

### **Kath Clements, Mooncup Ltd. Director, comments:**

"Putting an end to the menstrual product waste found on our beaches, has been at the heart of what Mooncup stands for since we started in 2002. And as a Brighton based business manufacturing in the UK, protecting our environment, coastlines and seas was never going to be forgotten!

We're so proud of Mooncup users worldwide in helping us to reach this milestone: 3 billion fewer items in our environment. Which also means 3 billion fewer products that can be mistaken for food and ingested by our sea birds and mammals. One small change can send out some seriously positive ripples... Just imagine what we can achieve together in the next 20 years!"

### **Ella Daish, Environmental Activist, comments:**

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“This fantastic news is the perfect example of the difference we can make by switching to reusable period products and shows how powerful an impact our collective action has when multiplied. It makes me optimistic for the future and the positive change we can effect in the next 20 years.”

**Caroline Lucas, Green party MP for Brighton Pavilion, comments:**

“Mooncup are a brilliant Brighton company and it’s wonderful to see them reach this milestone. When plastic pollution does such damage to our rivers and sea waters, it’s vital to cut waste and Mooncup are making a big contribution to achieving that.”

**Jo Morley, Head of Campaigns at City to Sea, comments:**

“2 million people have made an awesome decision to switch their plastic filled single-use disposable period product for a reusable Mooncup. Each year [200,000 tonnes](#) of menstrual waste is landfilled and flushed plastic filled period products are one of the big contributors to plastic pollution in our rivers and oceans. And while the onus has to be on manufactures this announcement shows the impact that we can all have by making different choices for our bodies and the planet. By swapping to a reusable alternative like a Mooncup you can save money and the planet at same time.”

For hi resolution images, please [click here](#). For more information about Mooncup, please contact Ginny at <mailto:pr@mooncup.co.uk>.

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**About Mooncup®**

Based in Brighton and manufactured in the UK since 2002, the Mooncup menstrual cup is made from platinum-cured medical grade silicone and made to the highest regulatory standards. The Mooncup was the first silicone menstrual cup in the world, leading the way in transforming the sanitary product category, once monopolised by throwaway tampons and pads. Thanks to Mooncup® users worldwide, over 3 billion tampons and pads have been diverted from landfill and our oceans. The Mooncup® is widely available in the UK including via independent health food stores, Boots, ASOS, Holland & Barrett, Amazon and [mooncup.co.uk](http://mooncup.co.uk) with an RRP £20.95. The Mooncup is available in two sizes; A (for those who are 30 and over, and all who have given birth vaginally regardless of age) and B (for those under the age of 30 who have not given birth vaginally.) £1 from every Mooncup® sold through the UK website goes to environmental non-profit City to Sea. [www.mooncup.co.uk](http://www.mooncup.co.uk).

For more information about Mooncup® please visit [www.mooncup.co.uk](http://www.mooncup.co.uk)

\*Results from the 2022 survey conducted by the polling company One Poll on behalf of Mooncup Ltd’s non-profit partner City to Sea. 750 people from the UK with periods were asked about the products they use and how this relates to plastic pollution.