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# WHAT'S IN YOUR PERIOD PRODUCT?

An investigation of ingredients  
disclosed on product labels

Published May 2022



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## An investigation of ingredients disclosed on product labels

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For more information about WVE, visit  
[www.womensvoices.org](http://www.womensvoices.org) or call (406) 543-3747

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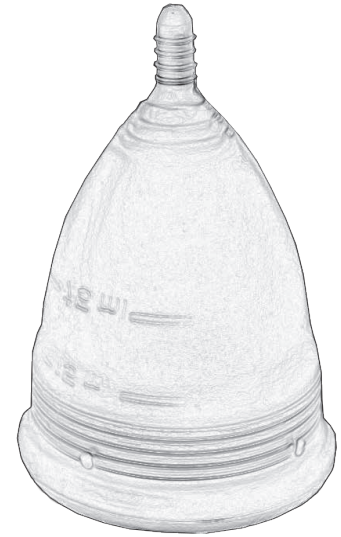
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# INTRODUCTION

Menstrual equity is a broad term used to define the right to menstruate with dignity. It includes having access to menstrual care products when needed at no cost for students, people who are incarcerated, people who are experiencing homelessness, and any others who otherwise could be denied the right to menstruation products because of their life circumstances. The right to menstruate with dignity includes the right to buy menstrual products and not pay a “luxury” tax. It also includes the right to know what ingredients are used in menstrual products and the right to products that do not contain harmful chemicals that may have health impacts. And finally, the movement for menstrual equity is about ending the culture of stigma around periods that has prevented not only decision-makers, but also healthcare providers, educators and individuals from ensuring that menstrual health is a priority.



We are making progress. **Menstrual equity policies and practices are growing in strength.** In the United States, over 140 bills were introduced in 2021 to address the safety, affordability or accessibility of period care products. However, while the introduction of these policies is growing in popularity, many important pieces of legislation have not passed, and barriers to basic, safe menstrual care continue to impact millions of people.

In 2019, New York became the first state in the United States to require manufacturers of menstrual products to disclose all intentionally added ingredients. The bill, A.164-A was introduced by Assembly Member Linda B. Rosenthal (D-Manhattan), and S.2387-B, introduced by Senator Roxanne J. Persaud (D-District 19) was supported by numerous health and justice organizations including Women’s Voices for the Earth (WVE), Clean & Healthy New York, WE ACT for Environmental Justice, and Sierra Club (Atlantic Chapter). Now in effect, this law has set a new precedent for right-to-know legislation and transparency policies for menstrual products. We now have more information than ever before on what ingredients are used to make tampons, menstrual pads, menstrual cups, period underwear and period discs. People who menstruate can use these products for hours at a time, for weeks at a time, and for decades. These products come into contact with one of the most absorbent parts of the body, and **the lack of ingredient transparency has created barriers for researchers and public health advocates** to better understand how these products may be impacting menstruators’ health, including reproductive health.

For over a decade Women’s Voices for the Earth has been working to advocate for ingredient safety and the disclosure of ingredients in period care products. Ingredient transparency is not only necessary so people can make informed decisions about their health and about the products they use — it is also essential in successfully shifting corporations to remove harmful chemicals and actively seek safer ingredients, and ultimately manufacture safer products.

**All people, no matter their zip code, deserve to know what ingredients are in the products they use, and that their products are safe.** While these disclosure requirements currently only apply to products sold in New York, we are already starting to see its influence on transparency practices moving beyond the state’s borders. We encourage advocates, organizations, researchers, elected officials and businesses to use this information to drive universal and comprehensive disclosure, ensure safer period products, and help prioritize menstrual health.

# EXECUTIVE SUMMARY

Period products are used on and in highly sensitive and absorptive parts of our bodies, which makes it important to understand the potential chemical exposures associated with their use. **Until recently, information about ingredients, components or additives used in period products was largely unavailable from manufacturers.** Chemical testing in the last ten years raised concerns as toxic volatile organic compounds, phthalates, and other chemicals of concern have been identified in these products. But, efforts to better understand these chemical exposures from specific period products (or to identify safer alternatives) were hampered by the general lack of ingredient information from manufacturers. Over the last few years, however, there have been significant advances in ingredient transparency in the period product industry. As a result of market campaigns and clearly expressed user demand, manufacturers gradually began voluntarily providing more information about what these products were made of. Then, in 2019 the New York State legislature passed the first law in the country requiring disclosure of all intentionally added ingredients in period products on the label – a law which went into effect in October 2021. This law specifically includes disclosure of ingredients in any products used to collect or absorb menstrual discharge including (but not limited to) tampons, pads, menstrual underwear, menstrual cups, and discs. From November 2021 – February 2022, Women’s Voices for the Earth (WVE) conducted a field study examining ingredient disclosures on period product labels both in New York and across the United States. **This report examines the findings of that field study.**

