



# LIFE + CELSTAB

**‘A novel and highly sustainable feminine pad product’**



**LIFE + CELSTAB (Partnership – EU Projects)**

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**Objective:**

Demonstrate that innovative multilayer absorbent concept for feminine hygiene product can meet consumer need, product quality and industrial-scale production / process requirements while at the same time drastically reduce the use of material amount and transport cost. Those materials contribute significantly (on average 48%) to the overall pad weight and therefore improve the overall pad’s environmental profile.

**Environmental product improvement:**

Measure life cycle impact of the novel product and manufacturing process targeting:

- 10-25% reduced materials per product
- 15-20% reduced packaging materials per product
- 10-15% reduced T/km transport.
- 20% overall reduced waste

**Key contributing life cycle stages**

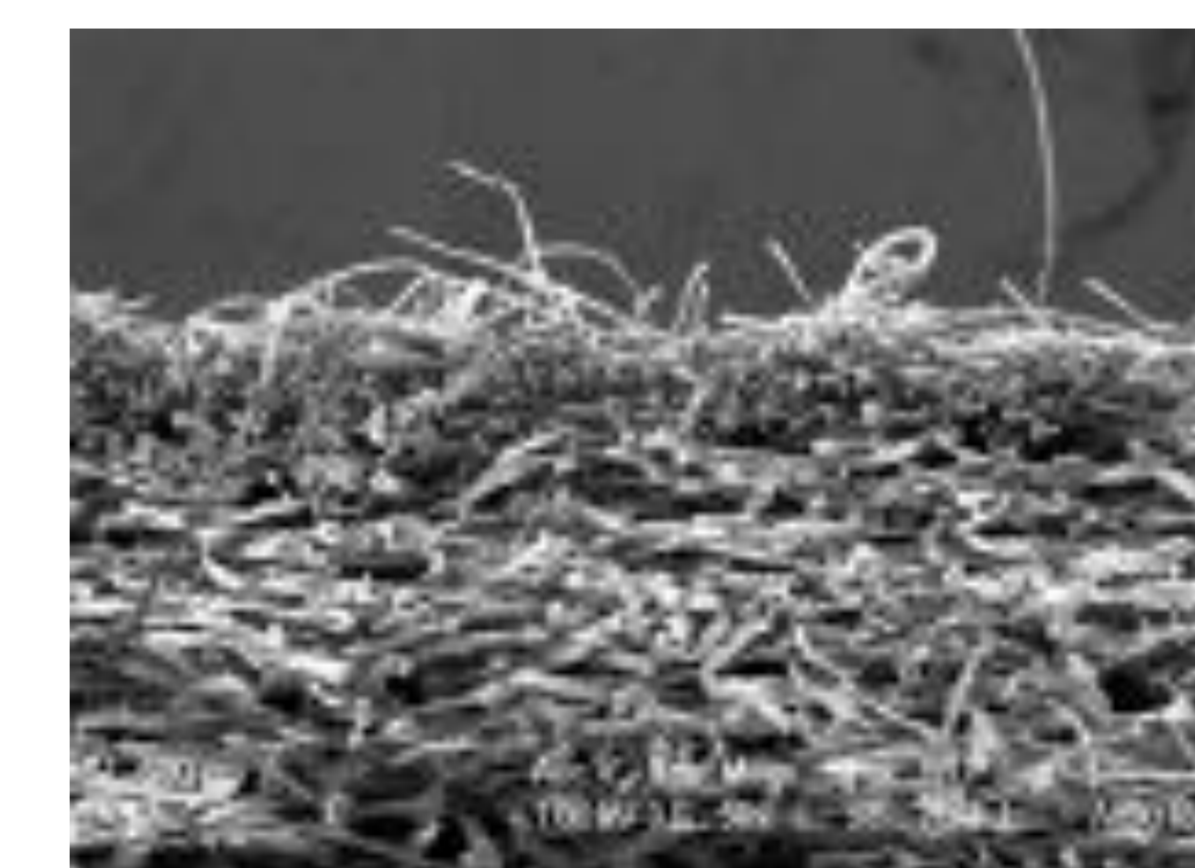
- Production of raw materials (fossil depletion, land occupation)
- End of life stage of the used pad (climate change, solid waste and human toxicity)
- P&G manufacturing (climate change, solid waste and human toxicity).

**PROJECT’S IMPLEMENTORS:** Procter & Gamble Service GmbH

**DURATION:** July 1st 2014 - Dec 31st 2017

**BUDGET INFO:** 2,84 MM€, EU Contribution: 50% of total budget

**Multi-layer absorbent structure:**



Initial Technical Assessment	
REF (multi-layer absorbent structure) vs TEST (Reduced material combination)	
Absorbent structure	TEST
Basis Weight reduction	-28%
Liquid Amount at Top Layer (gr)	Parity
Fluid Flow Rate thru layers (ml/s)	Parity
Visual Look	Parity/Better