

FOR IMMEDIATE RELEASE

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Oxford Student Turns Banana Skin Into Eco-Friendly Sanitary Pad — Now Competing for Miss England Title

A 19-year-old Oxford student is breaking boundaries in both science and sustainability — by designing a revolutionary sanitary pad made from banana fibre.

Sidra Malik, who recently won the Wellness Innovation Award in the BIEA STEM competition, is now proudly representing her hometown as Miss Oxford in the Miss England 2025 National Final which takes place 20th & 21st November at the Grand Station Wolverhampton, where she plans to showcase her passion for sustainability in the competition's popular Eco-Fashion Round.

Sidra's award-winning design was inspired by the need to find environmentally friendly solutions to everyday products. The sanitary pad she developed is made from banana fibre — a natural, highly absorbent, and biodegradable material — providing a sustainable alternative to plastic-based pads that contribute to landfill and microplastic pollution.

"I have a deep passion for sustainability," said Sidra. "The climate crisis is more prominent now than ever before, and I believe businesses and individuals should work in harmony with the environment to reduce harm rather than escalate it. My design offers an eco-friendly solution that's not only better for the planet but also creates opportunities for developing countries to benefit from banana fibre production."

Unlike conventional pads that take hundreds of years to decompose, Sidra's innovation can be washed and reused multiple times or safely disposed of without damaging the environment. Banana fibre is widely available in developing nations, offering new possibilities for ethical trade and sustainable income.

Sidra's next creative challenge will be at the Miss England Final on 20th & 21st November at The Grand Station, Wolverhampton, where she will enter her design into

the Eco-Fashion Round, transforming waste materials into something beautiful and purposeful.

“Carrying out this project was so rewarding,” Sidra said. “I got to explore how science and creativity can help solve global problems. Now I want to bring that same energy to the Miss England stage — proving that beauty and sustainability can go hand in hand.”

Miss England Director Angie Beasley added:

“Sidra represents exactly what Miss England stands for — intelligence, innovation, and a commitment to positive change. Her idea is inspiring, and it’s fantastic to see young women using the platform to promote sustainability and women’s health in such a creative way.”

To vote for Sidra in the Miss England final , download the Miss England App for FREE to make one FREE Daily vote per vote per day

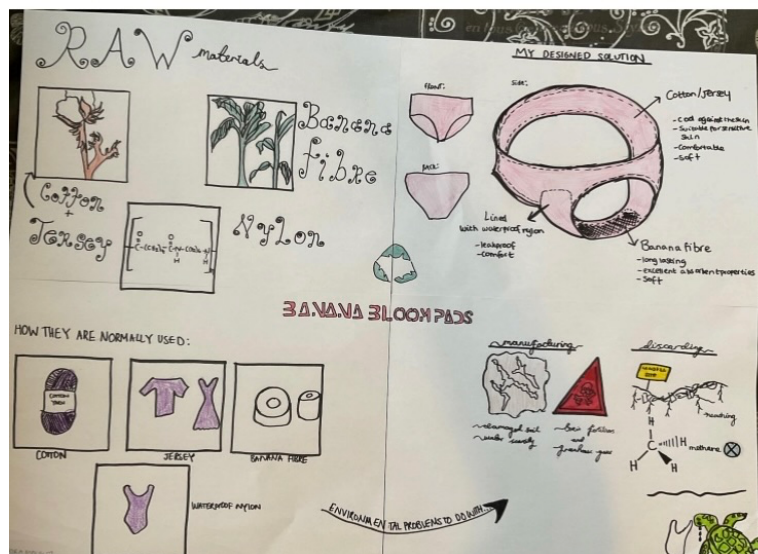
For more information, visit www.missengland.info or follow @missenglandcontest and @missenglandlimited on Instagram and TikTok.

Images attached

Contact: info@missengland.info | www.missengland.info



BANANA BLOOM PADS





AWARD CERTIFICATE

Presented to

Sidra Malik
Banana Bloom
Magdalen College School, United Kingdom

Wellness Innovation Award

"Sustainable Styles, Threads of the Future"

2024 BIEA INTERNATIONAL STEM YOUTH INNOVATION COMPETITION

An international science competition that invites young students to use their STEM skills in the innovative creation of sustainable fashion concepts.



DAVID LAMPER
Chairman, BIEA



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