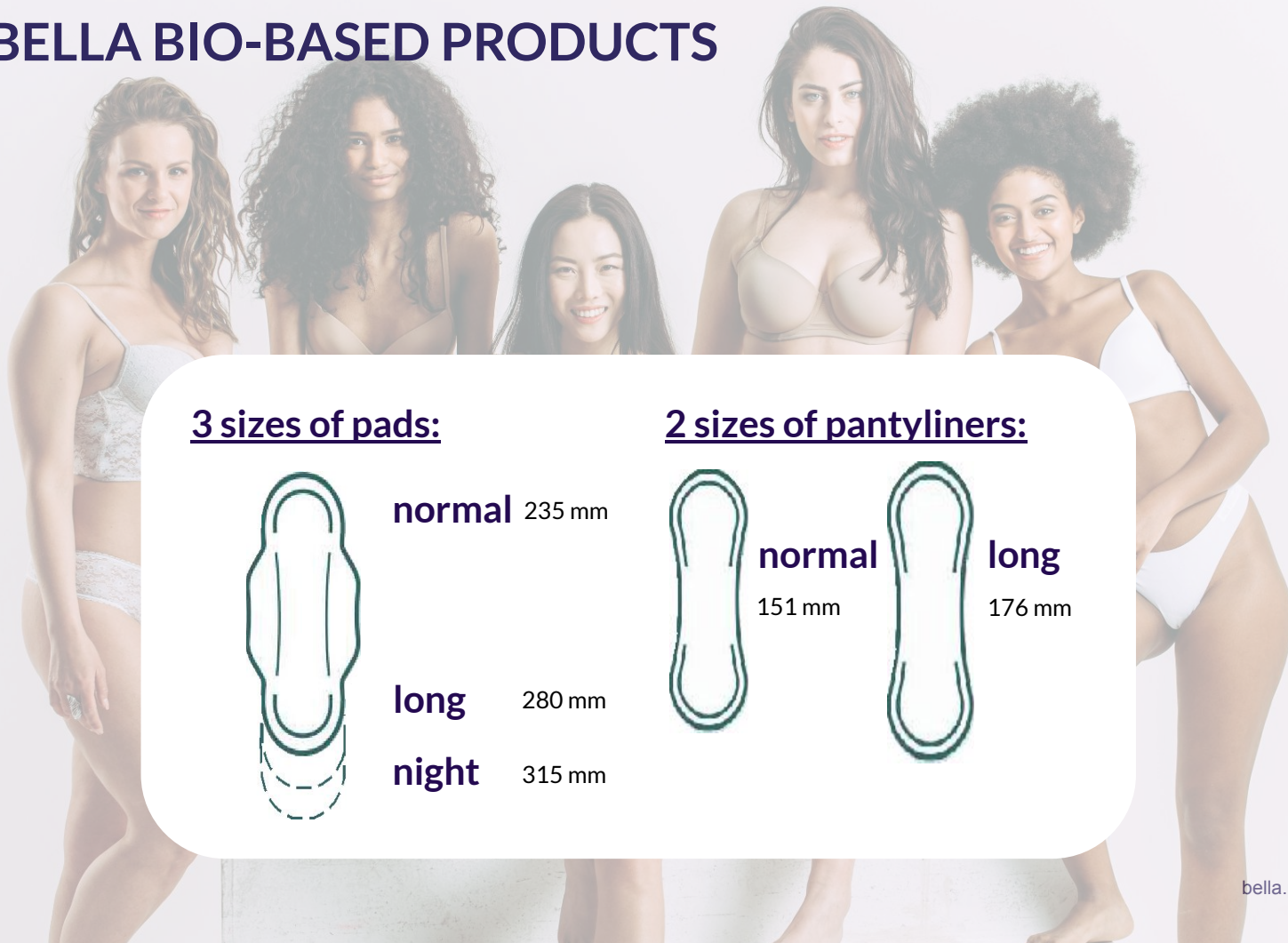


01

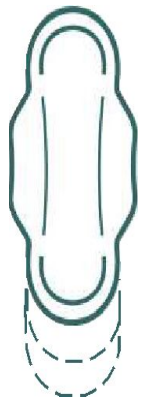
PRESENTATION of bella BiO based products



