

A photograph of two women in bikinis sitting in a field of tall grass. The woman on the left is wearing a blue bikini, and the woman on the right is wearing an orange bikini. They are holding hands, and the scene is lit with warm, golden light, suggesting a sunset or sunrise. The background is a dense field of tall grass.

RECONNECTING SURVEY 2023

AWWA

AWWA is a period care brand that deeply reflects the relationship and connections between oneself, our environment, and planet.

AWWA Period Care is deeply rooted in Māori ancestry; Māori referred to their period as 'te awa atua' - the divine river, and this sacred idea promises a world where every person can feel divine and empowered during their period.

AWWA wants to create a more empowering, more sustainable, and more connected relationship with our periods – not just for our own tamahine, but for everyone across Aotearoa and around the world.

We use the stories and practices of our tupuna to support and educate our customers about how to connect back to their cycle. These practices were unique to Māori but our aim is to educate all New Zealanders about the importance of understanding our ikura and giving back to the community we live and work in.



HAPPINESS
is being
MARRIED
to ♥ your
Best Friend



BREAKING STIGMAS.

AWWA is committed breaking the stigmas and negativity associated with ikura, and reconnecting you to your cycle. Our tupuna viewed their ikura as sacred and we want to bring these attitudes, traditions and practices into the modern day

Since following AWWA...



75%

of people feel more connected to their cycle.



87%

have a more positive attitude towards their ikura.

Overall we are really pleased with this response. Reconnecting people to their cycle is a massive part of our kaupapa. However, we will always strive to improve these percentages - we want to see these sit at 100% one day in the not too distant future!

"It's refreshing to see it being a celebrated thing and AWWA has introduced the thought of it being a sacred/celebrated thing rather than something negative."

"I feel like I think about my cycle more because I want to wear my AWWA period undies. I am happier about having a period because using the AWWA period undies make me feel at ease so I don't worry about any leakage."

"Since using and following AWWA I now have a really positive ikura and look forward to it monthly. I'm more connected to my cycle phases and especially sinking into my luteal phase with comfort and self loving."

"AWWA has helped me to become aware of slowing down and allowing myself time to rest and nourish myself during my period."

"I've always felt that I should just ignore my period and get on with life, but I feel now that I am learning more about how it affects me mentally and physically."

"I'm grateful for the awareness that AWWA brings to a part of me that has always been, even if misunderstood or shy of, and will always be, and it encourages me to live more confidently in everyday life as I am more connected to this integral part of being a woman."

OUR NEW KPI'S



80%

of people feel more connected to their cycle.



90%

have a more positive attitude towards their ikura.



REIDEGENISING IKURA.

Through our social channels, we show how people can re-indigenise their ikura. We share indigenous knowledge + practices and inspire our audience to incorporate these into their lives. It is important to note that although we talk about re-indigenising this is not something only for our indigenous peoples; the idea is about reconnecting and this is relevant to all people.

Since following AWWA...



54%

understand what it means to re-indigenise their cycle.



44%

feel as though they *are* re-indigenising their cycle.

This shows us we still have work to do in educating our audience about what the idea of reidigensing is and how it is relevant to them in today's modern society. We will continue to share regular content via our social channels to reach as many people as possible.

“AWWA has taught me to break down generational stigmas placed on us by colonialism.”

“As a Māori who is disconnected from my culture, AWWA has helped me overcome the shame of periods and helped me see how amazing the female body is and how it should be celebrated.”

“Yesss, by being more connected and slowing down with my ikura I feel I am re-indigenising my cycle. I'm no longer ashamed to bleed, I absolutely revel in my beautiful menstrual cycle. I worship my body and the power within me. I feel empowered and lucky to be a woman every time I bleed. I connect with it's every essence, I feel cleansed, connected to nature and the cycles around me. It's all magic.”

“One element is tracking it with the marama, but to me the more important part is that I am reindiginising it to self. Making it more normal to me. Kia tangata whenua ai taku ikura, no Papa, nō te one i kurawaka.”

“As a Pākehā woman, I find it hard to channel that side of my ikura. I do follow some of AWWA suggestions, following my cycle more closely and leaning into how I feel and not feeling shame around it.”

“For me its about moving away from colonial ideas of health and how i should manage ikura by following a natural approach and not instilling unnatural products during ikura.”

OUR NEW KPI'S



70%

understand what it means to re-indigenise their cycle.



60%

feel as though they *are* re-indigenising their cycle.

Our tupuna viewed their ikura as sacred and we want to bring these attitudes, traditions and practices into the modern day. We are inspiring people to re-indigenise (reconnect) with their cycle through, for example, learning karakia, resting, meditation, returning ikura to Papatūānuku, learning whakapapa, taking time to enjoy what they love and spending time in nature.

Since following AWWA...



64%

have made positive changes to their ikura week.



57%

view their cycle as sacred.

