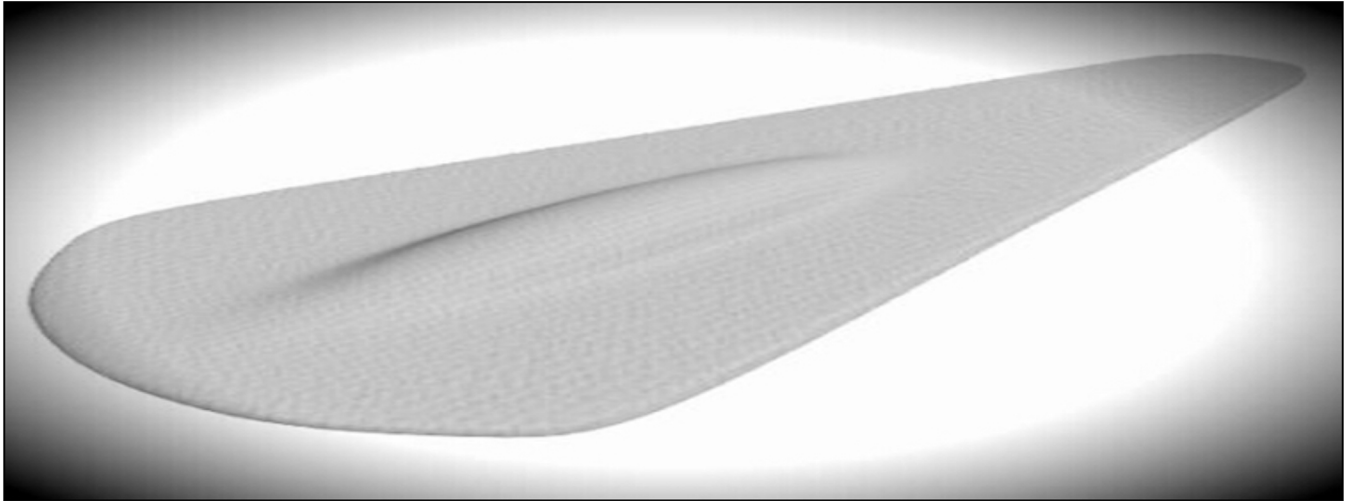


ONLINE EXCLUSIVES

# In Development: Essentia Shield

*Fashion entrepreneur creates solutions to female fashion woes*



---

12.14.17

---

Years of working in fashion and seeing the sacrifices some women make and the discomfort they feel to look good sent Elena Zaltsberg looking for a solution—a product that could be used as a barrier between a women’s clothing and her most delicate area. When she couldn’t find such a product, she went about developing one on her own. The result is an anatomically-correct, supportive-shaped insert that fits in a woman’s pant or underwear or, as she calls it, Essentia Shield.

“There was just nothing like this on the market,” Zaltsberg says. “And, it was something that women wanted. Not many people talk about the discomfort but once they open up, it is clear what a problem it can be.”

The Essentia Shield features a patented supportive shape that prevents irritation when a women is wearing thongs, g-strings, jeans and other tight fitting cloths without showing an unnecessary bulge or panty line.

Described as non-menstrual but capable of absorbing some moisture, Essentia is made of organic cotton and other Earth-friendly materials and will retain its supportive shape throughout the day and keep its wear feeling fresh, rejuvenated and comfortable.

A fashion executive by trade, Zaltzberg knew little about nonwovens or disposable products as she approached this problem so she created the original prototype out of cotton fabric, but she has been studying disposables and nonwovens technology for the next generation of the product.

“Right now, the product is a reusable cotton product but it is not efficient,” she says. “We really want to make a disposable version. It makes more sense.”