## Main Findings:

- 1.** Ingredient information is now standard on period product packages – this is a significant change in 2021 compared to just a year prior. More information is available on chemical exposures from period products in the U.S. than ever before.
- 2.** Numerous additives to period products are now being disclosed for the first time, indicating that chemical exposure from period products is much more complicated than previously assumed.
- 3.** There are ingredients newly disclosed in period products – which are of concern to users – including chemicals which can cause skin irritation, cause allergic reactions, which may contain toxic contaminants that can cause cancer, and which release microplastic particles into the environment.
- 4.** Compliance with the NY law is not perfect. A few products evaluated in this field study were found not to disclose ingredients at all. More frequently, compliance with the labeling law was incomplete, with only vague descriptions of ingredients disclosed. We found that actual chemical names of ingredients were commonly omitted, with descriptions of ingredient functions such as “fragrance”, “adhesive”, “surfactant” or “ink” disclosed instead. The intentionally added ingredients which provide for these functions must be disclosed in compliance with the NY law.
- 5.** All manufacturers have room to improve to provide useful ingredient information to their customers. The ideal period product ingredient disclosure should include the chemical name and function of the ingredient, and the component of the product where the ingredient can be found.
- 6.** The NY law is having a national impact. We commonly found products in other states with ingredient disclosures on the package similar or identical to what is required in New York, affording period product users across the country the right to know what is in their products.



## Conclusion:

The NY law requiring ingredient disclosure for period products is providing new and important ingredient information about chemical exposures from the use of these products for the first time. This new information opens the door to better understanding the health and environmental impacts of these products, and to improving them over time. But compliance with the law thus far is not perfect. Many manufacturers still must work to be in compliance with the law, which means providing consumers with complete information on ingredients used in their products. With better ingredient information, users of these products will be better able to choose the products that work best for their bodies, while avoiding exposures that may cause health impacts or environmental impacts of concern. Manufacturers will be better able to respond to the needs of their customers, and to innovate safer and healthier products. And scientists will be better able to conduct the long overdue research to examine the long term health and environmental impacts of these products.

## METHODOLOGY

Between November 2021 and February 2022, we conducted a field study asking volunteers to take photographs of menstrual products in stores. In addition, some of WVE's volunteers and residents of New York State also purchased products from online retailers. Multiple photos of each product were taken identifying the product brand and style, the individual batch number, and any ingredient information on the label. Volunteers submitted the photos with documentation of the store where the photos were taken. Twenty-five volunteers from seven different states (NY, NJ, CA, MT, WY, SC, and PA) submitted photos of over 140 period products for the study.

# WHAT DOES INGREDIENT DISCLOSURE CURRENTLY LOOK LIKE?

Our field study revealed that most companies are disclosing ingredients in a list following the word “Ingredients” – similar to what one might find on a personal care product or food. We observed real progress in improving the right to know about chemical exposures from period products as a result of the NY law.

Below is one example of how a product’s packaging has changed. The package on the left was photographed in November 2021 in a store outside of NY (in a state with no requirements for ingredient disclosure). A photo of the same product taken in a NY store (on the right) shows the updated packaging now including ingredient information.

Older package - no ingredients



Newer package – with ingredients



Despite this progress, there are real differences in how different brands are specifying their ingredients.



# Concerns with Ingredient Disclosure

## Differences & Inconsistencies Between Brands and Product-Types

### Vague ingredients:

On this package, some ingredients are listed vaguely as “adhesive”, “white pigment”, “surfactant” and “ink”. These are descriptions of the functions of these ingredients but do not allow for identification or understanding of the actual chemical exposure. Manufacturers should list specific chemical ingredients that are responsible for these functions - such as “styrene block copolymer” rather than “adhesive”, or “Pigment Red 52:1” instead of “ink”. Listing ingredients by vague descriptors does not allow users to avoid specific allergens or other chemicals of concern to them. Users have the right to know the chemical exposures they will experience from the use of these products in order to make informed choices.



Example of vague ingredients

### Glossary

Clarification of a few common terms used in this report:

**Period product:** A period product is any product used for the purpose of collecting or absorbing menstrual discharge. For this report, we specifically looked at tampons, menstrual pads, period underwear, menstrual cups and menstrual discs.

**Ingredient or Additive:** By “ingredient” and “additive” we mean the chemical name of any intentionally added substance in a menstrual product. For example, a tampon may include ingredients such as “cotton” or “polyethylene” which also may incorporate additives like “glycerin” or “polysorbate 20”. Period underwear may be made of “cotton” and “spandex” and may include a waterproofing additive like “polyurethane”.

**Component:** Menstrual products may have several parts or “components”. A menstrual pad for example may have a “topsheet”, an “absorbent core”, and a “backsheet” which are each components which make up the product. A component can often contain more than one ingredient.

**Function:** The term “function” refers to the term which describes the purpose of a particular ingredient or component. For example, “adhesive” describes the purpose of a coating on the back of a menstrual pad which allows it to adhere to underwear. “Ink” indicates a colorant used in a product. Both ingredients and components may have associated functions.



