



CASE STUDY:
PLASTIC-FEEL TAMPON APPLICATORS
+ COMPOSTING BAG INSERT FOR
TRADITIONAL TAMPON BOXES

Baggie and comfort-use applicator are both made from commercially biodegradable vegetable resins



ISSUE:

USAGE: Many women are put-off by the feel of coarser, harder to insert paper applicators, or find them harder to use in general. Because plastic applicators are so ubiquitous, paper applicators are looked over.

END-OF-LIFE-RECYCLING: Unfortunately, plastic applicators cannot be recycled due to contact with bodily fluids.

BRAND USAGE: Many brands tout the ease and discretion of smaller plastic tampon applications, and are readily available.

DISABILITY INCLUSION: Disabled women using tampons may have a harder time with cardboard applicators, due to friction and increased time needed to insert. Plastic-like comfort and feel makes one-handed insertion easier.

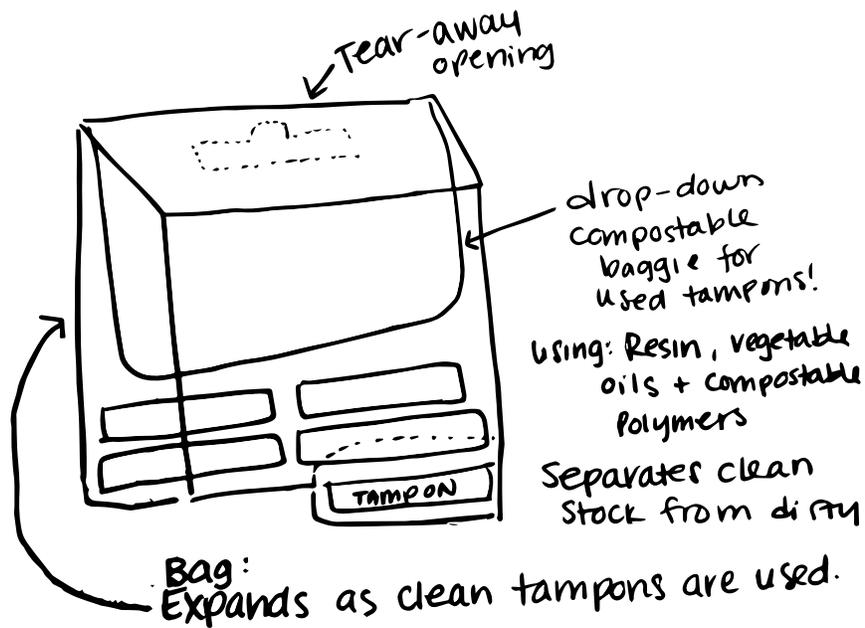
PROPOSED SOLUTION:

Encouraging large brands to use BPA free applicators made of vegetable resins, and giving women a truly compostable way to store them (i.e., an equally compostable baggie included in the box can promote consumer habit change, without disrupting or inconveniencing large user base.

PROPOSED DESIGN:

By including a tear-away opening and a compostable baggie already in the box, large consumer goods brands can activate better end-of-life disposal for tampons and their applicators. Attached is a diagram of how the bag could be utilized to expand within the box, as the box is used, or the bag can be removed and used separately on its own.

MATERIALS: Resin, vegetable oils and compostable polymers.



INSPIRATION FROM PRODUCTS LIKE:



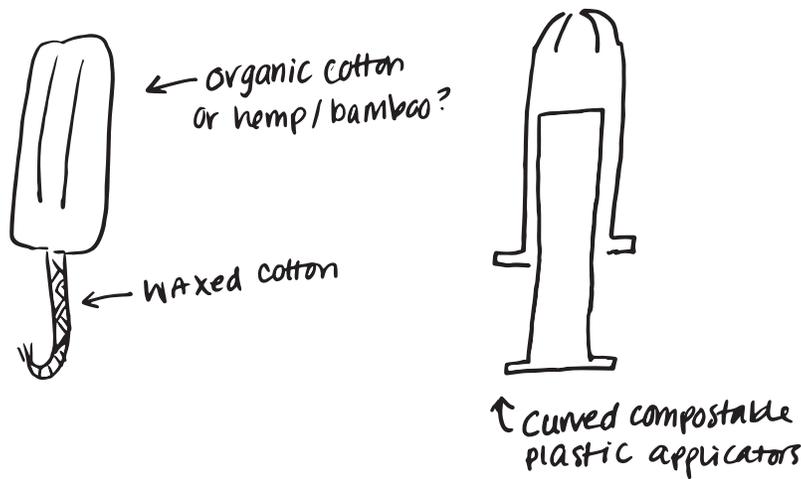
PROPOSED DESIGN:

By redesigning the tampon applicator, large brands can keep plastic out of the waste streams, promoting eco-friendly disposal and decreasing waste.

As the Diva Cup says on their website: "If the average woman menstruates for forty years and uses approximately 20 tampons per cycle (240 tampons each year) how many will she use during her entire menstrual life cycle? Answer: 9,600. Every month, women flush and throw away hundreds of disposable products and their packaging."

Redesigning this waste stream is for people who need a simple grab & go solution, and don't feel comfortable working with a Diva Cup or other reusable method.

MATERIALS: Resin, vegetable oils and compostable polymers. Organic cotton & wax.



INSPIRATION FROM PRODUCTS LIKE:

