

TOTM

Green Terms Glossary *and verified claims*



TOTM

Green Terms *Glossary*

We define the key 'green' terms we use to describe our products and services to ensure our claims are clear, consistent, transparent, and compliant with the latest standards:

Recycled Content: Content that has been reclaimed and reused in the production of a new product.

Biodegradable: Materials that break down and decompose naturally in the environment within a specified timeframe under defined conditions.

Organic: Material produced or involving production without the use of chemical fertilisers, pesticides, or other artificial chemicals.

Compostable: Material made of organic matter, able to be made into compost within a specified timeframe under defined conditions.

Recyclable: Materials or products can be used again after they have been treated using a special industrial process.

Reusable: The opposite of disposable can be used for its first intended purpose more than one time.

Renewable: Energy derived from natural sources that are replenished faster than they are consumed. These sources are naturally and continuously restored by natural processes, making them essentially inexhaustible on a human timescale.

If you come across a term you don't understand and can't find it on this list, email customercare@totm.com for clarification.

TOTM

Verified Claims *Data Base*

We collaborate with trusted third-party verifiers to ensure our claims are specific, relevant, and aligned with lifecycle principles:

Claims: “An estimated 28,114 tonnes of menstrual product waste is generated in the UK each year, with 3,363 tonnes lost in the environment”

Or “An estimated 28,114 tonnes of menstrual product waste produced in the UK each year.”

Or “28k+ tonnes UK menstrual product waste annually.”

Third-Party Verifier: Peer reviewed study ‘An exploratory study of the impact and potential of menstrual hygiene management waste in the UK’, Blair, Bajon-Fernandez & Villa, 2022.

Evidence Link: [Science Direct](#)

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Verified Claims *Data Base*

We collaborate with trusted third-party verifiers to ensure our claims are specific, relevant, and aligned with lifecycle principles:

Claim: A 2017 Water UK study — the largest ever analysis of UK sewer blockages — found that female hygiene products were consistently present in sewer blockage samples, accounting for around 2% of blockage material by weight. The study analysed 54 blockages across six water companies and concluded that non-flushable products overall cause approximately 300,000 sewer blockages a year, costing the UK £100 million annually [Water UK, 2017]

Or Female hygiene products account for around 2% of UK sewer blockages [Water UK, 2017]

Or Non-flushable products overall cause approximately 300,000 sewer blockages a year, costing the UK £100 million annually [Water UK, 2017]

Third-Party Verifier: Water UK

Evidence Link: <http://water.org.uk/sites/default/files/wp/2018/11/Wipes-in-sewer-blockage-study.pdf>

Or A survey of over 1,000 tampon users in the UK found that 42% had flushed tampons in the last two years — with more than half doing so unaware they shouldn't [phs Group, 2022]

Third-Party Verifier: Phs Group

Evidence Link: <https://www.phs.co.uk/media/l5wpppyw/phs-water-pollution-whitepaper.pdf>

Claim: A year's supply of disposable non-organic tampons generates around 5.2 kg CO₂

Third-Party Verifier: Hait, A. & Powers, S.E. (2019). The value of reusable feminine hygiene products evaluated by comparative environmental life cycle assessment. Resources, Conservation and Recycling, 150, 104422.

Evidence Link: <https://www.sciencedirect.com/science/article/abs/pii/S0921344919303179>

TOTM

Verified Claims *Data Base*

We collaborate with trusted third-party verifiers to ensure our claims are specific, relevant, and aligned with lifecycle principles:

Claim: Organic cotton doesn't use fossil fuel derived synthetic nitrogen fertilisers — removing the single biggest energy cost in cotton production.

Third-Party Verifier: Global Standard

Evidence Link: <https://global-standard.org/the-standard/gots-key-features/organic-fibres>

Or Conventional cotton relies on synthetic nitrogen fertilisers, which are made from fossil fuels. Organic cotton doesn't use them — removing the single biggest energy cost in cotton production.

Third-Party Verifier: Zhuhong Yu & Yi Yang, 'Carbon footprint of global cotton production', in Resources, Environment and Sustainability, 2025)

Evidence Link: <https://www.sciencedirect.com/science/article/pii/S266691612500026X>

Or Making conventional cotton relies on synthetic nitrogen fertiliser – an energy-intensive, fossil-fuel-heavy process that's responsible for around 47% of cotton's total carbon footprint, more than any other single factor. Organic cotton cuts this out at source, using natural alternatives like compost and crop rotation instead.

