

# TOTM Impact Report 2022





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# We're the bold, bright future of period care, here to shake up the industry, for good.

Since launching in 2016, we've been driving period positive change. We were the first UK organic cotton period care brand to:



**Launch with a major UK supermarket, across 700+ locations.**



**Ditch plastic non-applicator tampon wrappers for compostable paper.**



**Develop a self-serve period care solution and dignity scheme for workplaces.**



**Actively recover ocean-bound plastic through applicator tampon sales.**

Looking back on 2022, we have a lot to celebrate. It was a year of major achievements, awards and milestones for our brand and impact.

TOTM is powered by a small but passionate team who all believe in our mission of inspiring better, sustainable ways to manage periods. For too long, the period care industry has failed to address period stigma and the impact these products have on the planet. We stand by change at TOTM and are here to set a new ethical and sustainable standard.

**So, with this, we're proud to share our 2022 impact report with you.**





# Here's a taste of some key 2022 achievements covered in this report:

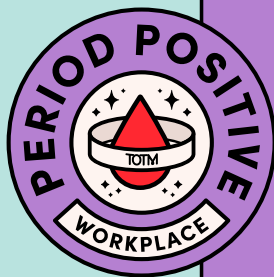
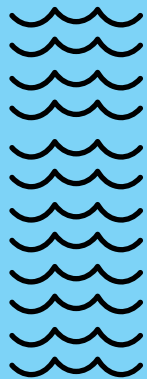


1,988,194

periods made more sustainable in 2022.

3,504,333

plastic applicators recovered from the ocean. \*

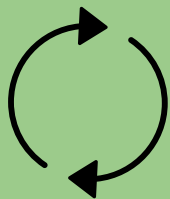


3,000+ sites

being supplied by our Period Positive Workplace Scheme.

314,072 kg

carbon offset.



49,690 pads donated

to In Kind Direct

\*Equivalent number based on the recovery of 10513 kg via Plastic Bank partnership



