



Hey Girls launch national **#DONTRUSHTOFLUSH** campaign, alongside new anti-flush messaging on all disposable wrappers!

Did you know that an estimated 4.6 million period products are flushed down UK toilets EVERY DAY? Yep, we're crying too.

Many of us are brought up to think that flushing used pads and tampons down the loo is a perfectly normal thing. Often, because of the stigma and shame that hangs around periods, many of us flush just to avoid the embarrassment of having to use bins outside of the cubicle. And more often than not, bins aren't even available... So, what's a girl to do?

We want to empower and educate our community to make clever choices in their period habits, which is why we have launched our brand new campaign, **#DONTRUSHTOFLUSH!**

We'd like to introduce you to The Disposables; a family no one wants to see at the beach.



When period products are flushed down our lavvy's, they often end up blocking and damaging our water systems. These blockages are thought to cost the UK taxpayer around £6.5 million annually – money we'd rather spend elsewhere.

About cookies on this site

We use cookies to collect and analyse information on site performance and usage, to provide social media features and to enhance and customise content and advertisements. [Learn more](#)

[Allow all cookies](#)

[Cookie settings](#)

across Edinburgh city centre.



Hey Girls are also taking steps to make each of our own disposable products as anti-flush as possible. All pads, digital and applicator tampon wrappers will now display a "DO NOT FLUSH" sign on each individual product. Alongside the no flush messaging on all product boxes, we hope this step will encourage our customers to think before they flush.

In true Hey Girls style, it's time to get the conversation flowing and make sure that no one is left behind when learning about how to safely and responsibly dispose of your period products.

Keep your eyes peeled for our fantastic new range of disposable packaging, as well as The Disposable family featured around Edinburgh city centre and online.

Want to get involved? Share this campaign with your own online community, friends and family. Let's make sure everyone knows to WRAP IT, BIN IT, and NEVER FLUSH IT DOWN THE LOO!

#DONTRUSHTOFLUSH

<https://www.youtube.com/watch?v=m16INeZJdRw>

GET INTERACTIVE! Search for "Dont Rush To Flush" on Instagram filters and take your very own campaign selfie!

About cookies on this site

We use cookies to collect and analyse information on site performance and usage, to provide social media features and to enhance and customise content and advertisements. [Learn more](#)

sign up to our newsletter...

we'll even donate a product on your behalf when you do!

Sign up now

← Back to News

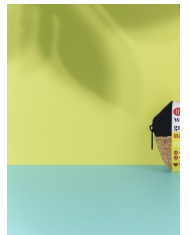
Thats a Bloody Good Headshot! →

Join the conversation...

see what we've been up to
with the latest news from
hey girls...



"we want to get people having
conversations that do away with stigma and
taboos around menstruation and
ultimately help to end UK period poverty."



watch our latest YouTube...



meet our am
community]



About cookies on this site

We use cookies to collect and analyse information on site performance and usage, to provide social media features and to enhance and customise content and advertisements. [Learn more](#)

Consumer Products

My name is... *

And my email is... *

☐ I agree to Hey Girls [Terms & Conditions](#)

Sign me up!



- Public Sector

Wholesale

Shop

Learn
- Our Story

Our Impact

Community Partners

Donate

Customer Services

customerservices@heygirls.co.uk

Media Enquiries

press@heygirls.co.uk

Public Sectors & Sales Enquiries

bdme@heygirls.co.uk

Donation Enquiries

donations@heygirls.co.uk

Hey Girls CIC

Unit 3

Newhailes Business Park Newhailes Road

Musselburgh EH21 6RH

Say Hey!

PR & Media

About cookies on this site

We use cookies to collect and analyse information on site performance and usage, to provide social media features and to enhance and customise content and advertisements. [Learn more](#)



[Returns Policy](#)

[Terms & Conditions](#)

[Privacy & Cookies Policy](#)

©2026 Hey Girls CIC. All rights reserved.
Site by StrategiQ

About cookies on this site

We use cookies to collect and analyse information on site performance and usage, to provide social media features and to enhance and customise content and advertisements. [Learn more](#)