

From pineapple fibre to social innovation



When an old-age home resident in the Eastern Cape bemoaned the lack of cost-effective alternatives to expensive adult sanitary wear, little did she know that she would be the catalyst for an innovative and world-first range of reusable and washable sanitary wear made from, of all things, pineapple fibre.

Candy Andrioliakos, the elderly resident's beauty therapist, took the request to heart and started researching the ideal material to produce a washable, absorbent adult diaper when she saw a billboard at the world-renowned Bathurst Big Pineapple,

advertising processed pineapple fibre. She obtained a sample, experimented with it and the seeds of Leafline Washable Sanitary Wear were sown.

In February 2021 Leafline Washable Sanitary Wear was awarded first place in the SAB Foundation's Disability Empowerment Awards, winning an amount of R1,3 million in seed capital. The Disability Empowerment Awards acknowledges social innovations that improve the quality of life for people with disabilities through assistive devices, training, or employment.

Bridgit Evans, head of the SAB Foundation, says that it was the potential of the product to make a lasting impact in the lives of the elderly, poor and disabled that tipped the scales in Leafline's favour. "The cost of adult sanitary wear is beyond the reach of many elderly or disabled South Africans. We are very excited at the potential of Leafline to significantly lessen this financial burden on some of the most vulnerable sectors in our society," she adds.

Leafline needed hands on deck to assist with sampling and production, and so Candy trained six young women from Enkuthazweni Skills Training College, an

NGO that supports persons with disabilities. She ended up employing three of the six trainees, and recently used a portion of the award to acquire bigger premises. Her intention is to train and employ more women from the community to sew the products and in so doing, increase production as the demand for the products continues to grow. She moved into the new premises early in April and employed additional women at the end of April after training them in sewing and related skills.

Leafline's product range includes reusable and eco-conscious adult and baby nappies, sanitary towels as well as chair and bed protectors. All the inners in the Leafline products are made from natural pineapple leaf fibre that is environmentally friendly, reusable, and free from bacteria. The pineapple leaf fibre gets processed into a soft cotton-wool-like substance, which is then covered with an outer lining of cotton or waterproof material depending on the product. The result is a comfortable, discreet and practical product that is far more affordable and kinder on the environment than disposable nappies.

Visit www.leafline.co.za.

WASHABLE INCONTINENCE PRODUCTS

RESTORE YOUR DIGNITY

You can wear Dignity4you products under your normal clothes and lead a normal and more confident life. Be kind to YOURSELF.

SAVE MONEY

Dignity4you products can be washed and reused 200 times and will last you for more than a year. Be kind to YOUR PURSE.

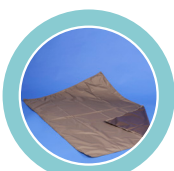
REDUCE PLASTIC POLLUTION

Dignity4you products reduces plastic pollution by 99.8%. Be kind to NATURE.

All our products are produced in South Africa and have a NAPPI code for medical aid refund



Adult Nappy



Draw sheet



Ladies' panty



Men's brief



Press-stud waterproof



Pull-on waterproof



Cotton booster pad



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