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# Sea Pearls™ Press Release

Relieve the pressures on the environment with Sea Pearls™, Natural Re-usable Sea Sponge Tampons – the new form of sanitary protection for the UK.

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 more than six months for a tampon to biodegrade, while a plastic sanitary towel lasts 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. There are over five thousand known varieties, the softest of which are the Atlantic and Mediterranean Silks. 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 flushing 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 available from your local chemist, most natural food stores and beauty salons. If your local store doesn't carry them, please request that they do so! If you require any further information on the benefits of Sea Pearls™, please visit [www.seapearls.co.uk](http://www.seapearls.co.uk).