

## Menstrual hygiene protection: the French called to co-write the future international voluntary standard

**Brief protector, towel, tampon, panties, cup...the feminine hygiene market is rapidly evolving, driven by product innovation and the social urgency to make menstrual hygiene products accessible. AFNOR invites all players in the sector, from associations to French manufacturers, to participate in international normative work on the safety of these products, their accessibility and their ecological impact. The appeal will be launched on May 12 at the National Assembly .**

Categorized as consumer products, towels, tampons, cups, panties, panty liners fall under the general safety obligation of the Consumer Code: although it sets health and information objectives for consumers, it does not meet the question of good practices in manufacturing and marketing.

Participants in the future voluntary standard will have the mission of setting minimum shared requirements for the safety and quality of menstrual products in their design and use. The standard will respond to product safety issues (see chemical risk), with the provision of design and safety requirements for manufacturers, to user health issues (see infectious risk, toxic shock), to through improved consumer information on the conditions of use of these products and social impact issues, in order to promote access to these products for users from disadvantaged backgrounds.

[Take part in the launch on May 12 at the National Assembly from 2 p.m. to 4 p.m.](#)

Stakeholders :

- Laetitia Romeiro Dias, MP and co-rapporteur of the parliamentary report on menstruation – National Assembly
- Franck Lebeugle, director of AFNOR Standardization

This future international voluntary standard will make it possible to raise awareness of innovative project leaders, particularly in terms of reusable protection, to bring more transparency to the market and to provide guarantees to consumers regarding the quality of the product, its manufacturing and its composition..

[Some figures taken from a Nielsen study, included in LS4in March 2021](#)

> 300 million women around the world use menstrual products every day.

> The number of periodic protection products used by a woman during her life is around 15,000, for a total cost of 3,800 euros.

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### About AFNOR

A partner of economic players, the French Standardization Association (1901 Law) works to create a common language and the interoperability of sectors of excellence. It brings together those who want to develop a sector under the best conditions and brings together the entire value chain around them. Together, they define the guiding principles of an activity and develop a shared and voluntary standard. Nearly 20,000 representatives of companies, associations, federations and the State participate each year in this co-construction exercise. An essential tool to promote progress and promote French innovation, since AFNOR represents France in European (CEN-CENELEC) and international (ISO) standardization bodies. Franck Lebeugle is the director of AFNOR's standardization activities.