

HERB2BE HERBS TEABAG: SOLUTION TO DYSMENORRHOEA (MENSTRUAL PAIN)

Nur Athirah Sumardi

University Malaysia Kelantan, Bachok, Malaysia
athirah.s@umk.edu.my

Fadhilahanim Aryani Abdullah, Nur Hafizah Muhammad, Ghazali Ahmad, Nur Aliah Mansor

Universiti Malaysia Kelantan, Bachok, Malaysia
aryani.a@umk.edu.my, hafizahm@umk.edu.my, ghazali@umk.edu.my, aliam.m@umk.edu.my

Highlights: Herb2be herbs teabag is a combination of herbs served in one teabag, specifically to reduce the pain of dysmenorrhoea. Dysmenorrhoea is a term used to describe severe menstrual cramps or in concise, the period pain (menstrual pain). The purposes of innovating this herbal teabag are to help consumers to relieve menstrual pain, smoothen the menstrual cycle, as well as improve their quality of life. This product is upgraded by using ingredients that are different from similar products such as mint leaves. This product is safe to be consumed as it only contains natural ingredients. Besides, hygiene has been the top priority during the manufacturing process of each teabag.

Key words: *dysmenorrhea, teabag, menstrual cramps, natural ingredients, teenage girls, women*

Introduction

Dysmenorrhoea has been one of the main burdens among teenage girls and women. Some of them suffer from primary dysmenorrhea, and some may suffer from severe dysmenorrhoea. Dysmenorrhoea brings a lot of worries and inconveniences to teenage girls and women. It affects the quality of day-to-day life, causing the ladies to skip works and schools as well as put them in difficulties to join sports activities. There are many supplements that help in reducing dysmenorrhoea; however, most supplements and treatment are expensive and not affordable for some average and low-income women. Therefore, this group decides to innovate herbs teabag called 'Herb2be herbs teabag' to reduce dysmenorrhoea. The combination of herbs such as ginger, lemongrass, mint leaves, goji berries, and red dates can effectively reduce the pain. The objective of producing herbal teabag is to relieve the pain of dysmenorrhoea, smoothen the menstrual cycle among girls and women and improve their quality of life.

Content

Dysmenorrhoea is a pain experienced in the lower abdomen or pelvis during menstruation. Dysmenorrhoea causes women to not be able to concentrate on work, leading to poor performance while teenage girls cannot concentrate on study. A survey conducted by Lokman (2017) showed that 80% of Malaysian women who have suffered from menstrual pain consensually agreed, it has affected their ability to work. This is also supported by Lee et al. (2006) whereby the results showed menstrual pain among teenage girls in Malaysia has affecting their class concentration. Hence, Herb2be herbs teabag is an innovation to treat menstrual pain at an affordable price and safe to be consumed. Besides, this teabag will serve the teenage girls and women as the solution of dysmenorrhoea by helping them to reduce and relieve menstrual pain, relax the muscles of the abdomen, reduce the body calories, improve the quality of their sleep as well as maintain their daily routine activities.

Herb2be herbs teabag represents the identity of Malaysia as part of Asia, with the usage of Asia-related ingredients, combining the sun-dried natural herb ingredients such as ginger, lemongrass, mint leaves, goji berries, and red dates in a round shape teabag. According to Ozgoli, Goli, and Moattar (2009), consuming 250 mg of ginger powder four times a day for three consecutive days, will help to relieve menstrual pain. In fact, teabag ingredients like ginger, lemongrass, and mint leaves effectively treated menstrual pain (Panwar, 2016). Other than that, Goji berries and red dates may also help to improve women's health. These natural ingredients will be sun-dried in order to enable the consumers to store the teabag in cool and dry places within one to three months. Consumers can enjoy the tea with three simple steps. Firstly, put the teabag in a cup or glass, then, pour some hot or warm water into the glass. Finally, remove the teabag from the water after soaking it for about three minutes and it is ready to be served.

Furthermore, Herb2be teabags will be individually packed, allowing consumers to bring it anywhere, along in the handbag. This product is environmentally friendly as the packaging is created using recycled paper and the sachet is biodegradable. Other than that, this product is affordable and cheap as compared to any other similar products from other countries due to its low production costs. This is due to the fact that all the herbs required, are easily obtained ingredients which enable the product to be produced in low cost.

Nowadays, social media has strongly powered up to significantly help to promote a product to reach to its business market, conveniently enable the possibility of Herb2be herbs teabag to penetrate the domestic market. This product will be promoted by the influencers who are active with good image on social media such as Instagram, Facebook, Twitter, and Tiktok. This teabag can be purchased from pharmacies and drug stores as it will be registered with Ministry of Health (MOH), to be evaluated and tested for its efficacy and safety. Potential consumers will be persuaded and encouraged to try this product as the registration certification from MOH will guarantee the safety value of the teabag.

Rather than consuming a marketed drug to reduce the pain of menstruation, there are consumers who are looking into alternatives which may include this teabag. In addition, when everything revolves with digitalization, this product is also aimed to be sold through e-commerce platforms such as Shopee and Lazada. Though this product may be insignificant for some people especially the males, but they should prepare this in case they have sisters, wife, mothers and female friends. Dysmenorrhoea is no longer something that should be kept inside, it is something that should be cared about.

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