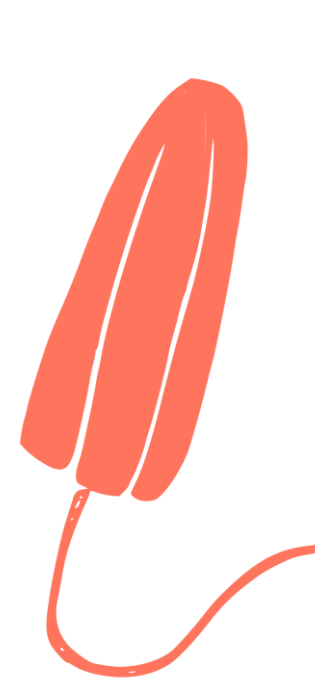


WHAT ARE THE PROBLEMS WITH AVAILABLE PRODUCTS?



DISPOSABLE SANITARY PAD



TAMPONS



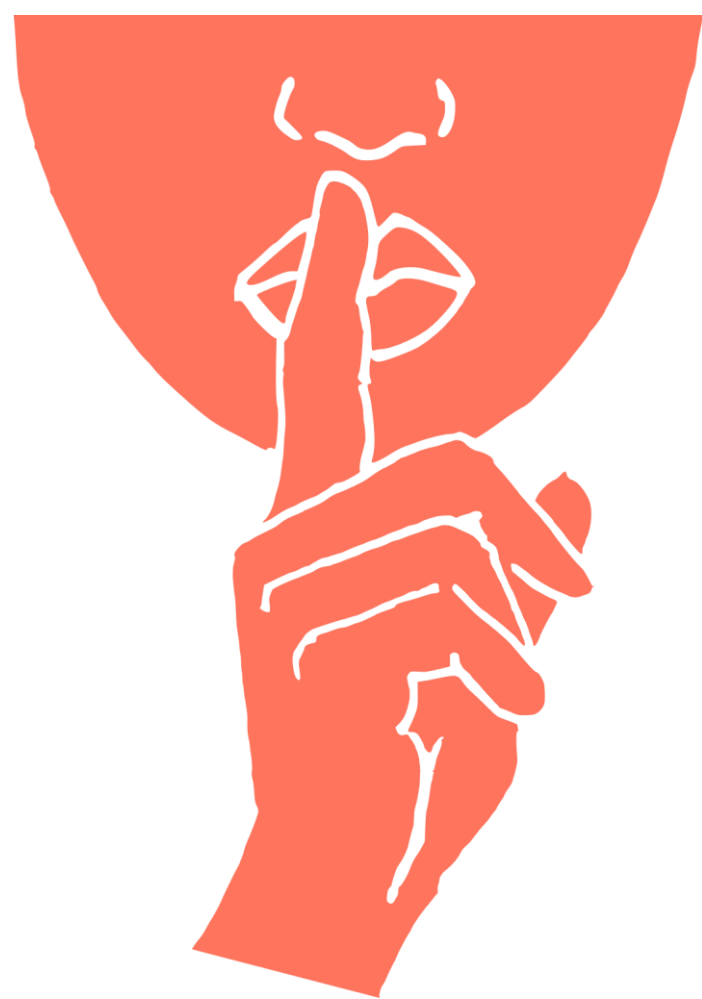
MENSTRUAL CUP



REUSABLE CLOTH PAD

MENSTRUATION IS TABOO AND IS PRESENTED AS SHAMEFUL

MENSTRUATION
IS SEEN AS SOMETHING
UNCLEAN & DIRTY



THIS LEADS TO
SILENCE &
CONCEALMENT
OF THE TOPIC

AS A RESULT THERE IS