# Change your period care, for good.

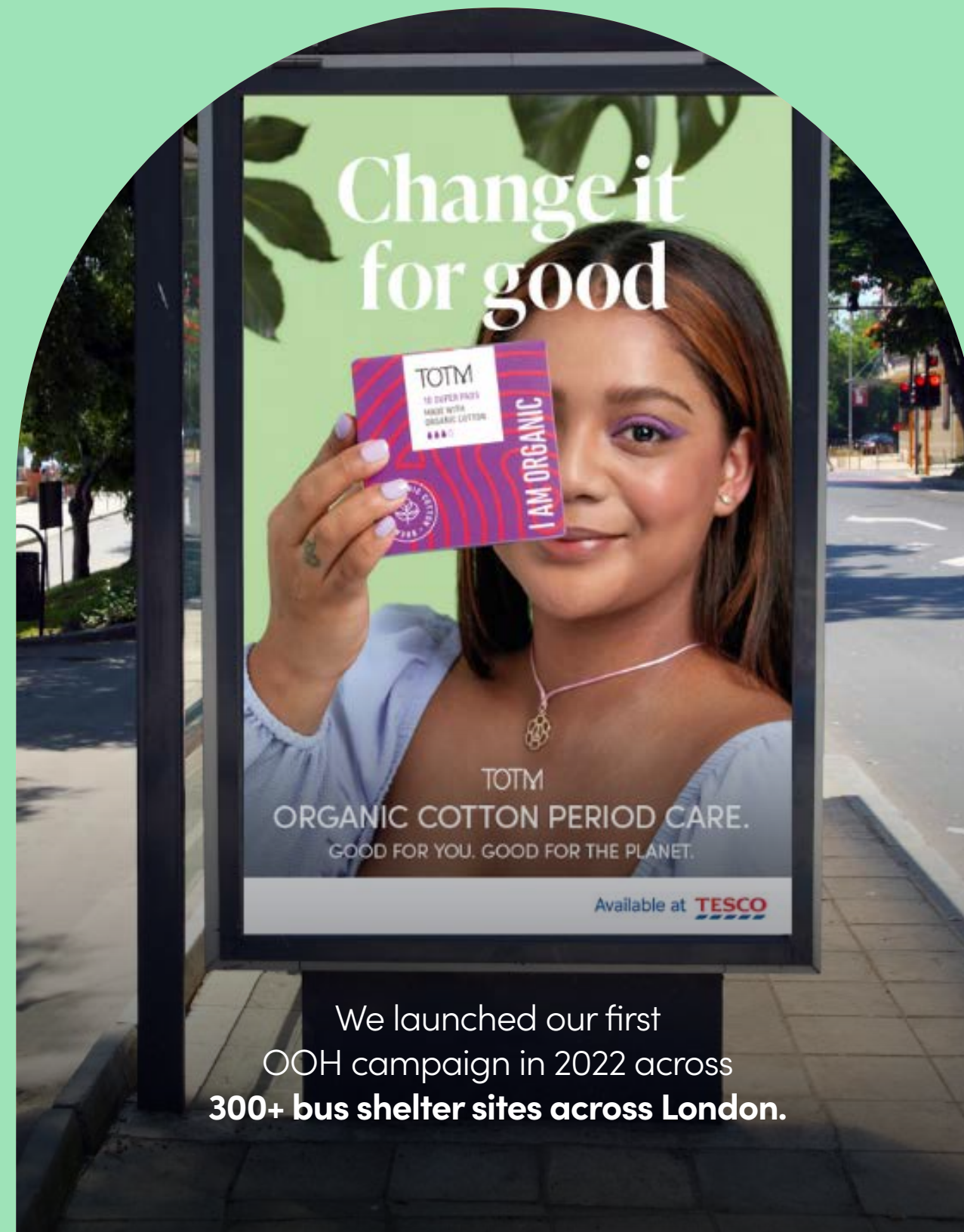
We helped make  
**1,988,194**  
periods more sustainable in 2022.

At TOTM, we're on a mission to drive sustainable period care into the mainstream. Last year, we reached another milestone on our journey by launching in Morrisons stores across the UK. By making our range of certified organic cotton and reusable period care readily available on a shelf near you, we're thrilled to see so many period powerful customers switching to our products. **Our period care is now available in over 1800 locations** thanks to our retail partners, which also includes Tesco, M&S, Superdrug and Ocado.



M&S

Superdrug ☆



We launched our first  
OOH campaign in 2022 across  
**300+ bus shelter sites across London.**



**elliecgraham** @totmorganic you go Glen coco 🍌 thank you for being such an easy, everyday plastic free swap 🌱🥰

**miss.mia.campion** It's true, can confirm, best and only pads I'll use from now on 🍌

**secondhandcharli** The best period product evrrrrr 🍌🍌

**elizer17** I use the super tampons, they are amazing and so grateful for the cardboard applicator.. no plastic crap 🍌🍌

**ayahsalma1** I absolutely love these! I can't believe I haven't tried them sooner. So comfy and I honestly forgot I was wearing a pad 🍌🍌

**\_sallydickson** TOTM is my BFF!! 🍌🍌🍌🍌

**izzy\_manuel** I am obsessed with your period products! I love your panty liners they're the best 🍌🍌



# From less waste to zero waste.

Our conscious period care range includes certified organic cotton tampons, pads, liners, and reusable menstrual cups. All designed to reduce waste whilst offering added comfort. All products are manufactured in a facility in Europe that's powered by renewable energy sources. **Here's a breakdown of total products sold in 2022:**

4,950,912

cardboard applicator and non-app tampons sold.

7,944,500

pads and liners sold.

10,892

menstrual cups sold.

