

# Maddison helps develop the first innovation in tampons in 80 years with 3 in 1 period protection: Tampliners.

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**British femcare start-up Callaly has launched its revolutionary new tampon: the Tampliner. The innovative design, developed in partnership with Maddison, uniquely combines three components into one:**

1. An easy to insert high quality tampon, made with 100% organic cotton that won't shed inside your body like other tampons can.
2. A soft mini-liner also made with 100% organic cotton that folds and tucks between the labia to provide extra security without the bulkiness of a separate pad.
3. A virtual applicator which joins the tampon and mini-liner together, and is worn inside your body, keeping the Tampliner perfectly positioned. This virtual applicator is made of a medical-grade breathable membrane which keeps your finger clean during insertion, then neatly wraps the used tampon upon removal.

See <https://www.calla.ly/gb/tampliner> to learn how it works



Tampliners are the first innovation in tampons since they were invented in 1936. Invented by gynaecologist Alex Hooi who, with over 30 years' experience, realised that while the average woman will use around 11,000 tampons in her lifetime over a quarter of them are unsatisfied with their choice of product. With the mission of offering women more choice when it comes to period products, Callaly decided to totally rethink the tampon.

**Callaly came to Maddison with the patented invention so they could collaboratively transform the idea into a comfortable, practical and manufacturable product.**

Following many design iterations and rounds of user trials, Maddison finalised the perfect shape for the mini-liner to be effective and comfortable to wear. They collaboratively selected the right materials and designed the virtual applicator shape, perfecting its fit, allowing the tampon to be removed easily, yet not be felt while in place.

Maddison then worked in partnership with a Cambridge based engineering company to develop the first UK production facility.

Callaly also aims to change the way tampons are made in the UK. Even though there are no laws that require tampons to be sterilised, (there are more regulations about how a hairdryer should be manufactured than tampons!), all Tampliners are always sterilised.

Ewa Radziwon, Product Lead at Callaly comments “I was shocked to discover there were so few stringent regulations and quality standards in femcare manufacturing - products put in or close to vaginas, the most delicate and sensitive part of a woman's body. We decided to have far higher standards when it came to making our Tampliners. We're using the highest quality materials possible, like organic cotton that's grown without pesticides and is perfume-free. We also have rigorous testing and manufacturing standards for our Tampliners including the use of cleanroom environments designed for medical devices.”

Alex Hooi, Chief Medical Officer & Co-founder explains, “Over the decades of treating my patients I heard repeated stories about the inadequacy of their period products; so many women who wore tampons didn't trust them and wore liners at the same time. It felt like there should be another alternative to the traditional tampon and liner combination. I hope that all people with periods will be excited to see another product available, Tampliners might be right for them and even if they're not be glad that there is now more choice for women in an area that desperately needed innovation.”



### Product details

- The tampon and mini-liner are made with 100% organic cotton and made in a sterile environment.
- Callaly Tampliners are developed, manufactured, and packed in the UK, supporting British industry.
- Available by customisable monthly subscription.
- For more information and to join the waiting list, visit: [www.calla.ly](http://www.calla.ly)

### About Callaly

- Callaly is a certified B-Corporation, meeting the highest standards of verified social and environmental performance, public transparency and legal accountability.
- Callaly donates a minimum of 1% of sales (2018 was over 5%) and 3% of staff time to charities supporting people with periods.
- This summer Callaly is launching a full range of organic cotton period products, including tampons, pads and liners as well as Tampliners.