## More Specific Ingredients (but not adhesive):

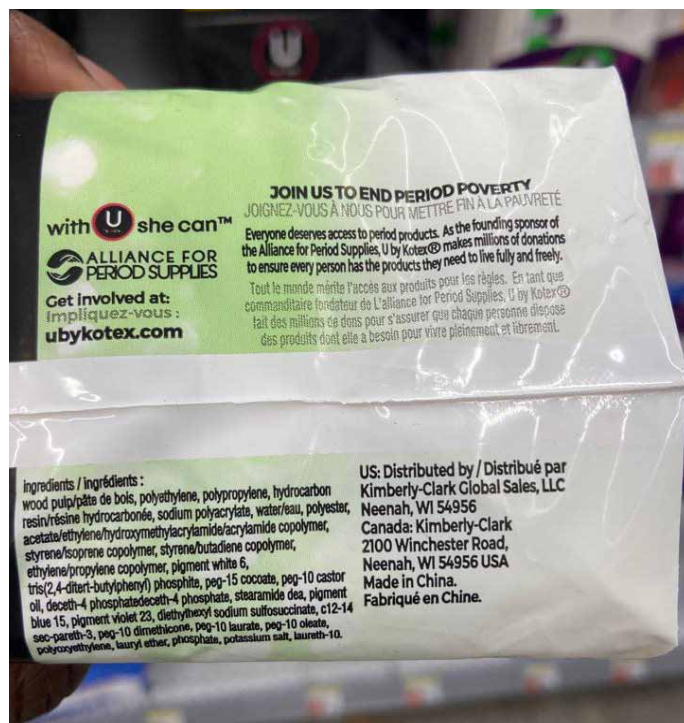
This package lists much more specific ingredients than the previous example. It lists "titanium dioxide" rather than "white pigment", and "Pigment Red 57:1" and "Pigment Blue 15" instead of "ink". This product, however, does still simply list "Hot Melt Adhesive" rather than more specific chemicals which compose that adhesive.



Example of no adhesive chemicals disclosed

## More Specific Ingredients including adhesive chemicals:

We found that some companies did disclose specific adhesive chemicals. On this product, specific chemical names are given for all ingredients including "hydrocarbon resin", "styrene/isoprene copolymer" and "styrene/butadiene copolymer" which are all ingredients in the adhesive.



Example of adhesive chemicals disclosed

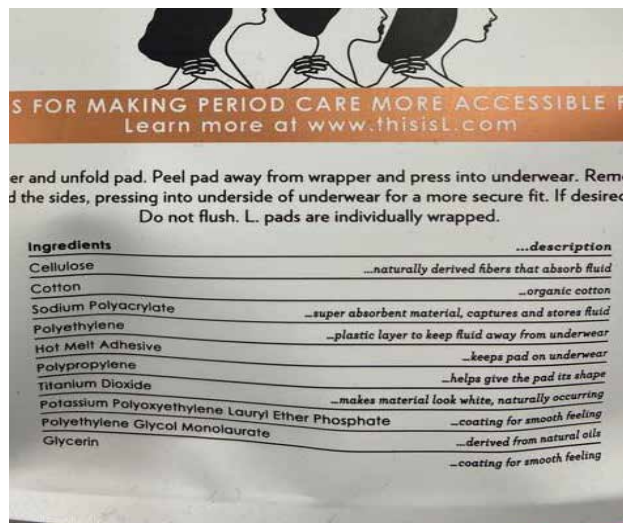
## Ingredients listed indicating components:

This package lists ingredients by component of the product. It indicates that the applicator is made of polyethylene, that the parts of the tampon including the absorbent material, cover, withdrawal string and sewing thread are made of organic cotton, and the wrapper is made of paper. Listing the ingredients in this way also provides useful information for the user to better understand what the product is made of, and what exposures it may entail. Ingredients listed for this product are mostly specific chemical names with the exception of "paraffin emulsion" which is not specific enough to identify the chemicals it includes.



## Ingredients listed with functions:

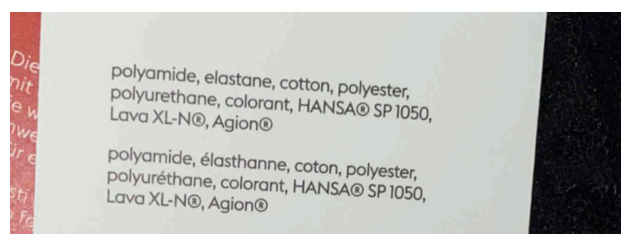
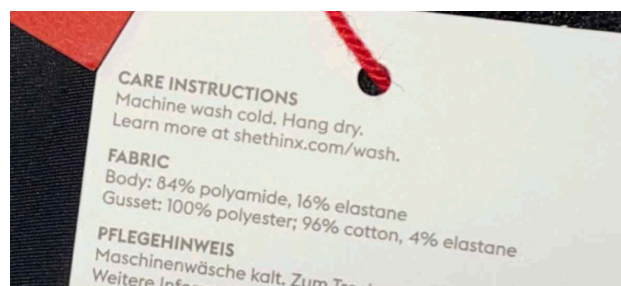
On this product, the manufacturer listed ingredients in a chart format, indicating the name of the ingredient as well as a description of what the ingredient does in the product. This additional information is very useful for aiding the user to understand the ingredients in their products. (Again, however, this manufacturer did not disclose specific adhesive ingredients – but instead used the vague term “hot melt adhesive”).