## A reminder of why this matters

Every year, in the UK alone, period products generate **200,000 tonnes of waste**, a lot of which comes from single-use plastic found in conventional period care. These plastic-filled products can take over **500 years to break down** – that's the same amount of time as a plastic bag. Alongside their environmental impact, conventional period care has been found to contain chemicals such as **fragrance, dyes, chlorine bleach, titanium dioxide and artificial absorbents (SAP)**.





# Becoming a certified B Corp.

In 2022, **TOTM became a certified B Corp.** A B Corp business is certified by B Lab™ which is a non-profit organisation that supports and inspires a global movement of people, striving to use business for good. To become a certified B Corp, businesses must meet B Lab's high standards of positive social and environmental impact.

Becoming a B Corp took months and months of hard work. But we want the effort we put into building a positive business to get the recognition it deserves. Transparency and accountability are at the core of our mission. Becoming B Corp certified means our customers know they are making a difference every time they shop with us.

TOTM scored a  
B Impact Score of

# 103.7

The ethical experts at B Lab assess businesses and give a score out of 200 – you must score at least 80 to become a certified B Corp.





# Tackling ocean plastic through sales.



Did you know that each year an estimated **1.5bn – 2bn menstrual products are flushed down Britain’s toilets?**

This includes single-use plastic tampon applicators which, once flushed, go on to pollute sewers, rivers and the ocean. In fact, **period products are the fifth most common single-use plastic item** found on Europe’s beaches.

Whilst we always like to remind our community to never flush their period care, we want to tackle the pollution caused by the period care industry who refuse to stop manufacturing plastic and bio-plastic applicators.

Thanks to our partnership with Plastic Bank, we’re recovering ocean bound plastics through sales of our cardboard applicator tampons.

In 2022, we recovered the equivalent of

3,504,333

plastic applicators from the ocean – That’s the same weight as 20 grand pianos!





# Championing period dignity at work.

Due to significant growth, we evolved our period dignity initiative for workplaces into our Period Positive Workplace Scheme in 2022. By the end of the year, we doubled the number of sites being supplied by this scheme.

**3,000** sites supplied by our Period Positive Workplace Scheme.

With the likes of Admiral, Starbucks and Teesside University being amongst the list of 2022 sign-ups, we were thrilled to see so many forward-thinking employers pledging to support periods in the workplace.



SAATCHI & SAATCHI



Our experts

As part of our Period Positive Workplace Scheme, we added an expert talks programme to our offering in 2022,

with a total of **8** wellbeing talks

covering a range of topics from the menstrual cycle phases to menopause. This includes a bank of taboo-breaking resources available to everyone who signs up and takes our period positive workplace pledge.



For every workplace box sold, we donate 10p to Endometriosis UK. In 2022, we donated

**£11,075**

as well as an additional

**£6,216**

from 1% of our online sales.

**ENDOMETRIOSISUK**



# Donating pads to In Kind Direct.



We're proud to work with In Kind Direct, a UK charity focused on distributing products, donated by companies, to charitable organisations across their UK network. Through campaigns such as our Gift-a-Pad Scheme (powered by our customers) and Period Powerful Advent Calendar, we were able to donate thousands of pads which have been supplied to a range of causes including community groups and family welfare organisations.

**49,960 pads**  
donated to In Kind Direct in 2022.

**116** locations across the UK  
supplied by these In  
Kind Direct donations.



In addition to our support for In Kind Direct, we also donated

**1,500 boxes**

of period care to dignity causes from our 'Buy One, Give One' campaign with Morrisons.



