Industry Game Changer Organic Initiative Announces Expansion to 172 H-E-B stores and Launch of Oi Girl™

Highlighting its ongoing growth and commitment to providing superior certified organic hygiene products, Organic Initiative (Oi) today announced its expansion to 172 H-E-B stores and the launch of its new Oi Girl™ line of products.

LOS ANGELES (PRWEB) April 30, 2019 -- Highlighting its ongoing growth and commitment to providing superior certified organic hygiene products, Organic Initiative (Oi) today announced its expansion to 172 H-E-B stores and the launch of its new Oi Girl™ line of products.

San Antonio-based H-E-B is the first major retailer in the nation to offer Oi’s innovative line of pads and tampons for women as well as its breakthrough new Oi Girl product line for young girls. The products began hitting shelves in Texas the week of April 29.

Oi Girl™ is a first-of-its-kind line of smaller products made from 100% certified organic cotton for girls starting their periods. It taps into the growing interest from women of all ages in being healthy and reducing waste. The product line provides engaging information and features friendly, drawings of animals such as dolphins, penguins, and polar bears, reinforcing the earth-friendly message of the product. Oi Girl was created specifically for girls to help them feel confident and more in control of their periods with sizes suited to their younger bodies, and the comfort of naturally absorbent, non-irritant and chemical-free organic cotton.

“Our initiative is to remove synthetics and chemicals from hygiene products and make healthy, premium certified and affordable products accessible for all women,” said Helen Robinson, CEO of Oi. “Using products like Oi is a small change that we can all make while we join the journey to a lifetime of safe and healthy products for ourselves and the environment.”

Made from biodegradable 100% certified organic cotton, Oi tampons, pads and panty liners are free from synthetics, chemical sprays, perfumes and dyes. Every component of Oi products – including the packaging – is designed to help reduce the lifetime impact of synthetics, plastics and chemicals on the environment as well as on women’s and girls’ bodies.

A wholly-owned subsidiary of New Zealand-based Organic Initiative Limited, Oi has seen unrivalled growth in the US market since its launch in 2018, with availability via major online sites and now in thousands of top retailers nationwide. For more information on Oi and Oi Girl, visit www.oi4me.com.

#changeyourworldthismonth

About Organic Initiative
Organic Initiative (Oi) is a New Zealand-originated company focused on removing plastic, synthetics and chemicals from personal hygiene products. Oi’s first product range delivers premium, organic, healthy, and yet affordable women’s sanitary products. Oi’s tampons, pads and liners are certified organic by BioGro and the Global Organic Textile Standard (GOTS) and can be found in mass retail, drug stores and supermarkets, as well as online. For more information, see www.oi4me.com.

# # #
Contact Information
Brenna Harrington
Harrington Consulting
http://www.oi4me.com
7062177809

Online Web 2.0 Version
You can read the online version of this press release here.