"I don't subscribe to the normal expectations of the world - I feel like I have given myself permission to rest, slow down, not go to work or Kura if I need to put me first or stay away from other humans to protect myself."

"I have made more me time during that week. I am less harsh on myself when it comes to household chores and let myself rest when it is needed or when I feel like it and it definitely makes the week go so much better when I take it easy that week."

"I listen to my body when it tells me to slow down I do that, I don't suck it up and push through anymore."

"Listening to what my body wants, instead of sticking to my usual routine. I will actually stop and rest if I'm feeling tired, or fit in a little workout/stretch routine if I have some spare energy. Not feeling bad about craving certain foods during my ikura."

"I try to listen to my body, especially when it comes to exercise. I won't force myself to move when I know my body needs rest. I try to spend more time in nature when I am on my cycle and offer my blood back to papatūānuku."

"I rely on other wahine for help during my cycle now, I don't need to power through it or tough it out, I don't need to ignore it or hide it, I feel more proud of it, I rest when I am too tired, I manage my pain more openly I speak about it more with men in my home and they take on more work and are understanding."

OUR NEW KPI'S



80%

have made positive changes to their ikura week.



65%

view their cycle as sacred.

We encourage our followers to slow down during their ikura week and to be mindful of how they are feeling. More info here about incorporating ceremony (even something very simple). One important practice of our tupuna was to return their ikura blood to the earth.



11%

use Karakia during their ikura week.



18%

have returned their ikura blood to the earth (or a pot plant).

Ceremony can be as simple as mindfully washing your AWWA or waking up each morning with gratitude towards your body. We will continue to share ideas for how to incorporate small mindful moments into your ikura week.

"I live off grid and have now started pouring my menstrual blood into my compost, I thought about it and of course the endometrial lining is full of amazing nutrients, it makes so much sense to give it back to the earth. And the sense of connection to mother earth feels really special."

"Meditation is definitely prioritised that time of the month. Taking the time to take it all in, be present and grateful. I also journal a lot more in my heightened emotions."

"I recycle the water used when rinsing my AWWA and give it back to the earth. I always use mirimiri and rongoa at the start and end of my cycle."

"I don't use karakia during my ikura but do use positive affirmations and try to be mindful about the power of being a person who bleeds to help manage my negative emotions towards it."

"Rinsing my AWWA feels very ceremonial in a way. It makes you look, see and understand what is happening during your cycle and allowing me to embrace my cycle rather than not thinking about it and trying to just get through the week."

"I now sing songs from my families culture while washing my Awwa, I now meditate and focus on the action of hand washing and reconnect to my ikura by allowing myself to accept any emotion that arises during the process I no longer ignore my Awwa and throw them in the wash, it is important to me now to embrace."

OUR NEW KPI'S



25%

use Karakia during their ikura week.



25%

have returned their ikura blood to the earth (or a pot plant).



IKURA AND THE WORKPLACE.

We want to create a period positive future where people are not embarrassed to talk about their ikura. We asked our followers whether or not they feel comfortable asking their workplace for support when they have their ikura.



33%

feel comfortable talking to their employer about flexible working during their ikura.

Given only 33% of people feel comfortable talking to their employer about their ikura shows us that, as a society, we need to make a change. Ikura is natural, normal and not something to be ashamed of.

“My job unfortunately does not permit this. I work as a chef and they are not very understanding of a womens cycle. I hope this improves one day. I am in the process of a career change however as I am sick of having issues around my cycle as I have endometriosis, and often debilitating pains.”

“This is such a great question. Because my first response was to dismiss this as ridiculous. Both as an employee and employer. Then I thought about it and realised how much discomfort I used to be in for a few days and why the hell should I not make it easier on myself or my staff? Thank you! Personally, I would have stayed home in bed for a bit longer and started work later for a shorter day. But working from home in more comfortable attire and with a hot water bottle would also have worked.”

“At my current workplace I work with an awesome bunch of women and for the first time in my life feel like I can be open about period pain or open about needing to take time off because of period pain.”

“I did with my previous manager, however, I have recently changed and now have a male manager. I find it a bit more difficult to approach the subject.”

“We’re an all female leadership team, so we don't have any barriers to talking about our cycles. We're all going through the same things, so the level of understanding is very high. It's accepted to say that we're feeling low and we're prepared to pick up some of each other's workload during ikura week.”

OUR NEW KPI'S



50%

feel comfortable talking to their employer about flexible working during their ikura.

A woman with long dark hair, wearing a blue one-piece swimsuit, stands barefoot in a dense, sun-dappled forest. She is looking down and to her left, with her right hand resting on a thin tree trunk. The forest floor is covered with various green plants, including palm-like leaves and ferns. The lighting is soft and natural, highlighting the textures of the foliage and the woman's skin.

Ngā mihi for supporting AWWA and we look forward
inspiring even more people to reclaim the sacred
nature of ikura.