# A round-up of other impactful moments in 2022.



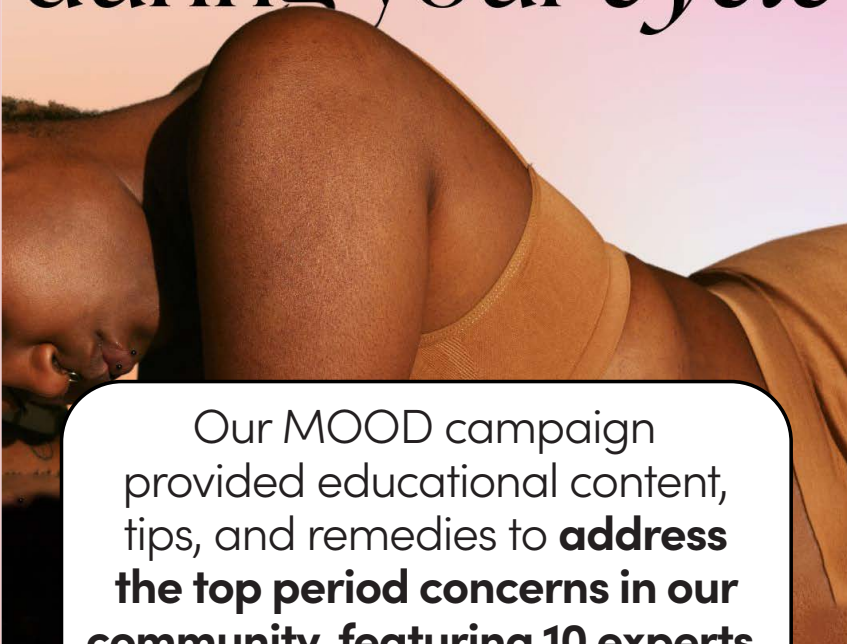
We won **‘Sustainable Business of the Year’** at the BSB Awards 2022.



TOTM won **‘Best Menstrual Health Brand’** in Glamour’s 2022 Wellness Power List

**GLAMOUR**

How your *mood* can change during your *cycle*



Our MOOD campaign provided educational content, tips, and remedies to **address the top period concerns in our community, featuring 10 experts.**



Our team dedicated **12 hours to local beach cleans in Wales**, one being part of The Great British Beach Clean.



# Update on our climate impact.



## We're carbon neutral and taking further action.

We want to make big, positive changes in the world whilst leaving the smallest possible footprint along the way. TOTM is carbon-neutral across all business activities and the organic cotton product range.

We try to avoid unnecessary carbon emissions wherever possible. This includes:



Manufacturing products in a facility **powered by renewable energy** in Europe.



Using recycled cardboard packaging in our retail range, **which lowers greenhouse gas emissions by 28%** compared to primary source boxes.

