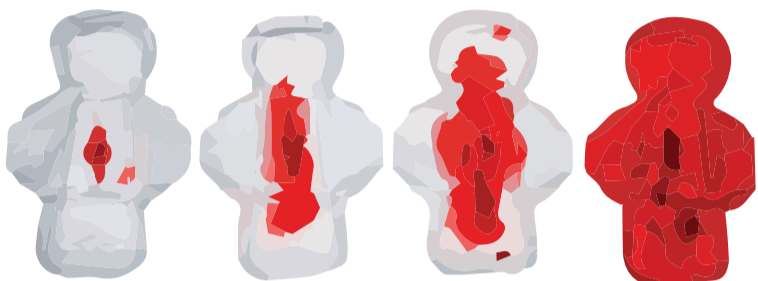


# PERIOD STIGMA

## IS BLOODY & COSTLY

AUSTRALIA U.S.A. SWEDEN VENEZUELA



20min 40 min 2 hrs 160 hrs

This is how long it takes a woman earning minimum wage to be able to afford one pack of pads in their country.

1 in 4

Girls are unprepared when they get their first periods



51% of men said it is inappropriate for periods to be discussed in the workplace

SHARE THE DIGNITY



That equates to

2.5 MILLION WOMEN

1 in 5

Australian women have needed to compromise to alternative hygiene products.

This is why girls felt self-conscious at school.

12% Uncomfortable

22% Taboo

40% Cramps

42% Period shaming

67% Lack of appropriate period products

7 in 10

Teenagers were especially self-conscious of their periods in the school environment.