BELLA BIO-BASED PRODUCTS



3 sizes of pads:



normal 235 mm

long 280 mm

night 315 mm

2 sizes of pantyliners:



normal

151 mm

long

176 mm

LANGUAGES ON PACKAGING

WEST: EN, DE, CZ, SK, RO, HU, BG, RS, LT, LV,
DK, NO, SE, FI, NL, FR, AR, PT, IT, EE, PL



BELLA BIO BASED SANITARY PADS AND PANTYLINERS

Ecological ultrathin sanitary pads and ultrathin pantyliners
bella BiO based:

- bella BiO based products are environmentally friendly from the moment they are created / designed
 - are made (at least 60% sanitary pads, at least 80% pantyliners) from renewable resources (biobased carbon content), thanks to which we save non-renewable resources of our planet and contribute to the reduction of greenhouse gas emissions
- In the western version, we implement:

sanitary pads: **normal a'10, long a'8, night a'7**
pantyliners: **normal a'28, long a'22**

In the eastern version, we implement:

sanitary pads: **normal a'10**
pantyliners: **normal a'28**



WEST



EAST



bella.pl



BELLA BIO BASED EXPORT CARTONS

display carton with FSC
(recyclable) for western
versions

shipping carton with FSC
(recyclable) for eastern
versions



02

**PRODUCT
CONSTRUCTION**
bella BiO based



BELLA BIO BASED ULTRATHIN SANITARY PADS

bella BiO based ultrathin sanitary pads:

- technology based on renewable raw materials
- of natural origin:**
- bamboo top layer
- absorbent core made of natural fibers:

→ in normal and long sizes:

- cotton, cellulose and viscose

→ in night size:

- cotton and cellulose with the addition of SAP
- backing film GREEN PE



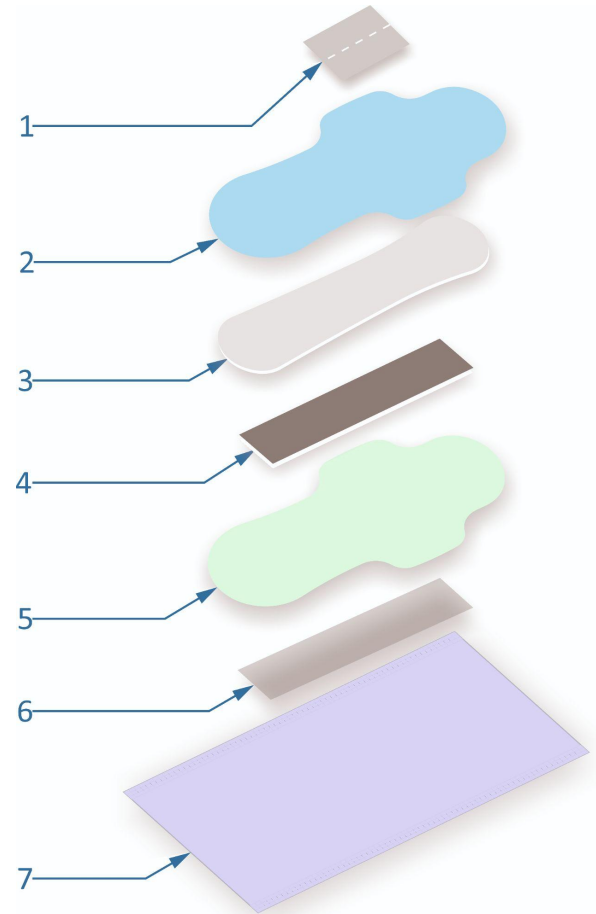
SANITARY PADS

BELLA BIO BASED

1. siliconized paper
 2. bamboo non-woven fabric
 3. cotton absorbent insert
 4. absorbent viscose-cellulose core (in the night variant cellulose + SAP)
 5. backing film GREEN PE
 6. siliconized paper
 7. individual PE packaging
- ★ unit packaging - cardboard box



min 60%



BELLA BIO BASED ULTRATHIN SANITARY PADS

bella BiO based ultrathin pantyliners:

- technology based on renewable raw materials of natural origin:
 - bamboo top layer
 - absorbent core made of natural fibers, (viscose-cellulose)
 - backing film GREEN PE



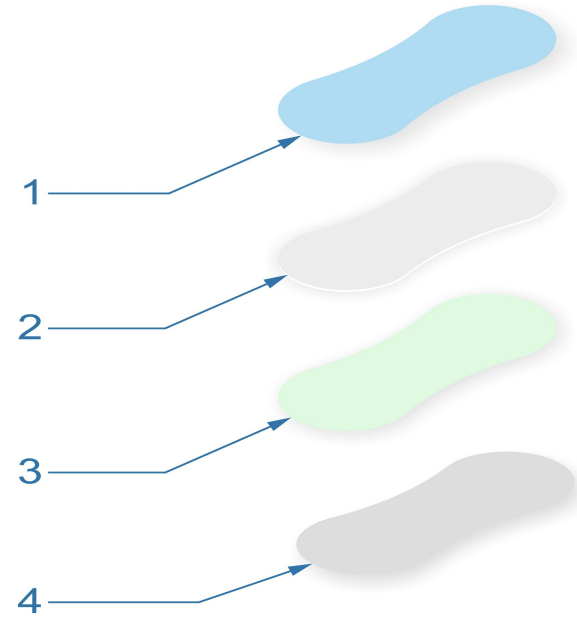
PANTYLINERS

BELLA BIO BASED



1. bamboo non-woven fabric
 2. viscose-cellulose absorbent pad
 3. backing film GREEN PE
 4. siliconized paper
- ★ unit packaging - cardboard box

min 80%





TOP SHEET 100% BAMBOO

Topsheet made from
100% bamboo

Ecological factors

- renewable source
- fast growth
- minimal carbon footprint
- controlled cultivation (FSC)
- 100% biodegradable

Properties

- soft
- extremely comfortable
- naturally antibacterial - the antibacterial properties of bamboo nonwoven fabric have been confirmed by a study conducted on 3 bacterial strains:

Escherichia Coli ATCC 25922,
Staphylococcus Aureus ATCC 25923,
Enterococcus Faecalis ATCC 19433

- breathable
- quick drying



**For the first time used in
TZMO products!**

ABSORBENT CUSHION - SANITARY PADS

NATURAL FIBERS

normal and long pads:

2 layers of absorbent core:

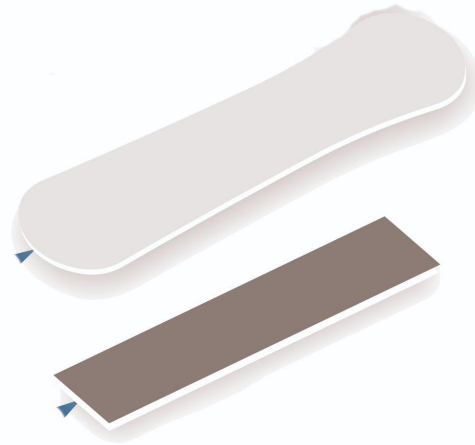
- 100% cotton
- cellulose + viscose (FSC)

night pads:

2 layers of absorbent core:

- 100% cotton
- cellulose + SAP

Absorbent core
made with
natural fibers



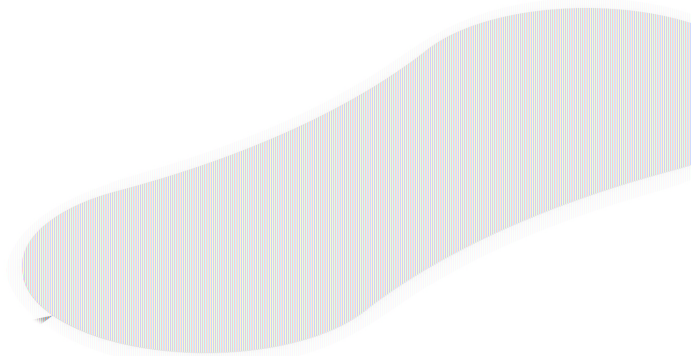
ABSORBENT CUSHION - PANTYLINERS

NATURAL FIBERS

pantyliners:

- cellulose + viscose (FSC)

Absorbent core
made with
natural fibers



ABSORBENT CUSHION: COTTON - PROPERTIES

Cotton:

- very absorbent (absorbs up to 8 times more water than it weighs)
- soft and comfortable
- breathable
- without chemical additives
- 100% biodegradable

Cotton used for the first time in TZMO products as an absorbent core!

Absorbent core
made with
natural fibers



ABSORBENT CUSHION: VISCOSE AND CELLULOSE - PROPERTIES

Bamboo viscose

- skin-friendly
- absorbs moisture well
- airy
- biodegradable

Absorbent core
made with
natural fibers

Cellulose

- natural, biodegradable fiber obtained from e.g. from trees
- delicate and soft
- it does not even irritate sensitive skin
- absorbent



BACK SHEET

GREEN PE (GREEN POLYETHYLENE)

- made of ethanol from sugar cane - raw material from renewable sources
- it is chemically constructed identically like PE from crude oil
- GREEN PE is recycled exactly the same as conventional PE

Backsheet
made from
sugar cane



**For the first time used in TZMO products
as a back sheet!**



INDIVIDUAL SACHET STANDARD FILM (PE)

For the sake of product safety, we have kept a proven sachet for individual packaging.

The sachet in bella BiO based sanitary napkins is recyclable (after tearing off the siliconized paper strip), as opposed to silicone-coated sachets.



RAW MATERIALS PACKAGING - CARTON

100% recycled
paper
packaging



Properties

- double-sided brown paper with a natural look
- 100% recycled fibers
- 100% recyclable paper
- with FSC certificate
- with TÜV Austria certificate
- multi-layer:
inner layers are the so-called post consumer waste, and
the outer layers are the so-called post industrial waste

