

Purocel EcoDry top-sheet successfully commercialized in GoNatura sanitary pads

The market for feminine sanitary napkins, is projected to grow significantly from 600Mn USD to 1.1Billion in the next 5 years. Improved distribution, greater awareness on menstrual hygiene and wider choice of products are playing a key role in driving this growth. However, the growth is also accompanied by environmental costs in form of thousands of tons of plastic waste.

While FMCG majors are working towards reducing the plastic consumption by using more nature-friendly raw materials, there are many niche companies that are pushing the envelope on innovation. A major chunk of the challenge to find an alternative to plastic based fibres that form the bulk of the ingredients.

[GoNatura](#), a Bengaluru based sanitary pad brand is on a mission to bring positive change in women's health and hygiene through plastic-free natural sanitary pads at affordable cost. They have partnered with Purocel Ecodry, a highly sustainable & environmental friendly fibre from Birla Cellulose, an Aditya Birla Group Company.

Purocel is a viscose fibre, made from wood pulp and perfectly suited for super soft nonwovens applications like sanitary pads or diapers. They keep the user skin dry at the same time allowing fluids to get transferred to the core. The material stands out for its hydrophobicity or ability to repel moisture and keep surfaces dry.

In addition, the fibre is fully biodegradable making it possible to have eco-friendly hygiene products without compromising on required performance.

Viscose Staple Fibre by nature is a hydrophilic fibre. Our innovation Purocel EcoDry is a specialty Viscose staple fibre which has been carefully designed with just optimum hydrophobicity to get the desired properties in the top sheet application of AHPs like sanitary pads.

With concerns about climate change intensifying globally, now is the time to emphasize on the importance of products that are environment friendly. This innovation from GoNatura is a step in the right direction for raising awareness and adoption of 'green' products to usher a sustainable growth for the menstrual health category in India.

