

Hey Girls

Hi everyone, my name's Kristin and I'm the brand development lead at Hey Girls. We're a social enterprise on a mission to eradicate period poverty from the UK. 1 in 10 girls and young women in the UK cannot afford period products.

We were founded in 2018 by Celia and her two daughters Kate and Beckie. Celia raised her family on benefits and experienced period poverty herself. Upon discovering that period poverty was still an issue that faced modern day Britain they decided to do something about it.

With period poverty there's a whole host of other problems we need to face. We know that 48% of girls are embarrassed by their period and 71% are embarrassed to buy period products. 49% of girls have missed an entire day of school because of their period.

Hey Girls believe that access to period protection is a right not a privilege. So how do we make a difference? Hey Girls is built on a buy on give one business model which means for every single product we sell we also donate to one of our amazing donation partners across the UK. We work with over 200 food banks, donation partners, charities, swimming shelters and community hubs to make sure period poverty can be a thing of the past.

You can also pick us up on the supermarket shelves and every single one of these sold goes to our donation partners. The Hey Girls product range is something that we are really proud of. We like to cater to every floor whether you're looking for disposable period pads and tampons to a range of reusables. The entire Hey Girls range is very friendly: environmentally friendly, vegan friendly organic and plastic free. We want to make sure that the products we give to you are not only good for your body but good for the environment too.

Periods don't stop for pandemics, but neither do we. Due to the coronavirus and the ongoing pandemic its never been more important to support people with period care. Our donation partners have stepped up and we are proud that have donated over 13.1 million plastic free period products across the UK.

This is our team, we are based in Musselburgh and our wonderful packing team are all local mums returning to work. We also most recently launched our dispatch centre down in Suffolk so that we can be closer to our English customer base.

We love to have fun communicate and campaign with different walks of life. Our collaboration with Micheal Sheen launched the Pads for Dads campaign as we want to make sure dads are not left out of the bloody conversation. We've also been featured in headline publications including the Metro with our Pad Dad. We've been involved in numerous Blood Big Brunches to raise vital donations for period poverty. Our unsanitary campaign hit headlines last year and our Don't Rush to Flush campaign took us all to the seaside to encourage our customers to think before they flush.

Along with the work we do to eradicate period poverty in the UK we also know that period dignity is a matter that needs to be addressed. Our founder and CEO, Celia, famously once said 'providing period poverty in the work place is the difference between a good day at the office or the worst day of their career.' We believe that access to period care is a right not a privilege and that includes in businesses too.

These are just some of the fantastic organisations who have signed up to the period dignity campaign which means that their members of staff are protected at work and no one has to find themselves cut short. We've also worked with the likes of the Scottish FA who recently launched the

period dignity campaign at their Hamden stadium. This means all of their visitors and fans and staff can enjoy Hey Girls products in all of the washrooms. The Scottish FA also decided to partner up with the charity Children's First so these guys are direct beneficiaries of Hey Girls donations produced by Scottish FA's commitment to period dignity. One of the first clubs to sign to the period dignity campaign was Hibs. Our relationship with these guys have flourished over the past few years and we were very excited to welcome their female captain Joelle to lead the campaign on stadium grounds. We also ran a cups workshop so during one of the games the Hey Girls team and a group of youth ambassadors handed out cups to anyone who wanted to give a cup a go.

Community is at the core of everything Hey Girls do and that didn't stop during the pandemic either. Over 20,000 plastic free pads and tampons were delivered to local clubs during sports week 2020. Were Hey Girls

- We never mince our words
- We own the lingo
- We empower
- Never condemn
- We start conversations
- We never limit them
- We portray reality
- Don't avoid the taboo
- Our tone is cheeky
- Not clinical
- We educate
- Never alienate

We want to eradicate period poverty from the UK and support people in the workplace, community and sports grounds with period dignity.

Hey Girls helps UK girls.

Thanks everyone!