Third-Party Verifier: Carbon Fact

Evidence Link: [The Carbon Footprint of Cotton](#)

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Verified Claims *Data Base*

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Claim: NHS clinical guidelines for the management of vulval conditions — including guidance from the RCOG and multiple NHS Trusts — advise patients to use unscented, unbleached period products, avoid plastic-coated pads, and choose cotton rather than synthetic materials, as fragrances, textile dyes and synthetic fabrics are recognised as common vulval irritants and allergens. These are precisely the characteristics that TOTM's certified organic cotton period products are designed to meet.

Or Meet NHS and RCOG recommendations

Third-Party Verifier: RCOG patient information: Skin conditions of the vulva

Evidence Link: [rcog.org.uk](https://www.rcog.org.uk)

Third-Party Verifier: NHS Scotland (Greater Glasgow & Clyde): Benign Vulval Skin Conditions clinical guideline

Evidence Link: rightdecisions.scot.nhs.uk

Claim: 1,791,769 kg CO₂ compensated

Or We measure, reduce, and compensate for our carbon emissions. Track our full climate action — including our verified climate project — at climate-id.com/en-gb/URRM61

Or We finance verified carbon reduction projects to compensate for our unavoidable emissions. See the full breakdown of our footprint and the project we support at climate-id.com/en-gb/URRM61

Or We are on a journey to reduce our emissions. Any we cannot yet eliminate, we compensate for through a certified climate project — verified and traceable at climate-id.com/en-gb/URRM61

Third-Party Verifier: Climate Partner

Evidence Link: climate-id.com/en-gb/URRM61

TOTM

Verified Claims *Data Base*

We collaborate with trusted third-party verifiers to ensure our claims are specific, relevant, and aligned with lifecycle principles:

Claim: Working towards net zero

and We are committed to reaching net zero across our full value chain. We have submitted our targets to the Science Based Targets initiative (SBTi), the globally recognised independent body that verifies corporate climate commitments against the science of the Paris Agreement. Our targets are currently undergoing SBTi's validation process. In the meantime, we are already measuring and actively reducing our emissions, and compensating for those we cannot yet eliminate through verified climate projects, traceable at climate-id.com/en-gb/URRM61.

Or Carbon emissions measured, reduced and compensated

and We have submitted our targets to the Science Based Targets initiative (SBTi), the globally recognised independent body that verifies corporate climate commitments against the science of the Paris Agreement. Our targets are currently undergoing SBTi's validation process. In the meantime, we are already measuring and actively reducing our emissions, and compensating for those we cannot yet eliminate through verified climate projects, traceable at climate-id.com/en-gb/URRM61.

Third-Party Verifier: <https://sciencebasedtargets.org/>

Evidence Link: Supplied Upon Request

Claim: Did you know that an estimated 12 billion disposable period care items are used around the world every year – and most are made of over 90% plastic? Many end up polluting rivers, beaches and oceans.

Third-Party Verifier: Bulletin of the WHO, 2025.

Evidence Link: <https://pmc.ncbi.nlm.nih.gov/articles/PMC11865846/pdf/BLT.24.291421.pdf>

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Claim: According to Scottish Water, over 35,000 blockages are cleared across Scotland every year – more than 80% caused by wet wipes, sanitary products, and fats being flushed or poured down the drain.

Third-Party Verifier: Scottish Water, Nature Calls campaign, October 2025

Evidence Link: <https://www.scottishwater.co.uk/About-Us/News-and-Views/2025/10/031025-Nature-Calls-plea>

Claim: Our tampons, pads and liners are made with 100% organic cotton that's responsibly sourced and meets ethical standards.' OR any other claim referencing organic/organic cotton.

Third-Party Verifier: GOTS Organic certified by ICEA

Evidence Link: [GOTS Certificate Shared Upon Request]

Claim: Vegan

Third-Party Verifier: The Vegan Society

Evidence Link: <https://www.vegansociety.com/search/products/t>

Claim: 'We're removing plastic' and other claims regarding removing plastic waste.

Third-Party Verifier: Plastic Offset

Evidence Link: [Third-Party Verifier: Plastic Offset](#)

Claim: Certified Cruelty Free / Beauty without Bunnies

Third-Party Verifier: PETA

Evidence Link: <https://crueltyfree.peta.org/company/totm/>

Claim: FSC-certified wood pulp

Third-Party Verifier: [FSC Certificates Shared Upon Request]

Evidence Link: [FSC Certificates Shared Upon Request]

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If you have any feedback, we would love to chat with you.

Feel free to visit **totm.com** or search
@totmorganic on socials to get in touch.

Thanks again for your support!