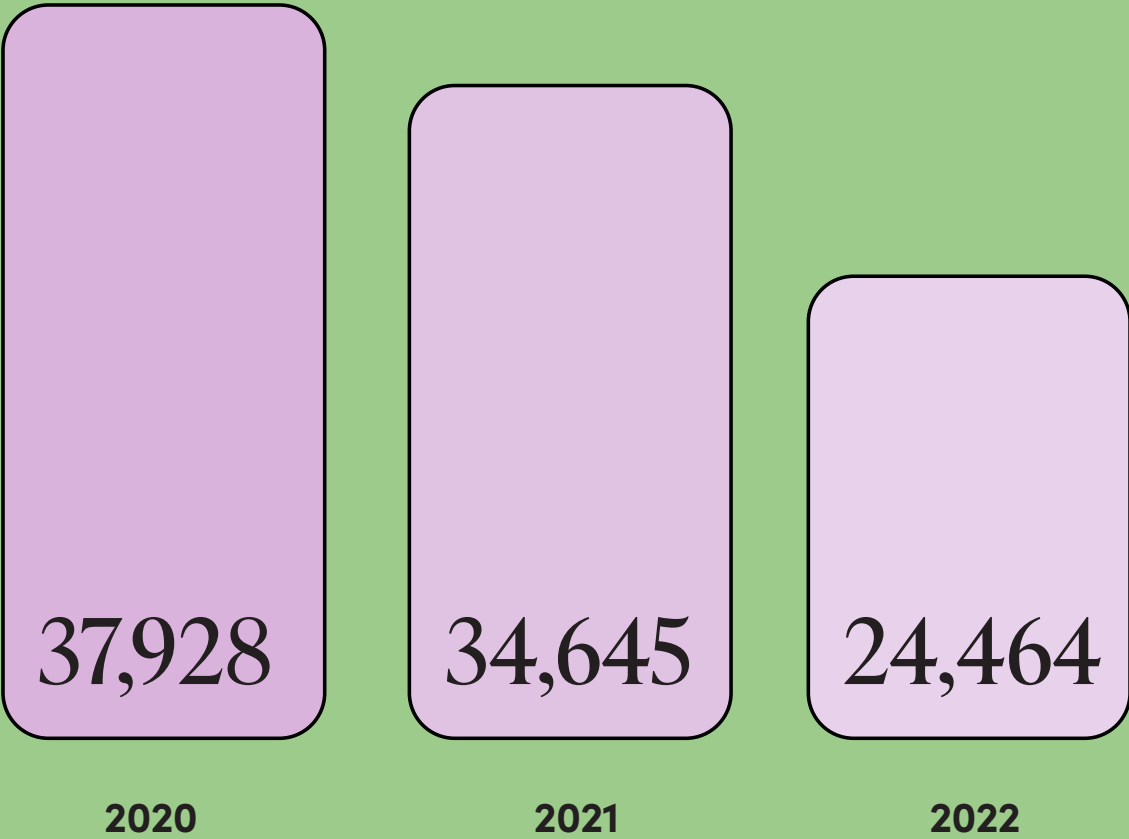


Using **organic cotton** over conventional cotton, rayon, or plastic.



We offset any unavoidable emissions through carbon offset projects. This neutralises the impact that TOTM has on our planet.

## YoY we've reduced our company emissions





# Carbon offset in 2022: What is this equivalent to?

We offset **314,072 kg** which is equivalent to:



**337,634** wash cycles (60°C)

**975,161 km**  
driven by car.



**374**  
economy flights from London to New York.

To offset emissions, we support a tree planting project in Cumbria and planted over

**100 trees**

in 2022



# Update on our climate impact.

## Introducing a quarterly delivery option to reduce carbon emissions.

During Q1 2022, we introduced quarterly deliveries so our subscribing customers can save on period care and reduce emissions. Calculations show switching from a monthly delivery to a quarterly delivery can reduce emissions, which based on an order of 3 boxes of super pads, could be enough energy to charge 5,529 smartphones.

75%

reduction in carbon emissions offered with our quarterly cadence option.

45 kg CO<sub>2</sub>.

CO<sub>2</sub> reduction on total delivery emissions (based on an order of 3 super pad boxes).



5,529

Smartphones could be charged with the energy saved with this option.



Climate neutral  
Company  
ClimatePartner.com/14480-2010-1001



Carbon neutral  
Product  
ClimatePartner.com/14480-2103-1001





# Looking ahead at 2023.

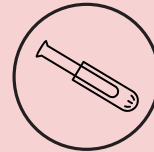
Our focus for 2023 is championing menstrual comfort, wellbeing, and dignity. As a purpose-led period care brand we have developments in the works that demonstrate our commitment here.

**To expand our period positive impact, by the end of 2023 we're aiming to:**

Recover the equivalent of

**5 million**

plastic tampon applicators from the ocean through our Plastic Bank partnership.



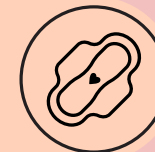
Complete a **carbon assessment of our workplace display units and menstrual cups**, with the goal to make these carbon neutral in 2024.



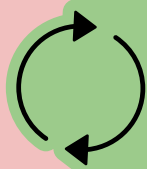
Donate over

**60,000 pads**

to period dignity causes and our donation partner, In Kind Direct.



Engage in a consultation process to **map out steps to Net Zero, which includes carbon literacy training for TOTM employees.**



Launch

**new products**

with a goal to making sustainable period care more accessible in the market.



Roll out a **volunteering programme for TOTM employees** in which all staff members are allocated 1 paid leave day to volunteer for a charity or local community project of their choice.

