



GET AUNT FLOW MENSTRUAL PRODUCTS AT YOUR OFFICE

Goal: To develop and launch a free-access, Aunt Flow menstrual product program funded by your employer.

1. **Community:** Find your support system
 - a. Peers: Rally fellow team members that are eager to support the menstrual movement. Peers will be critical to demonstrate to HR that people WANT this.
 - b. Funding: Funding often comes from HR or facilities. We like to say that the “tampons follow the toilet paper.” Whomever is responsible for purchasing and placing the toilet paper is also responsible for purchasing and restocking the Aunt Flow® dispenser.
 - c. Decision makers: From our experience, these folks have influence on the decision:
 - i. HR: Benefits
 - ii. COO/Operations Director: Implementation and oversight
 - iii. Director of Facilities: Implementation of products
 - iv. Property Manager: If your building is not owned, another company may be responsible for purchasing
2. **Cost:** Understand the investment. Use the “Menstrual Product Program” doc to present
 - a. Cost for a FULL menstrual product program with Aunt Flow:
 - i. *Initial Investment*:
 1. Dispensers: # bathrooms to stock product X \$300 (cost of Aunt Flow dispenser) = Initial cost of dispensers
 - ii. *Recurring Investment*:
 1. Product: # female employees X \$10 (cost of providing products) = Average annual cost of providing Aunt Flow menstrual products
 - a. Note that depending on your office, the cost per female may range between \$5-\$10
 2. Refilling Cost: Aunt Flow dispensers hold 5x the amount of product compared to other dispensers and reloading takes less than 30 seconds.

Need some period positivity? Just reach out:

hello@goauntflow.com / 562-320-8250

Copyright Aunt Flow 2019



3. **Convince:** Make money moves
 - a. Set up a meeting with decision makers to present to them the investment and ask for commitment for implementation. *NOTE:* Invite me to this meeting as I am here as a resource to help answer questions and guide!
 - i. PRINT: In this packet you will find the “Aunt Flow Dispenser” and “Menstrual Product Program” documents, which outline the program. Share with respective decision makers.
 - ii. Respond to Questions/Objections: Refer to “Common Objections” document for responses.
4. **Complete:** Implement the program
 - a. Share with the Aunt Flow team all of the contact information for who you have been coordinating with. Aunt Flow will work with your office to roll out product.
5. **Celebrate:** Successfully rollout menstrual products in bathrooms
 - a. Keep the momentum going by throwing an internal PERIOD PARTY® or sending out a company-wide email to share more about the program.

Need some period positivity? Just reach out:
hello@goauntflow.com / 562-320-8250
Copyright Aunt Flow 2019

Menstrual Product Program

Offering freely accessible menstrual products in bathrooms is an important initiative for employees and guests. Toilet paper is offered for free, why aren't tampons and pads?®

Facts:

- 86% of women have started their period outside of home, without the supplies needed (*Free the Tampons*).
- 64% of women have left work immediately to get the supplies needed (*Free the Tampons*).
- Re-stocking coin-operated machines is MORE expensive than supplying free menstrual products (*Columbus Public Airport*).
- For just **\$5-\$10 per female student, per year with Aunt Flow®** our office can join the national menstrual movement, decrease lost employee work hours, and improve employee experience.

Investment for a menstrual product program with Aunt Flow



Through our research, we have come to the conclusion that Aunt Flow is the best solution for our office. Aunt Flow has worked with hundreds of businesses and schools to develop menstrual product programs.

Aunt Flow offers a full solution including a free-vend menstrual product dispenser and 100% organic cotton tampons and pads that reduce waste by 34% compared to Tampax®. The certified, woman-owned company works both directly with offices and with thousands of distributors like Staples, Amazon, and more to make implementation easy. (See attached document for full benefits of Aunt Flow.)

Cost Breakdown

Initial Investment

Dispenser Cost: Contact Aunt Flow to get pricing.

Labor cost for Installation: Aunt Flow includes installation in our package.

Recurring Investment

Product Cost: Aunt Flow 100% organic cotton tampons and pads are sold by the case. Budget \$5-\$10 per female employee, per year.

Refilling Cost: Refilling is simple and reloading takes less than 30 seconds, compared to other tampons dispensers that take over 90 seconds.





HOW TO RESPOND TO OBJECTIONS AND CONCERNS

Why does a menstrual product program matter?

Menstrual hygiene is necessary for equal opportunity in the workplace. It is a fundamental human right to be able to discover and reach one's full potential, regardless of a natural need. If we as a society do not value menstruators and ensure access to menstrual hygiene products, we are actively perpetuating the harmful effects of period stigma and shame. When period products are not provided in the same capacity as toilet paper and other hygienic necessities, the needs of nearly half of the population are disregarded.

Why should we stock Aunt Flow® products?

Aunt Flow® works with hundreds of businesses and schools to support their menstrual product needs:

- ADA compliant free-vend, wall-mounted menstrual product dispenser that is easy to reload and holds 5x the amount of product compared to the HOSPECO® dispenser
- 100% organic cotton tampons and pads
- Tampons are biodegradable and products reduce waste by 34% compared to TAMPAX®
- Aunt Flow works with hundreds of distributors to make implementation easy. Costs are competitive.
- Certified, woman-owned company
- For more information visit goauntflow.com

How do we implement the program? What are the logistics?

At a high-level, the tampons follow the toilet paper. Whomever is responsible for ordering and restocking toilet paper is responsible for doing the same for menstrual products. Aunt Flow offers installation support for our dispensers.

Need some period positivity? Just reach out:

hello@goauntflow.com / 562-320-8250

Copyright Aunt Flow 2019



How do we fund the program?

Menstrual products should come out of the same budget that toilet paper does. Some offices have seen success acquiring a budget through employee-benefits (HR.)

How much does the program cost, exactly?

Frankly, it is hard to know EXACTLY how much a menstrual product program will cost at an office. Based on Aunt Flow's experience and data, a program will cost between \$5-\$10 per female employee, per year.

Talking point: Just like an office did not know how much toilet paper was going to be used the first year of launch, it is hard to know the exact amount of menstrual products that will be used. Just because the office did not know the exact amount of toilet paper needed, that did not mean that they did not offer it - Both toilet paper and tampons respond to natural bodily functions, thus should be considered priorities.

Should we stock ALL bathrooms?

We believe that menstrual products should be offered for everyone, thus, we believe it is important to female, gender neutral, and family bathrooms.

What other businesses are doing this?

Below is a small list of businesses and schools that have implemented programs with the support of Aunt Flow:

- Google North America
- Viacom
- Zappos
- Twitter
- CoverMyMeds
- Princeton University
- KIPP Schools

Need some period positivity? Just reach out:

hello@goauntflow.com / 562-320-8250

Copyright Aunt Flow 2019