ADDITIONAL ADVANTAGES RESULTING FROM DESIGN

side covers with a large surface

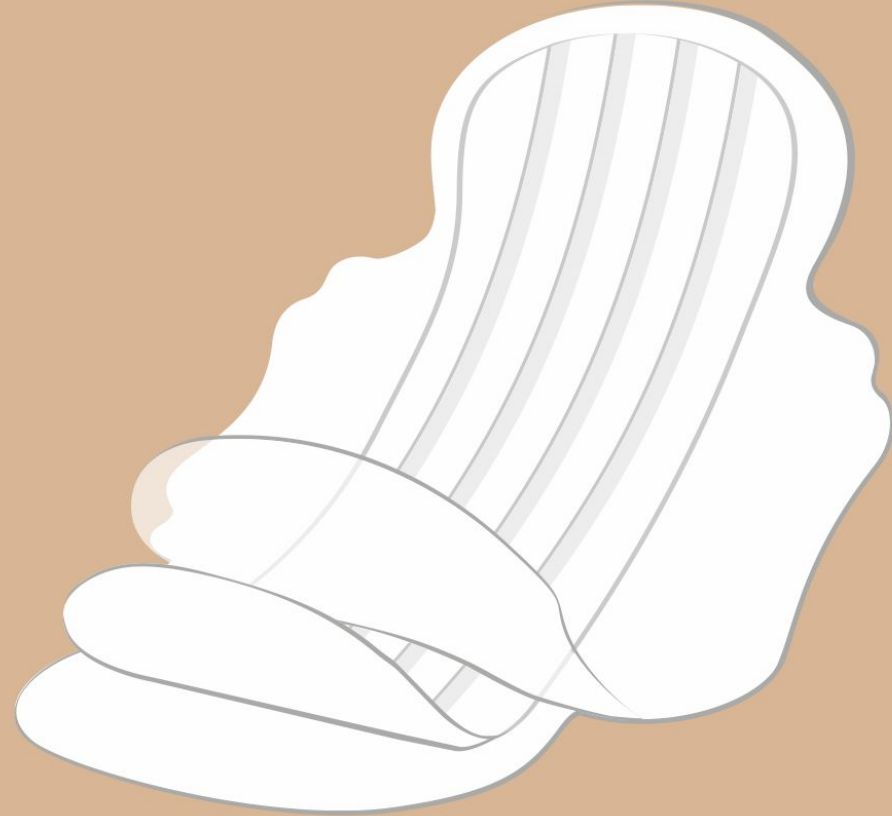
provide better attachment to underwear

perforated top fleece

due to the perforation in the outer fabric, the liquid penetrates faster into the absorbent body

impression on the absorbent pad

improves the even distribution of the liquid on the absorbent body, directing it along the product



03

COMMUNICATION ON THE PACKAGE



BELLA BIO BASED PRODUCT ATTRIBUTES

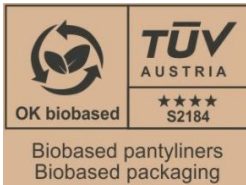
CERTIFICATES



MESSAGES







OK biobased CERTIFICATE (TÜV Austria)



The OK biobased (TÜV Austria) certification enables transparent and reliable communication on the content of renewable raw materials in a product or packaging.

By using materials based mostly on renewable resources (e.g. wood, bamboo, cotton, sugar cane) in exchange for raw materials from non-renewable sources (fossil fuels), we contribute to the reduction of greenhouse gas emissions.

Based on a certain percentage of renewable raw materials (BCC - Biobased Carbon Content) a product or packaging is assigned to the appropriate class:

			
between 20 and 40% biobased	between 40 and 60% biobased	between 60 and 80% biobased	more than 80% biobased

OK biobased CERTIFICATE (TÜV Austria)



Bella OK biobased certified products (TÜV Austria):

Unit cardboard packaging = 4 stars ← [CERTIFICATE](#)

Panty liners (normal, long) = 4 stars ← [CERTIFICATE](#)

Sanitary pads (normal, long, night) = 3 stars ← [CERTIFICATE](#)

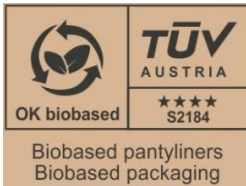


What does the S-code on the marking mean?

The code "Sxxxx" refers to the certificate holder who is responsible for ensuring that the product complies with the OK biobased certification requirements.

The S-code enables both TÜV Austria and consumers to identify the licensee associated with the product via an online database:

<https://www.tuv-at.be/green-marks/certified-products/>

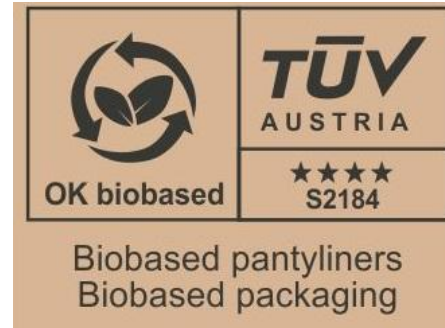


OK biobased CERTIFICATE (TÜV Austria)

sanitary pads:

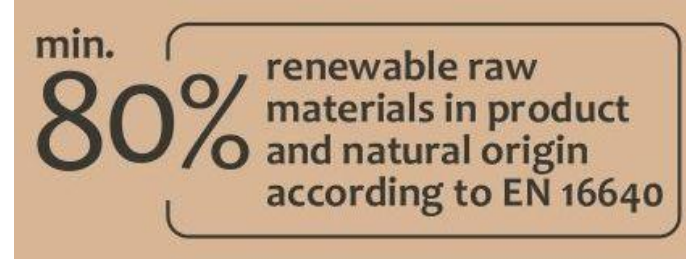
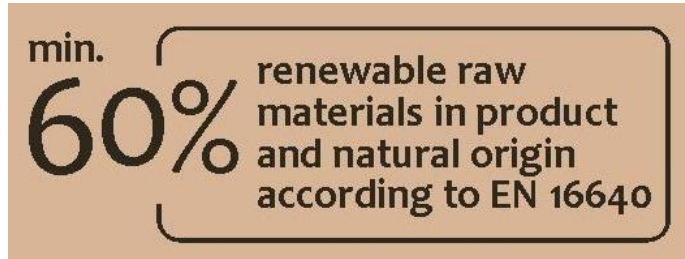


pantyliners:



The OK biobased logo may only be used when the product in question has been formally certified by TÜV Austria.

OK biobased CERTIFICATE (TÜV Austria)



The content of renewable raw materials in the product (BCC - Biobased Carbon Content) is measured by an **accredited testing laboratory in accordance with PN-EN 16640**, and a certificate issued by the **certification body TÜV Austria** (so-called third party certification).

Certification guarantees that the assessment of bella BiO based products and competitors' products is carried out according to exactly the same principles. This increases transparency and fair play in the market.

ELEMENTAL CHLORINE & PERFUME FREE, DERMATOLOGICALLY TESTED



- **elemental chlorine free**

We do not use raw materials bleached with the use of molecular chlorine. Chlorine, even in small amounts, can be irritating - especially on sensitive skin. The ECF whitening technology is chosen among others. Due to a significant reduction in the release of organochlorine compounds into the environment compared to the use of the technology based on molecular chlorine.

- **perfume free**

We do not add any fragrances to bella BiO based products as they can be potentially allergenic. Thanks to this products bella BiO based are suitable even for the most sensitive skin.



- **dermatologically tested**

The materials used in our products that come into contact with the user's body are approved for skin contact. Dermatological tests and application tests carried out on users did not show any irritating or allergenic effects. Finished products are tested in accredited external laboratories under the supervision of gynecologists and dermatologists.

VEGAN

Sanitary napkins and pads bella
BiO based are vegan.

They are suitable for vegans
because no animal-derived raw
materials were used in their
production.



GOOD TO BE GREEN

WHAT IS THE GOOD TO BE GREEN MARK?

The **good to be green** sign will be placed on the packaging of TZMO products that meet certain requirements. It is to inform the client about the broadly understood pro-green activities undertaken by TZMO when designing new or modifying existing products. These activities will always be supported by appropriate documentation.

Any product (both new and modified) which, in accordance with the IJ 402 Ecodesign of the product instruction, has a LOW / MODERATE impact on the environment can be labeled **good to be green**.

What activities can be the basis for awarding the good to be green sign?

1. The use of raw materials perceived as a pro-ecological alternative in the product in relation to the standardly used raw materials in a given product or its packaging (e.g. replacing ordinary PE foil with foil containing renewable raw materials)
2. Product modification allowing to save the amount of used raw materials / post-production waste while maintaining the parameters of a given product
3. Manufacturing technology that conserves the planet's natural resources

WHAT IS NOT A GOOD TO BE GREEN MARK?

The **good to be green** label is not intended to replace all external markings or certifications. As a rule, external certifications do not contradict the idea of the mark, but rather are an additional confirmation of it.



