



#BleedGood

ENVIRONMENTAL IMPACT REPORT

2023

MESSAGE FROM SELYN FOUNDATION

**"Our fabrics
may be woven
with thread, but
#BleedGood is
woven with
purpose - to
empower
women and
protect our
planet."**

The #BleedGood project promotes eco-friendly menstrual products by encouraging the use of reusable sanitary napkins. This initiative reduces waste generation, carbon emissions, and conserves resources. Additionally, it educates women about environmental benefits, fostering a culture of sustainability.

**Ultimately, #BleedGood
not only improves
menstrual health and
hygiene but also
contributes to the broader
goal of protecting our
planet for future
generations.**





DISPOSABLE SANITRAY NAPKIN

180

Single-use pads per year
per woman.

SELYN'S REUSABLE SANITARY NAPKIN

36

Washes per Selyn
reusable sanitary
napkin

2

Usable lifetime per
Selyn reusable
sanitary napkin

5,355,092

Menstruating women in
Sri Lanka

963,916,560

Approximately single-use
pads used per year



POWERFUL IMPACT

10

8

6

4

2

0

Re usable
sanitary
napkin

Disposable
sanitary
napkin
products

CO₂ (kg) emission by one person per year



8.9 KG

Annual carbon footprint generated from using disposable pads and tampons for one person

47,660 T

Annual total carbon footprint of all menstruating women in Sri Lanka

"Disposable sanitary products leave more than just waste behind; they burden our planet with a heavy environmental toll."

**CARBON FOOTPRINT -
DISPOSABLE SANITARY
PRODUCTS**



Selyn's reusable sanitary napkins have a unique composition that is eco-friendly and sustainable.

100% organic cotton fabric

Inside panels – Tested water proof fabric and absorbent fabric

Environmental friendly buttons

HOW TO REDUCE CARBON FOOT PRINT

Reusable Pads = Big Impact



A single woman can utilise just
8 pads over 2 years.



Those 8 pads collectively emit a mere **6.56**
kilograms of CO₂.



An annualised carbon footprint of only
2.18 kilograms of CO₂.



"By embracing reusables, you're not only making a sustainable choice, you're drastically slashing your contribution to carbon emissions in style."



Environmental Legacy of the #BleedGood Project in 2023

**3360 KG
CO₂**

+550 who joined the #BleedGood workshops collectively saved this amount of CO₂ from being released into the atmosphere within a year.



58 TREES

Will be the same as planting trees within a year which is amazing but we can go further.

**35,986 T
CO₂**

If all menstruating women in Sri Lanka switch to reusable sanitary napkins, we can reduce CO₂ emissions annually.



**621,186
TREES**

Will be the same as planting trees within a year