



Saving the oceans with healthy tampons - New study shows 'Kelpons' made from seaweed have health benefits and help the oceans

- Vyld makes significant progress in the development of the 'Kelpon'.
- Study by the world's leading certification company proves: Fibers from kelp respect the vaginal microbiome
- Crowdfunding campaign launches on Startnext on 05.09.22

Berlin 05.09.2022: The Purpose company **Vyld** today exclusively reveals the results of a new scientific study by the leader in independent microbiome-friendly certifications, **MyMicrobiome**: Vyld's tampon fibers made from marine algae (kelp) preserve the vaginal microbiome and outperform conventional products in testing.

Vyld is revolutionizing the current range of period products by offering a sustainable and healthy solution for both the human body and the environment. The company's goal is to bring seaweed into extensive product use as a regenerative raw material of the future. A tampon made from kelp ('Kelpon') is the first step in this process. Other absorbent products, from baby diapers to incontinence care, will follow.

Although menstruation is part of everyday life for more than half of the world's population, there are hardly any satisfactory ways to menstruate healthily and sustainably. **Founder Ines Schiller:** "We believe tampons can work well for menstruators and help the environment at the same time. Many products contain plastic and thus not only harm the environment, but also irritate the mucous membranes. Seaweed, on the other hand, has been valued in medicine for decades for its anti-inflammatory effects. It has several positive properties from which Vyld customers will benefit: In addition to a naturally high absorbency, they do not dry out the vaginal environment and facilitate insertion."

Now **Vyld** has achieved another milestone. In collaboration with the company **MyMicrobiome**, Vyld was able to prove that fibers from seaweed maintain the vaginal microbiome. The results of the pilot project are promising: lactobacilli, which are important for the vaginal microbiome, showed above-average positive growth compared to comparative products made from cotton and viscose.

"An intact vaginal microbiome is important to ward off pathogens," explains **Dr. Kristin Neumann, CEO of MyMicrobiome**. "Vyld's 'Kelpons' can therefore make an important contribution to menstrual health."

The patent-pending technology can also help solve the global "period waste" problem: Every day, about 300 million people menstruate worldwide; the used



products often end up as trash in the ocean. Vyld's '*Kelpon*' is plastic-free and made from seaweed, which is biodegradable both on land and in water. The controlled cultivation of seaweed can help to re-stabilize marine ecosystems and thus contribute to addressing the climate crisis.

Not only Vyld's products, but also the company's business model focuses on sustainability and a regenerative approach. Vyld is a profit-for-purpose company in steward-ownership. This means profits are not paid out as shareholder dividends, but support both, marine and period health projects.

Encouraged by the results of the study Vyld is **launching a [crowdfunding campaign on Startnext](#)** today. "We also want to find more sustainable ways to finance our development and this crowdfunding campaign is one of them", **Ines Schiller** says, "With the help of the community, we are getting closer to our vision of saving the oceans with really healthy tampons. Whether someone menstruates or not, if you want to contribute to saving the oceans and to gender equality, this is the place to be."

About Vyld

Vyld develops radically sustainable, ocean-friendly and healthy period products from seaweed.

Vyld was founded in Berlin in 2021 as a profit-for-purpose company in steward-ownership by Ines Schiller. Earlier this year, Vyld closed its first [pre-seed funding round](#), led by FemTech and impact investors The Case for Her and Purpose Ventures, as well as several business angels, including Sebastian Klein (Neue Narrative, Blinkist) and Christian Kraus (RECUP). To explore further avenues of alternative funding, Vyld is launching a [crowdfunding campaign](#) on 05.09.2022 to further develop the world's first tampon made from seaweed ('*Kelpon*') and involve users in the development from the beginning.

Vyld's innovative products made from seaweed prove that user-centered product excellence, sustainability and empowerment can go hand in hand. Not only do they help menstruators overcome the social stigma associated with periods, but they also pioneer a circular economy in harmony with nature. Vyld's goal is an '*algaverse*' of products that establish algae as a sustainable resource in the mainstream and actively contribute to ocean regeneration, as well as CO2 reduction. In this way, Vyld helps accelerate the establishment of a sustainable marine permaculture and contributes to at least 12 of the 17 UN Sustainable Development Goals.