

THE CARBON FOOTPRINT OF MENSTRUAL PRODUCTS

R E P O R T



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**WE ARE
IN A
CLIMATE
EMERGENCY.**



Together we are part of a mass movement toward a low carbon global economy to halt the rise in global temperatures that scientists are stating is an existential threat to humanity.

Our mission at **WUKA®** is to Wake Up, Kick Ass, break taboos and accelerate a sustainable world, which means designing out waste, designing in innovation, sustainability and ethics. **We make award-winning period pants that have at least 5x less carbon footprint than disposable pads and tampons.**

**DO
PERIODS
HAVE
A CARBON
FOOTPRINT?**



Menstruation is a natural body function but the products we use to manage it do have a carbon footprint and it's bigger than we thought. From manufacture, shipping and recycling, this all contributes to a product's carbon footprint.

A year's worth of disposable **pads and tampons for one person produces 8.9kg of CO2 emissions**, the same as charging a **mobile phone more than 1000 times.**

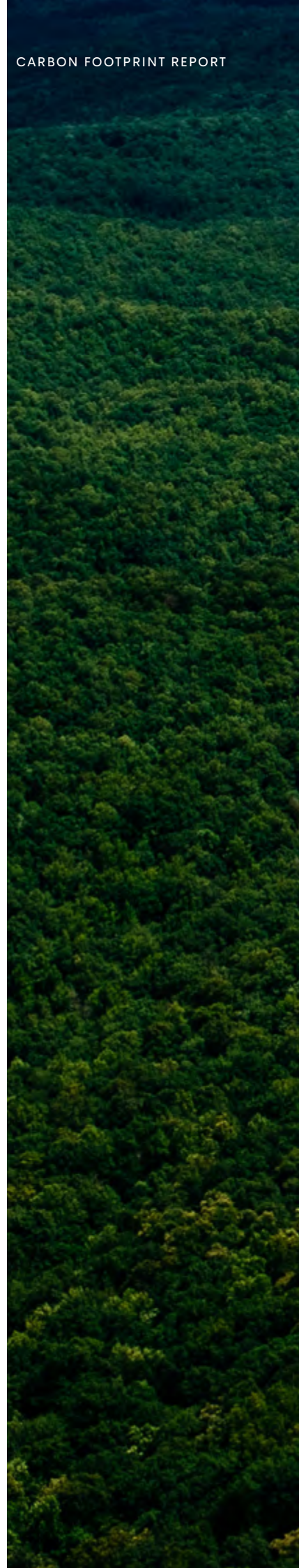
WHAT CAN WE DO TO REDUCE THIS FOOTPRINT?

It's as simple as switching to period pants.

They have 6x smaller carbon footprint compared to pads and 4x less compared to tampons. Every pair of WUKAs replaces **200 disposables** which is great for waste reduction. By using sustainable materials like Tencel™ and Organic Cotton we keep our footprint naturally 5x smaller than disposables and for the rest we offset more than we use and are Carbon Neutral+ rated by Carbon Footprint U.K.

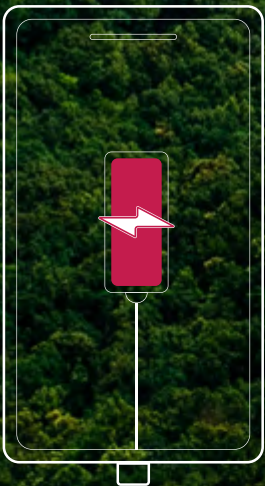


**THIS
IS
HUGE.**



To date, **WUKA** customers have prevented an estimated **3500 tonnes of CO₂**, the same as planting **60000 trees**, which is amazing but we can go much further. If all **15 million women and individuals who menstruate in the UK** switched to WUKA Period Pants, we would save **4.2 million tonnes of carbon dioxide**. This is equivalent to charging a mobile phone more than **982 billion times**. Or more than **2.5 million** return economy class flights from London to New York.

15 MILLION PEOPLE SWITCHING TO WUKA MEANS WE CAN SAVE HIGH LEVELS OF CO₂ EMISSIONS, ENOUGH TO:



**CHARGE
YOUR PHONE
982 BILLION
TIMES**



**FLIGHT
LDN - NYC
2.5 MILLION
TIMES**



**HEAT AND
POWER
MORE THAN
1.2 MILLION
UK HOMES**

This has been calculated using the latest DEFRA 2021 factors. With the heating and powering of UK homes coming from the UK average energy usage (BEIS 2019). The average phone charges are based on fully charging an average of the top two current UK phone sales, Samsung Phone (Galaxy s10+) charges and iPhone (Model 12). BEIS (2019) – '2018 Sub-national Electricity and Gas Consumption'.

**ONE
SIMPLE
SWAP,
A POSITIVE
GLOBAL
IMPACT.**

Sign up your friends to committing to a sustainable period and make a real difference.

More than a third of British women (36%) are unaware of the impact that single-use period products have on the environment*, so sharing this knowledge alone can make a big impact. **42% of women** revealed that simply knowing about the environmental consequences has made them think again about switching from single-use products to reusable options, with **more than half (53%)** wanting to hear more about the damage from single-use products.





**LESS
DAMAGING**

WUKA pants are scientifically proven to be **at least five times less damaging** than disposable alternatives, protecting the environment with each pair.

For the data geeks like us we like to share our workings. You can read our full analysis [here](#) and [here](#).

For more information visit
wuka.co.uk/pages/sustainable-fashion