Example of ingredients listed with functions

## Period underwear ingredient disclosure missing from outer package, and missing ingredients on inner label:

This package of period underwear (purchased in NY) does not disclose any specific ingredients on the outer package as required. But the packaging does indicate the product has three layers – including one that “wicks moisture with odor protection”. The underwear itself discloses two ingredients (polyester and spandex) on the inner label (in compliance with clothing labeling laws), but this disclosure does not include any listing of additives to the fabric which would provide the moisture wicking or odor protection features mentioned on the outer package.







## **A patchwork and inconsistency of ingredient disclosure breeds mistrust and confusion between users and brands**

Our field study identified many kinds of ingredient disclosure for period products, differing in both the specificity of the information made available, as well as the visual layout of the information. Perhaps this is not surprising as this was the first time for some manufacturers to disclose this information. In addition, the New York law allowed flexibility in how the information was presented on packages. We have learned that this inconsistency between brands is problematic – both for users and well as for manufacturers. Some brands provided very little specific information on the ingredients in their products disclosing only vague descriptors of ingredient functions such as “fragrance”, “ink”, “surfactant” and “adhesive”. This gives the impression that the specific ingredient information is either held confidential or otherwise impossible to disclose. Other brands, however, disclosed specific chemical names for the ingredients responsible for these functions, showing clearly that disclosing specific ingredient information for all functions is entirely feasible. The brands with the vague descriptors are made to look like they are hiding something from their customers – breeding mistrust – especially with users looking for information on their exposures. Secondly, the different ways the ingredient disclosures were formatted is also confusing for consumers who are comparing brands.

The brands with the clearer layouts, providing more information on their ingredients are ahead of the game in making the ingredients understandable to their customers. The others look like they are intentionally making it harder for users to make informed choices.



# WHAT SHOULD AN INGREDIENTS LABEL LOOK LIKE FOR PERIOD PRODUCTS?

Ideally, the period product label should include as much helpful information about ingredients as space allows. Every ingredient intentionally added to the product should be listed on the outer package, so that the user knows what ingredient exposures are associated with use of the product. Additional information about the ingredients will also help users better understand how products and brands differ from one another. Additionally, ingredient labels should be displayed clearly and conspicuously. Consumers should not have to hunt for ingredient disclosure. It should be made prominent, in readable font on the packaging, and the information should be understandable. This information will help product users make informed choices about the products best for them.

*Note: The following recommendations go above and beyond the current requirements of New York law.*

**There are three key pieces of information that should be provided for each ingredient:**

## **1. The chemical name of the ingredient:**

This should be specific enough to uniquely identify the ingredient being used – and should not simply describe what kind of ingredient it is. Ideally, over time manufacturers should harmonize their nomenclature, so that all brands use the same name for the same chemical. As a start, INCI (International Nomenclature Cosmetic Ingredient) names should be useful for the many ingredients where it is applicable, and is familiar to users who see this nomenclature on their personal care product labels.

## **2. The component of the period product where this ingredient is used:**

This helps the user understand where this ingredient would be found in the product. It helps the user understand if an ingredient would have direct skin exposure, or if it is part of the absorbent core etc.

## **3. The function of the ingredient:**

The function description should provide a simple explanation of what this ingredient does in the product. This helps the user understand why this ingredient has been included in the product. Knowing the function of ingredients can also help a user distinguish differences between similar products.

## Mockup of sample tampon label:

### Ingredient:

### Function:

#### Absorbent Core

Rayon . . . . . Absorbs menstrual fluid

Cotton . . . . . Absorbs menstrual fluid

#### Outer layer/cover

Polyethylene . . . . . Cover for absorbent core to aid removal

Glycerin . . . . . Coating on outer layer to wick fluid

Oleyl alcohol . . . . . Coating on outer layer for smooth removal

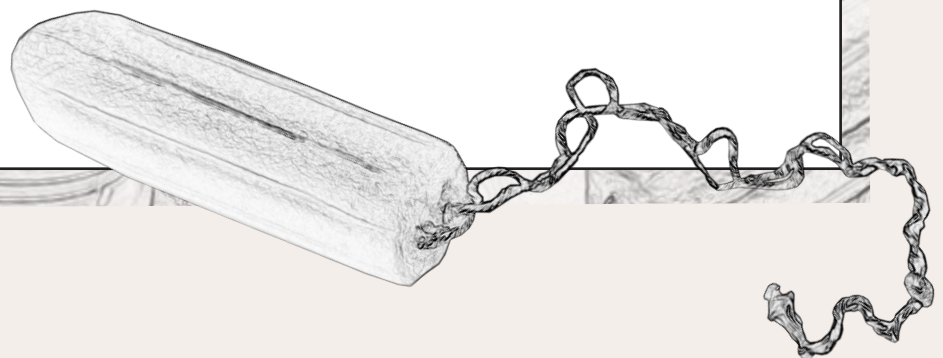
Titanium Dioxide . . . . . Colorant to make tampon whiter

