



## Ocean Saving Period: Vyld closes pre-seed funding round and is developing the world's first tampon made from seaweed

- Vyld successfully secures first pre-seed funding round
- Leading international FemTech and impact investors participated
- Healthy tampons from the sea: algae are the regenerative material of the future

**Berlin 28.01.2022:** The newly founded Berlin-based company **Vyld** announces the successful closing of its pre-seed funding round. Founder and CEO Ines Schiller was able to win the well-known FemTech and impact investors *The Case for Her* and *Purpose Ventures*, as well as several Business Angels, including Sebastian Klein (*Blinkist*, *Neue Narrative*), for her innovative idea of the seaweed tampon. The funding will help the company to accelerate the development of the world's first tampon made from seaweed, which is expected to be ready for mass production by the end of the year.

Vyld is revolutionizing the existing market of period products with a truly sustainable and healthy solution. The tampon made from seaweed (*'Kelpo'*) is the first step towards the company's long-term goal of introducing seaweed as the regenerative raw material of the future into a wide range of products.

Every day, around 300 million people menstruate worldwide, 90% of the period products used are single-use products, polluting the oceans with two million tons of "period waste" - every year. And unfortunately, that's where they stay, because almost all menstrual products used to date contain plastic. Furthermore, the products are made of viscose and cotton, with their respective negative effects on environment and health. Vyld is changing that: seaweed, which is biodegradable on land and in water, will be used instead from the tampon core to the packaging. It requires neither fertilizers, pesticides nor drinking water and also grows ten times faster than land plants. In the process, algae are able to sequester large amounts of CO<sub>2</sub> and nitrogen, thereby restoring marine ecosystems and realizing their enormous potential as a natural climate crisis solution.

"Algae are already used in over 70% of all processed foods due to their many beneficial features. We want to use these amazing unique advantages for period products where they will really make a difference. This way we can offer the menstruators a unique solution that combines product performance and true sustainability," says **founder and CEO Ines Schiller**.

Seaweed has been used successfully in the medical field for decades and comes with mainly two positive characteristics from which Vyld customers will benefit: In addition to a natural high absorbency quality, seaweed also has anti-inflammatory effects.



"With the '*Kelpon*', Vyld reinvents tampons and offers a healthy solution for all - the menstruators, the oceans and the environment. This unique combination of climate protection and menstruation, which contributes to so many of the UN Sustainable Development Goals, convinced us," explains **Cristina Ljungberg, Co-founder of *The Case for Her***.

In addition to the products, Vyld's business model focuses on sustainability and a regenerative approach; as a profit-for-purpose company, profits will be used to implement marine and menstrual health projects. **Achim Hensen, Co-Founder of *Purpose Ventures***, explains: "Vyld not only aims to bring an innovative and sustainable product to market, but also to grow and thrive in the same sustainable way as their seaweed. In order to embed these values in Vyld's DNA, Ines Schiller has chosen the form of steward-ownership for the company. Her holistic, regenerative approach is pioneering a new, healthy way of doing business that is in harmony with the available resources."

#### **About Vyld**

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

Vyld was founded in 2021 in Berlin as a self-owned profit-for-purpose company by Ines Schiller. The company is supported by impact investors Purpose Ventures and The Case for Her, as well as business angels Janina Weingarth and Uwe Seider, Sebastian Klein (Neue Narrative, Blinkist), Christian Kraus (RECUP) and Stephan Breidenbach (German Zero). Other supporters are the FemTech Accelerator Tech4Eva, the Blue Bioeconomy Accelerator Submariner Network, the Social Impact Lab, the Impact Hub Berlin, as well as the EU, the Berlin Senate and the State of Berlin.

Vyld's innovative products made from seaweed prove that user-centered product excellence, sustainability and empowerment can go hand in hand. They not only help menstruators overcome the social stigma associated with periods, but are trailblazers for a circular economy in harmony with nature. Vyld's goal is an '*algaeverse*' of products that helps establish algae as a sustainable raw material, actively contributing to ocean restoration and CO2 reduction, therefore accelerating the development of a regenerative marine permaculture and contributing to at least 12 of the 17 UN Sustainable Development Goals.

#### **About Ines Schiller, Founder & CEO**

Ines Schiller is a certified marine guide, social entrepreneur (FOGMA, MeinGrundeinkommen, CellAg Germany), screenwriter/film producer (LOVE STEAKS, TIGER GIRL), philosopher and neuroscientist, with a passion for feminism and biotechnology. As an ocean lover, saving the oceans is close to her heart; as a menstruator, she finally wants a product that is sustainable and that she can truly rely on. She founded Vyld because she believes algae have the potential to inspire a rethinking of our production systems.