A LACK OF EDUCATION ON
MENSTRUATION

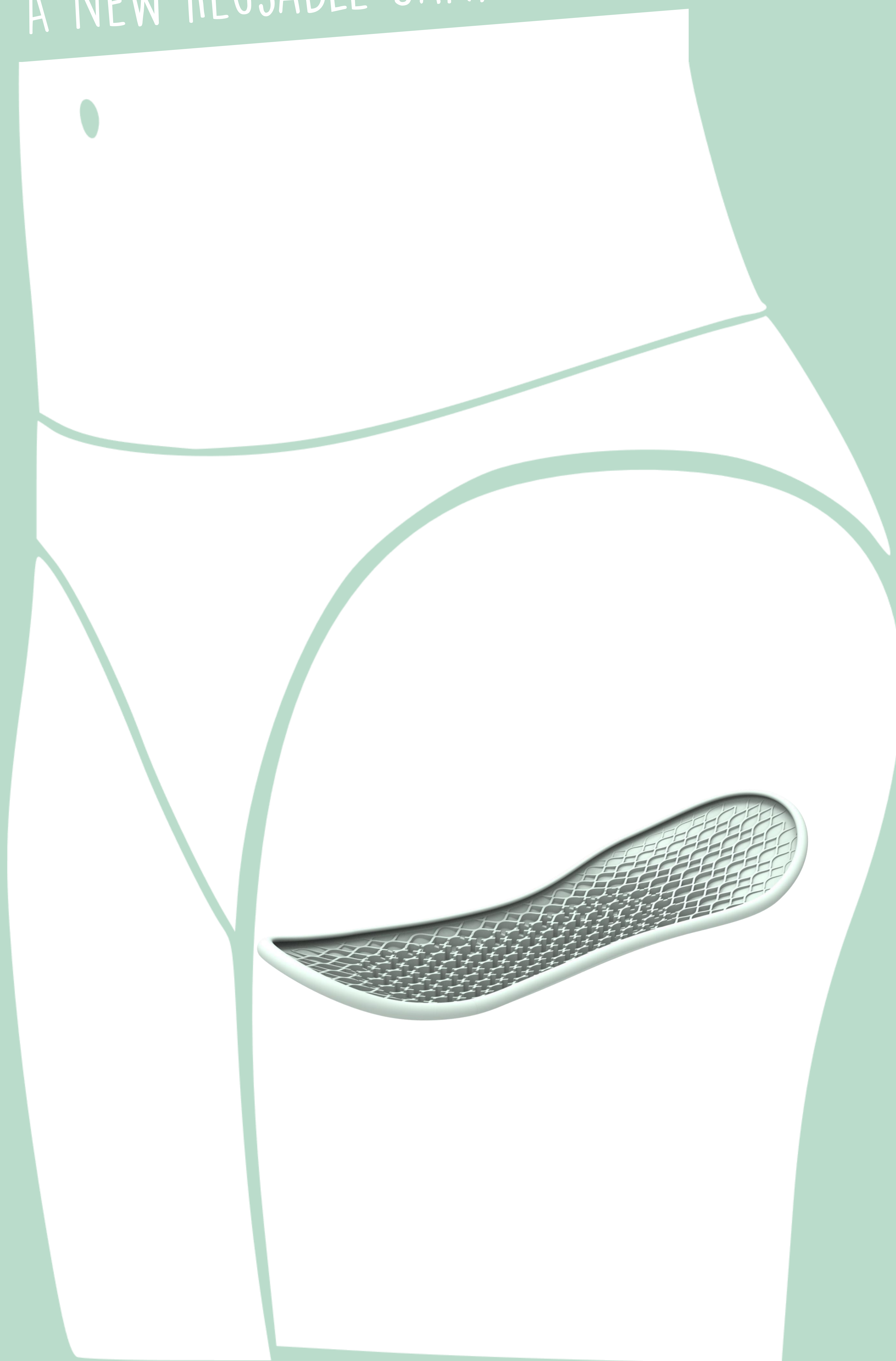


WOMEN WITHDRAW FROM SOCIAL
INTERACTIONS, INCLUDING GIRLS
MISSING SCHOOL

WHAT'S THE
PROBLEM?

Mula

A NEW REUSABLE SANITARY PAD



COST EFFECTIVE



ENVIRONMENTALLY
SUSTAINABLE



NO HEALTH RISKS



EASY TO
CLEAN

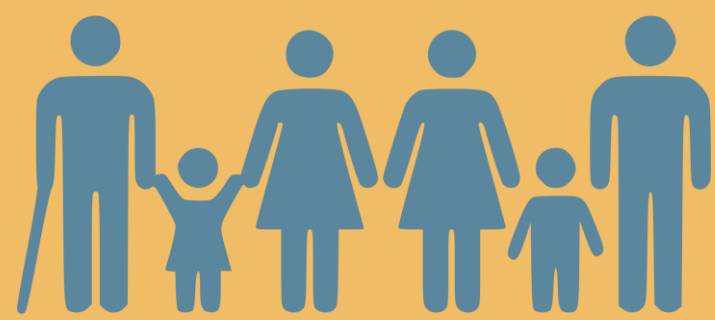


ACCOMMODATING
CULTURE

WHAT ARE THE BENEFITS?

