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## **WOMEN ARE “WASTING AWAY”**

*Survey Shows How Personal Hygiene Regimens Impact the Environment*

**NEW YORK, NY** – March 27, 2008 – According to a recent survey commissioned by o.b.® tampons<sup>1</sup>, women are generating about twice as much waste as men due to the fact that they have double the number of personal products in their medicine cabinet or vanity. However, while women and men are equally likely to consider themselves environmentally conscious, women are more likely than men to say they are willing to make small changes to their daily lifestyle if they knew it would positively impact the environment.

o.b.® tampons are one way women can make a small, but mighty change in their daily habits to help reduce waste and save space in their medicine cabinet or vanity without giving up comfort and protection. Because o.b.® tampons do not have an applicator, they generate 58 percent less waste than any applicator tampon.<sup>2</sup> This means that using o.b. tampons saves one pound of waste per year per user – totaling 37 pounds over a woman’s menstrual lifetime.<sup>3</sup> In addition, a box of o.b.® tampons occupies roughly one-third the space of a leading applicator tampon box, leaving more room in the vanity.

Here are some other key findings from this survey:

- *Taking Up Space.* Women confess to having about 12 products, on average, in their vanity or medicine cabinet. However, they only use about six products on a daily basis and admit that they have about five containers of beauty or personal hygiene products that they never use. Men, on average, have about seven products in their vanity or medicine cabinet and use only three on a daily basis.
- *Less Space = More Waste.* Forty-two percent of women say their vanity or medicine cabinet is overcrowded with beauty or personal hygiene products. More than one in five

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<sup>1</sup> The Product Waste survey was conducted online within the United States by Harris Interactive on behalf of McNeil-PPC, Inc. between January 25 and January 29, 2008 among 2,621 U.S. adults ages 18+, of whom, 1,472 are men and 1,149 are women. This online survey is not based on a probability sample and therefore no estimates of theoretical sampling error can be calculated. For complete methodology, including weighting variables, please contact Melissa Todisco.

<sup>2</sup> Applicable only for super and regular absorbency tampons.

<sup>3</sup> Comparison assumes women use an average of 15 super absorbency tampons per month over the course of 12 months in a year. A woman’s menstrual lifetime is estimated to be about 37 years. For more information contact Melissa Todisco.

women (22%) ranked tampons among the top five beauty or personal hygiene products that occupy the most space in their vanity or medicine cabinet.<sup>4</sup>

- *It All Adds Up.* Women ranked toilet paper or tissues (71%), shampoo and/or conditioner containers (57%) and cotton balls or swabs (48%) among the top five beauty or personal hygiene products that create the most waste. Twenty-nine percent (29%) of women also ranked tampons among the top five beauty or personal hygiene products that generate the most waste.
- *Reduce, Reuse and Recycle.* Seventy-seven percent of women say they recycle to reduce waste, but less than fifty percent of women are doing other simple things to reduce waste, such as buying products with less packaging (49%), buying in bulk (49%) or purchasing products with environmentally-friendly packaging (45%).
- *Go the Extra Mile.* Eighty-one percent of women say they would be willing to make compromises to be more environmentally-conscious, by either buying a product that is less visually appealing (63%) traveling further to purchase environmentally responsible items (27%) or paying more for a product or service (27%).

Using o.b. tampons is one way women can reduce waste and start making a small change that will have a mighty impact on the environment. For more information, go to [www.mightysmall.com](http://www.mightysmall.com).

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#### **About o.b.®**

o.b.® tampons are non-applicator tampons that offer women ultimate protection and comfort. Designed small to protect big, o.b.® tampons were created by a female gynecologist to expand all around to custom-fit a woman's body perfectly and have curved grooves for locked-in protection. Thanks to their mighty small size, o.b.® tampons are more discreet and easier to carry and store than other tampons, but offer all the protection of an applicator brand.

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<sup>4</sup> Percentage cited refers to a net of respondents who ranked these products among the top five types of beauty or personal hygiene products to occupy the most space in their vanity or medicine cabinet.