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Pure Balance

alternative distribution

Contact: Andrew Piper
Phone 01787 371527
Fax 0870 1394852
andy@pure-balance.co.uk

Pure Balance Alternative Distribution
PO Box 8258
Sudbury
Suffolk
CO10 7WZ

Reduce UK Waste Mountain!

People are still not doing enough to recycle and reduce the UK's waste mountain, the government has warned. Figures estimate that 60% of all household waste could be recycled but the Department of Environment Food and Rural Affairs (Defra) estimate only 14.5% of household waste in 2002/2003 being reused. Recycling targets of 30% by 2010 dictate that there is much more to be done by local authorities, individuals and companies.

Minister for Recycling Ben Bradshaw says "There is no doubt that it is becoming easier to recycle in the UK and that people are becoming increasingly keen to do so... However, there is still room for improvement."

Half the population of the planet has periods. In the UK alone we buy more than three billion disposable sanitary product items every year; in 2001 we spent £370 million on them. It all adds up to a massive number of items every year, which end up incinerated or in landfills, or reappearing in our seas and rivers.

Did You Know?

- The average woman uses nearly 17,000 disposable pads and tampons, the equivalent of 600 pounds of paper and cotton throughout her lifetime menstrual cycle.
- It takes over 6 months for a tampon to biodegrade, while plastic sanitary towels last indefinitely.
- An est. 8 billion bleached pads and tampons end up in UK sewage systems each year.
- Seventy per cent of blockages in the sewage system are caused by sanitary waste.

Sea Pearls™ are natural sea sponges. Sponges are plant-like creatures growing in colonies on the ocean floor. As sponges are harvested, millions of egg and sperm cells are released into the surrounding water, making the sponge an ideal renewable resource that provides an ecologically sound product for menstrual use. Sponge tampons are sustainably harvested and reusable for 6 months or more.

"The disposal of tampons and sanitary towels should be a huge concern in the UK" says Deb Peters, Pure Balance Managing Director, "Apart from the sheer volume of used pads and tampons becoming the cause of around seventy per cent of sewage related blockages, they could be having a devastating effect on marine environment"

Sea Pearls™ Natural Sea Sponge Tampons are now available in your area from natural health food stores, beauty salons and your local independent chemist. If you require any further information on the benefits of Sea Pearls™, please visit www.seapearls.co.uk.