SUSTAINABLE DEVELOPMENT GOALS

NO POVERTY



A sufficient amount of disposable sanitary wear has been proven to be unaffordable to many women within South Africa and other developing countries. Providing an affordable reusable pad that can be used up to 10 year will help improve this.

ZERO HUNGER



The cost of disposable sanitary products is a monthly expense many women cannot prioritise over nourishment. Eliminating the reoccurring cost of sanitary wear through a reusable product, also eliminates the choice between menstrual products and daily bread.

GOOD HEALTH AND WELL-BEING



If disposable sanitary wear is worn longer than intended, the risk of bacterial infections occurs. Because the material used in the reusable sanitary pad does not harbour bacteria, it is a safe alternative.

QUALITY EDUCATION



Not having access to sufficient menstrual products has caused women to withdraw from social interactions, including adolescent girls not attending school. By providing an affordable, permanent solution, this limitation on education could be eliminated.

GENDER EQUALITY



Women and adolescent girls are burdened with the problems that accompany menstruation; from the cost of sanitary wear to missing out on schooling. Providing more education and a sustainable solution aims to reduce this gendered disadvantage.

CLEAN WATER AND SANITATION



The incorrect disposal of sanitary wear can cause blockage in sanitation facilities. This has caused young women to stay home during menstruation, as the facilities offered at schools become insufficient. The reusable pad solves this problem.

DECENT WORK AND ECONOMIC GROWTH



The existing sanitary pad industry is monopolised by international companies. By starting a new business, new employment opportunities will be created, opening a new tax space and encouraging economic growth within the country.

INDUSTRY, INNOVATION AND INFRASTRUCTURE



Introducing a new product into the menstrual health industry, challenges the existing monopolies which provide a limited line of products to women. This product aims to create an expansion of this industry through innovation.

REDUCED INEQUALITIES



Current sanitary products are a monthly expense that women are expected to carry, making them inaccessible to women who live in poverty. Providing a sustainable and accessible solution aims to reduce these inequalities.

SUSTAINABLE CITIES AND COMMUNITIES



Introducing a new product into the sanitary market, creates new career and business opportunities. This reusable product would allow women to cut down on an otherwise monthly cost, encouraging them to complete their education, leading to female independence and creating a resilient society that women can significantly contribute to.

RESPONSIBLE CONSUMPTION AND PRODUCTION



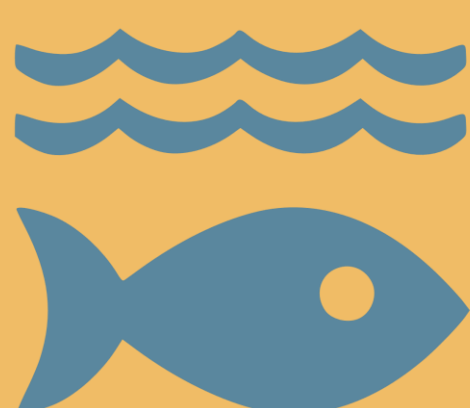
With sustainability and affordability as core values of this reusable product, the existing industry of disposable products is challenged and responsible consumption and production is encouraged.

CLIMATE ACTION



By encouraging a reusable menstrual product, sustainable living and waste education is encouraged. Disposable menstrual products have a massive contribution to landfills, which this reusable sanitary pad reduces.

LIFE BELOW WATER



Sea life is being threatened by the massive amount of plastic waste ending up in the oceans. Disposable sanitary products are a contributor to this problem and a reusable product could significantly reduce this waste.

LIFE ON LAND



Disposable menstrual products have a massive contribution to landfills, which have a negative environmental impact, endangering life on land. A reusable sanitary product is a sustainable solution to reducing this waste.

PEACE, JUSTICE AND STRONG INSTITUTIONS



This reusable sanitary pad, as well as the business that surrounds it, aims to change the mentality around menstruation by normalising the taboos surrounding this topic. These create injustices and infringe on the human rights of women, especially those living in poverty.

PARTNERSHIPS FOR THE GOALS



The current monopolised sanitary wear industry dictates the consumption and mentality surrounding menstrual health. By creating a new business with sustainable values, a platform for partnerships emerges that could provide an opportunity for sustainable development in this industry.