

Absorbent Hygiene Course



DATE:
SEP 1–3, 2026



LOCATION:
CARY, NC

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COURSE AGENDA

Day 1	Tuesday, September 1
8:00 am	Coffee & Pastries
8:30 am	Welcome & Introductions
9:00 am	Understanding What Sells AHP Products Convenience, Performance & Affordability in AHP
9:30 am	The Current Market Place – Baby Care Products Tiers & Differentiation of Diapers
10:30 am	Break
10:45 am	Product Deconstruction: Baby Care
11:15 am	The Current Market Place – Adult Incontinence Products Terminology, Differentiation of Products



	• Manufacturers, their Brands & Features • Market Trends in AHPs
12:00 pm	The Current Market Place – Menstrual Care Products • Tiers & Differentiation of Feminine Care Pads • Manufacturers, their Brands & Features • Market Trends
12:30 pm	Lunch
1:15 pm	The Converting Machine, Part 1 • Limitations • Designing for Future Needs
2:15 pm	Break
2:30 pm	The Converting Machine, Part 2 • Opportunities • QC for Your Product
3:30 pm	Break
3:45 pm	Major Systems of Absorbent Hygiene Products • The Chassis Containment System • The Acquisition-Absorbent System
4:15 pm	Product Deconstruction: Adult Incontinence
4:35 pm	Nonwovens in Absorbent Hygiene • Raw Materials • Web Forming • Bonding • Finishing

5:15 pm	Nonwovens in Absorbent Hygiene • Topsheets • Acquisition Distribution Layers • Barrier Cuffs • Outer Covers
6:00 pm	End of Day Review / Questions
6:15 pm	Group Dinner (Restaurant TBD)
Day 2	Wednesday, September 2
8:00 am	Coffee & Pastries
8:30 am	Recap of Day 1 & Questions
8:45 am	Comments on Tampons • Past challenges • Alternatives for Plastic Applicators
9:15 am	Superabsorbents, Part 1 • Background & Theory • Testing Methods
10:15 am	Break
10:30 am	Superabsorbents, Part 2 • Performance • Sustainable Options
11:15 am	Product Deconstruction & Testing – Menstrual Care
11:45 am	Lunch

12:30 pm	Absorbent Hygiene Product Testing - Standard Test Methods (NWSP Methods) - NAFC Methods for Adult Incontinence Products
1:00 pm	Fluff Pulp, Part 1
2:15 pm	Break
2:30 pm	Fluff Pulp, Part 2
3:30 pm	Break
3:45 pm	Sustainability Topics - Sourcing: Raw Material Options - End-of-Life Considerations - Consumer Perceptions
5:15 pm	End of Day Review / Questions
6:00 pm	Dinner on Your Own
Day 3	Thursday, September 3
8:00 am	Coffee & Pastries
8:30 am	Recap of Day 2 & Questions
8:45 am	Outer Covers & Elastics, Part 1
9:30 am	Break
10:00 am	Outer Covers & Elastics, Part 2
11:00 am	Putting It All Together - Adhesives & Ultrasonics - Color & Printing

	• Hook & Loop Closure Systems
12:00 pm	Survey & Lunch
12:45 pm	Understanding Your Product • Developing a Compelling Marketing Concept • Performance Testing in the Lab • Performance Testing with the Consumer • “Spend a Little – Learn a Lot” • Obtaining Prototypes & Test Products
1:45 pm	Closing Questions