#### Removal string

Polyester . . . . . Removal string

Paraffin . . . . . Coating to waterproof string

Titanium Dioxide . . . . . Colorant to make string whiter



# NEW INFORMATION ABOUT PERIOD PRODUCTS INGREDIENT SAFETY

The NY law requiring ingredient disclosure for period products made new information about these products available for the first time in 2021. Information on additives, colorants, fragrances, adhesive components were rarely disclosed by manufacturers previously. This new information provides a new understanding on the types of chemical exposures users of these products may experience.

## What we found

### Menstrual Pads

Voluntary disclosure of ingredients used in menstrual pads (prior to the NY law) generally included only the following nine ingredients:

**Cotton, rayon, wood cellulose (or fluff pulp), absorbent foam, super absorbent polymers, polyester, adhesive, colorants, fragrance.**

Our review of more recent ingredient disclosure identified the above listed ingredients as well as the following list in menstrual pads as well as:

Polyacrylate Foam	Peg-10 castor oil	Black 2
Polypropylene	Deceth-4 phosphate	Pigment red 57:2
Polyethylene	Stearamide DEA	Pigment White 6
Calcium Chloride	Diethylhexyl sodium sulfosuccinate	Pigment Violet 23
Ethylene/propylene copolymer	c12-14 sec-pareth-3	Pigment white 21
Hot Melt Adhesive	Peg-10 dimethicone	Solvent blue 104
Styrene Block Copolymer (Styrene Isoprene Co-Polymer)	Peg-10 laurate	Polyoxyalkylene substituted chromophore (blue)
Vinyl acetate	Peg-10 oleate	Pigment red 52:1
Ethylene Hydrocarbon Resin	Polyoxyethylene lauryl ether phosphate potassium salt	Lavandula Angustifolia Flower Oil
Napthenic oil	Laureth-10	Aloe barbadensis Leaf Juice
Thermoplastic adhesives	Potassium octadecyl phosphate	Rosa Damascena Flower Water
Acetate/ethylene/hydroxymethylacrylamide/ acrylamide copolymer	Ceteareth-10	Houttuynia Cordata oil
Styrene/butadiene copolymer	Ethylene vinyl acetate copolymer	Borneol
Tris (2,4-ditert-butylphenyl) phosphite	Polyoxyethylene monoallyl ether	Menthol
Methyl lactate	Polyethylene glycol monolaurate	Cornmint oil
Synthetic beeswax	Ditallowethyl hydroxyethylmonium methosulfate	Ethylene Brassylate
Potassium Polyoxyethylene Lauryl Ether Phosphate	PEG- 11 Castor oil	Triethyl Citrate
Polyethylene Glycol Monolaurate	Calcium Salts of Fatty Acids	Extract of Chamomile
Glycerin	Titanium Dioxide	Petrolatum
Dioctyl sodium sulfosuccinate	Pigment Blue 15	Behenyl Alcohol
Peg-15 cocoate	Pigment Yellow 83	Aloe vera
	Pigment Red 48:2	Vitamin E



# Tampons

Similarly, tampon ingredient disclosure before the NY law generally included only the following eight common ingredients:

**Rayon, cotton, polyethylene, polypropylene, polyester, wax, fragrance, fiber finishes**

Our review of more recent ingredient disclosure included the above listed ingredients in tampons as well as:

PEG Castor Oil  
PEG Cocoate  
Dialkyl sulfosuccinate  
Glycerin  
Ethoxylated Fatty Acid Esters  
PEG-100 Stearate  
Fatty Acid Polyglycol Ester  
Plant Derived Oil  
Cetearyl Alcohol  
Oleyl Alcohol  
Ceteareth-20  
Ether & Ester based oil  
Titanium Dioxide  
Pigment White 6  
C.I. Disperse Blue 60 (string)  
Disperse Yellow 235 (string)  
Dihexyl fumarate  
Ethyl Undecylenate  
Isobornyl Cyclohexanol

Phenoxy Ethyl Alcohol  
Polysorbate 20  
4-tert-butylcyclohexyl acetate  
alpha-isomethyl ionone  
dipropylene glycol  
ethylene brassylate  
geraniol  
hexyl cinnamal  
isobutyl methyl tetrahydropyranol  
limonene  
linalool  
methyl hydrogenated rosinat  
methyldihydrojasmonate  
pentadecalactone  
tetramethyl acetyloctahydronaphthalenes (OTNE)  
Paraffin  
Butyl Stearate  
Carnauba Wax  
Polymer Wax Dispersion

## Menstrual Cups

Almost all the menstrual cups we looked at disclosed just one single ingredient:

**Medical grade silicone**

Other ingredients rarely disclosed included:

**Organopolysiloxane mixture**

**Silicon Dioxide**

**Silicon Oil, Hydroxyl-terminated**

Although several of the cups we looked at were **clearly colored**, no dyes or colorants were ever disclosed for these products.

