



# SANITARY PADS

with wings

- Regular Flow Sanitary Pads
- Heavy Flow Sanitary Pads

## COMFORT FIT FOR A QUEEN

### INTRODUCING BOTSWANA'S MANUFACTURED SHELF READY SANITARY PADS!

Bloom Sanitary Pads have a greatly visible, quality and aesthetically pleasing packaging. The sanitary pads are easy to use, comfortable, made of great quality material, quality guaranteed and treated to fight against wetness & manufactured in Botswana; Selibe-Phikwe.



## TRADE POSITION

- First to market sanitary pads in Botswana
- Passed the BOBS microbial growth tests
- Affordability
- Brings innovation to improve absorbability, leak proof and environmental considerations.
- The core of sanitary pads is biodegradable.
- Branding and brand visibility unique

## INVESTMENT TO DRIVE THE PRODUCT INTO MARKET

1. Digital and Social Media
2. Banners
3. In-Store Displays



**BLOOM SANITARY PADS REGULAR (NORMAL ONE'S)**

UNIT BARCODE: 9506000154909

NUMBER OF PIECES PER PACK: 10 PIECES

RECOMMENDED SELLING PRICE: BWP 13.50

**BLOOM SANITARY PADS HEAVY( LONG ONE'S)**

UNIT BARCODE: 9506000154916

NUMBER OF PIECES PER PACK: 10 PIECES

RECOMMENDED SELLING PRICE: BWP 16.50



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Bloom  
Sanitary Pads