

Npuri by Bambiboo — premium bamboo-enhanced feminine care

Plant-based women's hygiene

Npuri by Bambiboo represents a significant market opportunity in the rapidly growing sustainable feminine care sector. Launched in 2023 as an extension of the established Bambiboo brand, npuri answers the increasing consumer demand for hypoallergenic, eco-conscious intimate products with proven clinical efficacy.



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Market position and brand philosophy

The npuri brand bridges the gap between premium performance and environmental responsibility in the women's hygiene market. Our development strategy is built on three core principles:

- Superior skin protection – utilizing bamboo viscose technology proven in dermatologically sensitive applications
- Exceptional performance – advanced absorption technology ensuring reliable protection while maintaining ultra-thin structure
- Environmental responsibility – biodegradable materials and recyclable packaging

This positioning allows distribution partners to offer a differentiated product line that commands premium pricing while addressing growing consumer concerns about ingredient safety and environmental impact.

Product portfolio overview

Our flagship product line features innovative bamboo-enhanced sanitary pads with construction that delivers measurable advantages over conventional offerings. The bamboo viscose topsheet provides silky-soft contact with skin and is valued for its moisture management. Our proprietary Protect Me™ System leverages bamboo fiber benefits for superior skin protection, while the ultra-thin design maximizes comfort without compromising absorption capacity.

The products incorporate a biodegradable PBAT backing layer that offers leakproof protection while maintaining environmental credentials. The absorbent core contains SAP and cellulose pulp from responsibly managed forests, and each pad is individually wrapped in paper, maintaining hygiene with 93% biodegradable materials.

To meet diverse consumer needs, the product line includes three strategic variants:

- **Panty liners** (160 mm) – for everyday freshness and light protection
- **Regular pads** (240 mm) – for moderate flow days
- **Long pads** (290 mm) – for heavy flow and overnight protection



Our bamboo-enhanced cosmetic pads represent a high-margin addition to the portfolio, inspired by premium Korean skincare techniques. These feature a dual-layer construction with bamboo exterior and cotton interior for optimal skin contact and product application. The enhanced absorption makes them ideal for toner and micellar water application, reducing product waste, while their optimized dimensions (6×5 cm) provide the perfect size for precision application. The cosmetic pads deliver lint-free performance that eliminates residue concerns during skincare routines, and they come in eco-conscious packaging – a recyclable dispensing box containing 100 pieces.

Quality assurance and clinical validation

Npuri products undergo rigorous clinical testing to ensure they meet the highest standards of performance and safety. Sanitary pads receive complete gynecological and dermatological testing and are formulated without perfumes, latex, balms, dioxins, parabens, and phthalates. Our hypoallergenic formulations are validated by independent laboratories, with manufacturing conducted under ISO-certified conditions and consistent quality control throughout the production process.

Clinical trials with sensitive skin users demonstrate impressive results:

- 100% effective leakage protection
- 97% positive rating for gentleness and softness
- 0% adverse reactions reported

Growth trajectory and market expansion

Since its inception, npuri by Bambiboo has achieved significant milestones demonstrating market viability:

2023

Brand Launch – developed in response to consistent consumer requests for hypoallergenic feminine care.

2024

Retail breakthrough – secured distribution through Rossmann's 2,000+ stores in Poland.

2025-2026

Portfolio diversification – planned product line extensions including nursing pads, intimate wipes, dry wipes and more.

The bamboo advantage — scientific perspective

The npuri product line strategically addresses key consumer pain points in the feminine care category. Industry research indicates that a significant number of women experience various forms of discomfort with conventional feminine hygiene products, particularly sanitary pads. Many report skin irritation and sensitivity issues, creating a growing demand for gentler alternatives in the marketplace. This awareness of ingredient safety continues to drive consumer interest in products free from synthetic fragrances and harsh chemicals.

Environmental sustainability has also emerged as an important purchasing criterion in the feminine care segment, especially among younger demographics. This evolving consumer

consciousness represents a clear market shift toward products that balance ecological responsibility with performance. Npuri by Bambiboo is strategically positioned to meet this emerging demand through its innovative approach to combining superior protection with environmental credentials.

Meeting evolving market demands

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Competitive differentiation and consumer appeal

Npuri by Bambiboo stands apart in the marketplace through specialized expertise built on Bambiboo's established reputation in bamboo-based baby care products. The proprietary Protect Me™ System combines bamboo benefits with advanced absorption engineering, creating a technological advantage.

Our products particularly resonate with several consumer segments:

- Conscious consumers who carefully research product ingredients and environmental impact
- Sensitive skin sufferers experiencing discomfort with conventional feminine hygiene products
- Premium purchasers willing to invest in higher-quality personal care items
- Eco-minded millennials and Gen Z demographics prioritizing sustainable consumption

Packaging strategy and manufacturing capabilities

Npuri's packaging strategy balances aesthetic appeal with environmental responsibility through minimalist design using recyclable cardboard. They are clearly labeled with key product features and include a pleasant surprise inside – thoughtful 'warm tips', while the distinctive soft color palette creates strong brand recognition. The packaging is designed for

both practical functionality and shelf impact, with paper individual wrapping for convenient disposal.

Npuri by Bambiboo — the natural evolution of feminine care

With npuri by Bambiboo, we extend our expertise in bamboo fiber technology beyond baby care to address the unmet needs in women's hygiene. Our products represent not just an alternative to conventional options, but an elevated standard for comfort, skin protection, and environmental responsibility.

We invite distribution partners to join us in bringing genuinely innovative feminine care solutions to their markets, with products women truly appreciate and recommend.

Npuri by Bambiboo – naturally pure, thoughtfully made.