## Period Underwear

Most period underwear products only disclosed ingredients on the product itself (in accordance with clothing labeling regulations), and not on the outer packaging as required by the NY law. Ingredients commonly disclosed in period underwear included: **Polyester, spandex, cotton, nylon**

Other ingredients more rarely disclosed in period underwear included:

Polyamide  
Elastane  
**Lyocell**  
**Truetex**

**Lycra Xtra Life**  
**Fresh Fix Technology**  
Agion  
**HANSA SP 1050**

**Lava-XL-N**  
Colorant  
Carbon  
Polyurethane

However, many of these are trademarked terms (highlighted in red) that are made up of unknown ingredients. The intentionally added ingredients used to make these trademarked technologies must be disclosed.

## Menstrual Discs

Menstrual discs also largely disclosed a single ingredient:

**Medical grade polymers**

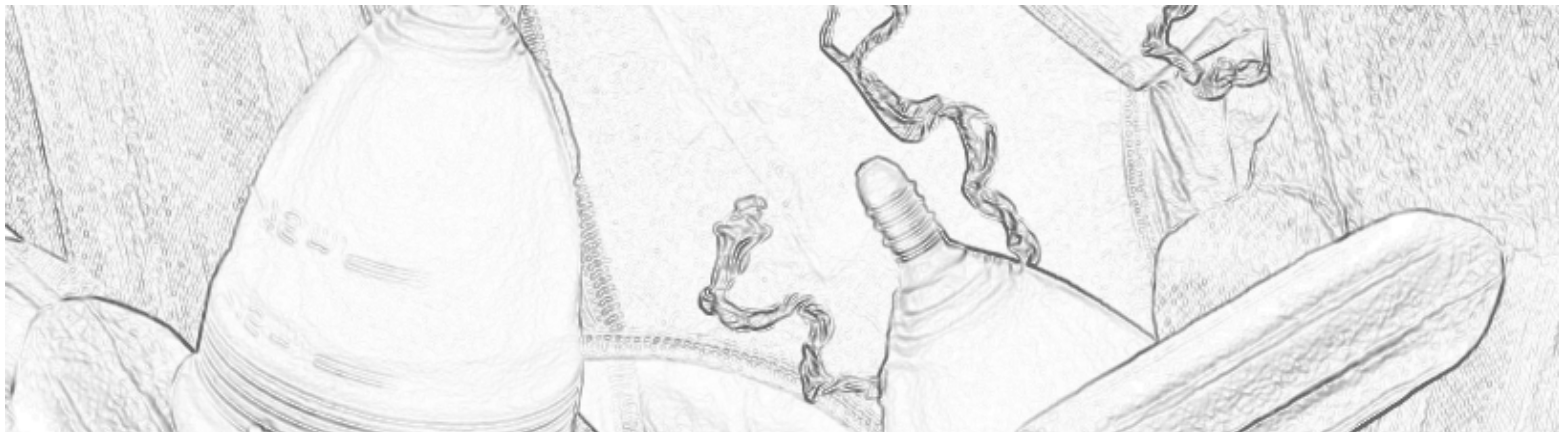
Other ingredients rarely disclosed included:

**Mineral oil**

**Antioxidants**

**Natural carbon black**





## Safety of period product ingredients:

Clearly, the potential chemical exposures from period product use are a lot more complicated than has previously been acknowledged by manufacturers. Knowing the details of ingredients used in period products is important – especially to those users who may have experienced adverse reactions to certain brands. Better understanding the specific exposures allows product users and their health care professionals to better diagnose problems and choose alternate products that work better for their health. More research is needed to better understand how these chemical exposures may affect our health, and the health of the environment. Understanding which chemical exposures are having an impact can lead to innovation for safer and healthier products that customers want.

## Concerns with the newly disclosed chemicals in period products:

- Some of the newly disclosed ingredients in these products (like fragrances, colorants and waxes) are potential allergens or irritants that could lead to skin rashes or allergic reactions in some users. Both fragrances and colorants are merely aesthetic features that are unnecessary to the efficacy of period products. These features should simply be eliminated to avoid posing irritation or allergy hazards.
- Some of the newly disclosed ingredients (such as PEGs and other ethoxylated compounds) may be contaminated with ethylene oxide and/or 1,4 dioxane, which are both linked to cancer.
- Some of the ingredients (such as polyethylene, polypropylene and polyester) are plastics – which may lead to release of microplastics to the body as well as to the environment after use and disposal. A recent study found that a single tampon has the potential to release billions of nanoplastics during use.<sup>1</sup>