SUP

SUP mark - presented on Western BiO based packaging:

The red and blue sign with a turtle placed on the packaging belongs to the marking system defined in the so-called **SUP Directive** (from Single Use Plastic). The icons are to clearly indicate where the used hygiene products and other single-use plastic products covered by the Directive should go, and to show the consequences of their improper disposal.



New markings placed on, among others on disposable hygiene products (sanitary pads, liners, tampons, soaked wipes) are to contribute to reducing the amount of waste of hygiene products thrown into toilets and consequently ending up in the seas and oceans.

bella BiO based sanitary pads based at SUP Directive

The Single Use Plastics Directive (2019/904) covers single-use plastic products, i.e. those that are entirely or only partially made of plastic and are not suitable for repeated use.

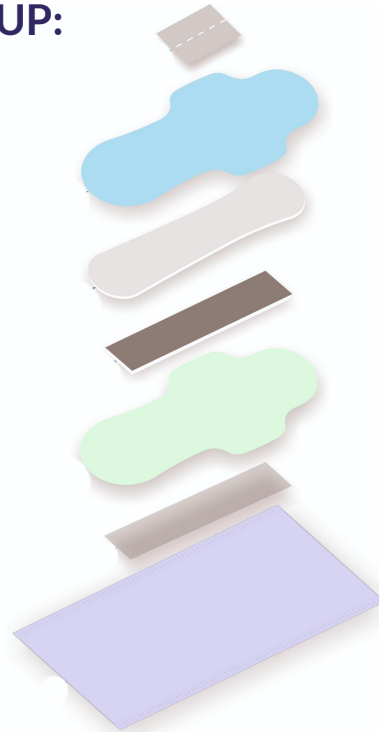
Plastics (e.g. green PE) made of bio-based substances (e.g. sugar cane) are also subject to the labeling requirement (in accordance with Regulation 2020/2151).

components not subject to SUP:

100% bamboo
top layer

absorbent core
made of natural fibers

100% packaging
recycled and
FSC certificate



components subject to SUP:

superabsorbent
(only available in the night variant)

green PE foil
from renewable resources

siliconized papers

plastic sachet
for further recycling

PRINTING ON THE INSIDE FLAP OF THE PACKAGING

On the inside of the flaps we have provided a brief explanation of what the idea of bella BiO based products is based on, and some interesting facts about bamboo (8 different fun facts - which give 8 different flaps of the sanitary pads packaging and 8 different flaps of the pantyliners packaging).



04

MARKETING
COMMUNICATION





MARKETING COMMUNICATION

Consumer education

- what is the idea of bella BiO based
- environmental advantages
- differences between biobased and biodegradable
- what renewable raw materials our products are made of

Product Benefits

- high quality and reliability of the product
- ingredients of natural origin

Bella's corporate social responsibility

- the Bella brand is involved in important social problems
- we act together with the consumer for the sake of the environment

BELLA COTTON BIO

- Changing the graphics of the flake packaging and cotton buds
- Shared communication with the BiO based line
- TÜV Austria certificate for product and packaging
- ICEA / GOTS certificate for organic cotton for petals and sticks unchanged
- A'160 sticks and a'60 flakes are packed in GREEN PE foil
- Change the pictogram I'm green to "good to be green"



MARKETING SUPPORT

bella BiO BASED

- stands (till the end of November)
- gadgets (late November / early December)
- website - **QR code on the packaging** (end of October)
- substantive support in creating:
 - advertising campaigns
 - activity in social media - Facebook, Instagram
 - on local profiles



WEBSITE

bella BiO BASED



* These are not the target graphics, the page is under development.

PONAJ 80% Tyle stanowią surowce odnawialne we wkładkach bella BiO based

BAMBUS 100% Pokrycie podpasek i wkładek bella BiO based jest całkowicie naturalne i powstaje z bambusa

PONAJ 60% Tyle stanowią surowce odnawialne w podpaskach bella BiO based

Thank you
for attention

