



## **The Sustainable Menstrual Equity Coalition Welcomes the Recommendations of The House of Commons Standing Committee on the Status of Women Report Focused On Menstrual Equity in Canada.**

November 7, 2023 – OTTAWA, ON – The Sustainable Menstrual Equity Coalition in Canada (SMEC) welcomes the 11 recommendations from the House of Common’s Status of Women Standing Committee Status report *Let’s Talk About It, Period: Achieving Menstrual Equity in Canada*.

“The Committee’s report is a thoughtful, comprehensive study that clearly shows that Members of Parliament are serious about confronting period poverty and supporting sustainable, innovative solutions to achieving menstrual equity in Canada.” said Suzanne Siemens and Madeleine Shaw, Co-Founders of Aisle.

The Committee’s study and report focuses on women, girls and other individuals who menstruate and the challenges with access to menstrual products, education and adequate sanitary facilities.

“We are excited to see the inclusion of sustainable products in the list of recommendations ”, said Leisa Hirtz, CEO of Women's Global Health Innovations (bfree cup). “Menstrual equity will require more than just one size fits all solution because we are all different and have different needs.”

Offering sustainable disposable and reusable options is the most effective long-term solution to period poverty and meeting our country’s environmental goals. Offering cost-effective sustainable products alongside conventional disposables has significant benefits such as financial savings, GHG reduction and waste reduction. Further benefits include better mental health/peace of mind for Canadians, thanks to reliable access and appropriate product choice.

“We’re so glad to see the report focus on sustainable options provided by Canadian women-led businesses” said Linda Biggs, co-CEO of joni. “Canada has an opportunity to be a leader in menstrual equity initiatives by partnering with SMEC companies that offer period care dispensers with sustainable pads and tampons as well as reusable cups, cloth pads and period underwear in advancing access from coast to coast to coast.”

The SMEC again congratulates Canada’s leadership on this issue and looks forward to working with all Members of Parliament to end period poverty.

### **About the Sustainable Menstrual Equity Coalition**

The Sustainable Menstrual Equity Coalition is a national private coalition of women-led companies in Canada that specialize in sustainable menstrual care products, solutions and education. SMEC members include Canadian-led women SMEs Aisle, joni and Women's Global Health Innovations (Bfree cup).

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