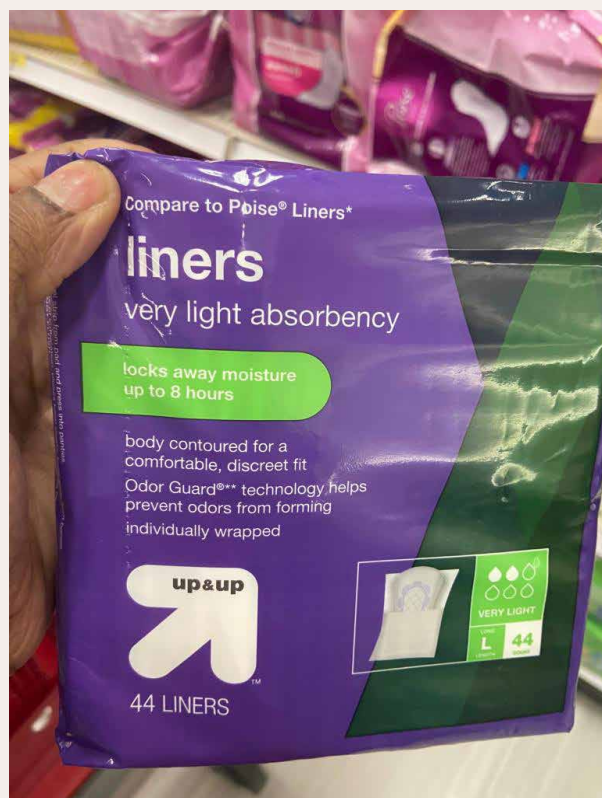
Users of period products may want to avoid these chemicals of concern, by looking for products which have fewer, simpler ingredients. Manufacturers should better evaluate their use of chemicals of concern in their products.

1. Leonardo Pantoja Munoz, Alejandra Gonzalez Baez, Diane Purchase, Huw Jones, Hemda Garelick. (2022) Release of microplastic fibres and fragmentation to billions of nanoplastics from period products: preliminary assessment of potential health implications. Environmental Science: Nano Vol. 9, No. 2. 2022. 10.1039/d1en00755f

# What about incontinence/ bladder leak products?

## Why are their ingredients still secret?

Our field study volunteers routinely sent in photos of incontinence and bladder leak products, as they were commonly on store shelves adjacent to period products and were difficult to distinguish as a separate category of product. Incontinence products largely include absorptive pads and disposable absorptive underwear, and are sometimes made by the very same manufacturers as period products. The NY law, however, did not include these products in its scope. As a result, **we did not find ingredient information on the labels of incontinence products, despite the fact that they serve a similar function with similar exposures to users.** This poses a significant disadvantage to users of these products. Manufacturers clearly understand that their customers (of period products and incontinence products alike) want ingredient information. In the short term, manufacturers should voluntarily rectify this situation and provide ingredient information for these products as well. Laws and regulations should be amended to include this category of product for required ingredient disclosure.



Example of incontinence products that do not disclose ingredients



# RECOMMENDATIONS

Based on our review of labels of over 140 period products, we found that there is significant room for improvement to provide ingredient information to users that will be useful in better understanding their exposures. We make the following recommendations:

## Recommendations for Companies:

- 1.** Non-compliant companies must come into compliance in NY as soon as possible and disclose all intentionally added ingredients on their product labels. (The law allows civil penalties to be assessed for noncompliance.)
- 2.** Companies must disclose chemical names for every ingredient rather than vague descriptors like “fragrance”, “surfactant” or “ink”.
- 3.** Companies should include information about the component of the product the ingredient is found in, as well as the function of the ingredient in the product on the label.
- 4.** Companies should make ingredient disclosures clear and conspicuous. Disclosures should be easy to read, find, and understand.
- 5.** Companies making incontinence products should also disclose ingredients for these products on the label including chemical name, component information and function.
- 6.** Companies should cease production of period and incontinence products containing fragrance and/or colorants. If companies choose to continue to make fragranced and colored products, they must disclose all fragrance and colorant ingredients (by chemical name) on the label.
- 7.** Companies should provide customers with detailed information on how they assure the safety of their products, including information on the safety of their ingredients specifically for vaginal and vulvar exposure.

## Policy Recommendations:

- 1.** Legislation should be amended (or new legislation introduced) to require manufacturers of incontinence products and diapers to disclose ingredients.
- 2.** Any ingredient disclosure legislation should require disclosure of all intentionally added ingredients, without thresholds and with no special exemptions for fragrance ingredients.

## Recommendations for the New York State Attorney General’s office:

- 1.** Issue warning letters to companies that are not currently disclosing any ingredients on the label of menstrual products sold in New York.
- 2.** Issue warning letters to companies that are using vague descriptors like “fragrance,” “surfactant” and “ink” on their packaging rather than including a “plain and conspicuous printed list of all ingredients... in order of predominance,” as the menstrual product disclosure law requires.
- 3.** Issue an Attorney General’s Opinion or guidance to clarify that the requirement in the menstrual product disclosure law to that menstrual products sold in New York “contain a plain and conspicuous printed list of all ingredients... in order of predominance,” requires companies to disclose chemical names of ingredients, and that trade names like “TrueTex” and “Fresh Fix Technology,” do not satisfy the requirement to list “all ingredients.”
- 4.** Issue an Attorney General’s Opinion or guidance to clarify that ingredients must be listed on the outer package so that the information is available to consumers before purchase.

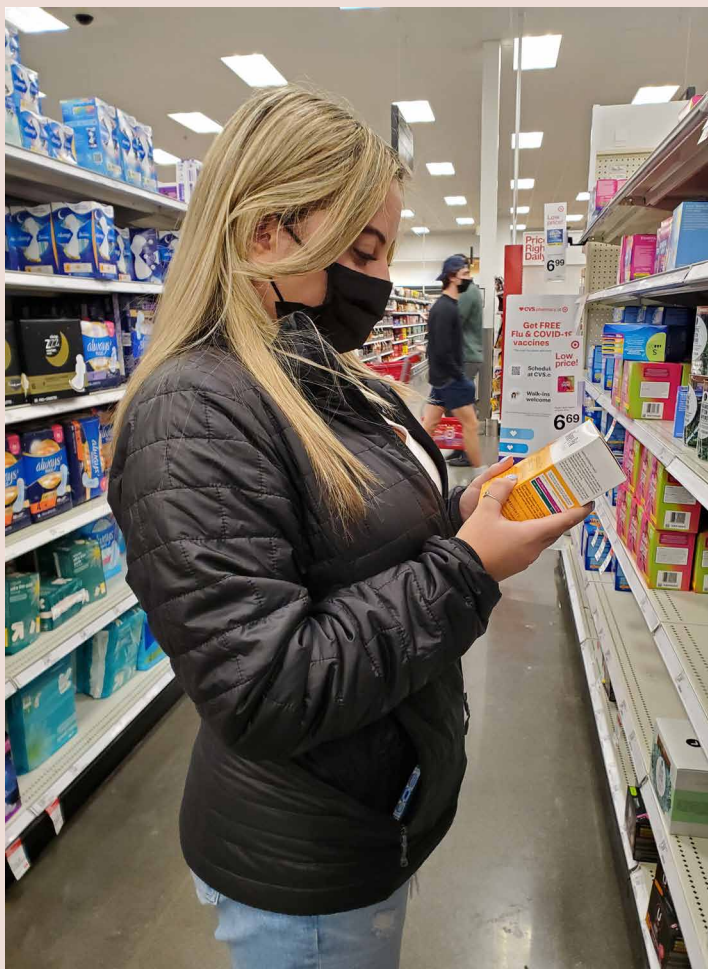
## Recommendations for Users of Period Products:

**To find safer products for your health and the environment:**

- 1.** Read ingredient listings on the product package and/or website.
- 2.** Look for products that do not contain plastics (ingredients like polyester, polypropylene, or polyethylene).
- 3.** If possible, select products that contain 100% cotton, without additional plastic layers.
- 4.** Look for products made with simpler and fewer ingredients
  - a.** Avoid fragranced products
  - b.** Avoid products with colorants
  - c.** Avoid products with additives like PEGs, which may be contaminated with ethylene oxide or 1,4 dioxane.
- 5.** Pay attention to any symptoms that occur during the use of a product – and try another brand for a month to see if it makes a difference.

**Use your voice to demand safer and healthier products:**

- 1.** Call the 1-800 number or send an email to your products' manufacturer asking about their ingredients.
- 2.** If there are ingredients you are unfamiliar with, ask the manufacturer questions about what these ingredients are, and how they might affect your health.
- 3.** If you switch brands, call the company to tell them why you no longer use their product.
- 4.** Talk to friends and family about your concerns with chemicals in period products – and encourage them to read labels and ask questions too.



# APPENDIX: COMPLIANCE ANALYSIS BY BRAND

We found that all period product brands can still improve their ingredient disclosure to provide useful ingredient information on their period products. Here are some of the features we identified by brand.

*(These are only brands our volunteers took pictures of and are not inclusive of all brands of period products.)*

## Ingredient Disclosure Concerns: *(Note that brands may be listed in more than one category.)*

### Companies not yet disclosing ingredients on the product label/outer package

Aisle\*      Knix      THINX      Saba      Veeda      Hanes      Softdisc

### Companies not disclosing certain ingredients – such as additives (like odor-counteractant) that are referred to on the packaging, or ingredients known to be in the product (like adhesives, or colorants).

Hanes      Honey Pot      Organyc      SHERO      Sure & Free      Up & Up

### Companies not disclosing all ingredients by chemical name (i.e. using more vague functional descriptions instead of chemical names)

Tampax      Always      Cora      CVSHealth      Equate      Feelings  
Flex      Just a Period      L. Brand      Lola  
Rite Aid      Seventh Generation      Sure & Free      U by Kotex      Walgreens

\*At the time this report was published, Aisle has committed to start placing stickers on outer packing with ingredient information for products mailed to NY.

## Helpful Ingredient Disclosure Features:

### Companies disclosing ingredients with information on ingredient functions

Carefree      L. Brand      Playtex      Stayfree

### Companies disclosing ingredient information by component

Cora      Rite Aid      Seventh Generation      Up & Up