

TOTM

2021 Impact Report



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Period Care
but not as you
know it...



We're pleased to share with you the impact we made in 2021

Since our launch in 2015, TOTM has existed to shake up the period care industry for good.

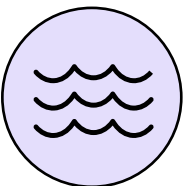
Every year we review what we have achieved in the past 12 months and consider the impact that we, as a business, have had on the planet. Reflecting each year ensures we remain focused on our vision to inspire better, sustainable ways to manage periods, always putting people and the planet first. Publishing our annual impact report gives us a chance to be fully transparent with our community and be held accountable for our efforts to reduce our footprint on the world around us.



Here's a taste of some key 2021 achievements covered in this report:



546,485
periods made more sustainable



2.6mil+
plastic applicators saved from seas & landfill



259,381kg
carbon offset



Over 30k
products donated



UN Sustainable Development Goals

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.

As a company, TOTM strives to contribute to these **17 UN Sustainable Development Goals**, realising that every organisation has a part to play to reach the 169 targets.

Look out for the Sustainable Development badges throughout this report that highlight some of the ways we have contributed towards the below goals throughout 2021:



UN Sustainable Development Goals



We Are Sustainable



UN Sustainable Development Goals



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.

We’re doing things differently. We put people and the planet first with our award-winning organic cotton & reusable period care. Our planet-friendly products are designed to make it easy to reduce waste and fight period plastic with every cycle. All our period care products are made in the EU, in a facility powered by renewable energy.



GOTS Certified Organic Cotton

Our tampons, pads, and liners are made with naturally absorbent, GOTS certified organic cotton. As a natural product, cotton is completely biodegradable. Our best-selling organic cotton pads contain up to 90% less plastic than conventional pads.



No. of pads sold

2,635,517



Up to 90% less plastic



Plastic-free Tampon Applicators

In the UK, 1.3 billion plastic applicators are thrown away each year and every day 2.5 million tampons are flushed down the toilet so it’s no surprise that period products are the 5th most common single-use plastic found in our oceans and on our beaches.

Our range of tampons contains no plastic applicators. Our tampon applicators are made with fully recyclable cardboard. Every cardboard tampon applicator sold is a huge win for our planet, as it saves a plastic applicator from ending up in our seas or landfill.

No. of cardboard applicator tampons & non-applicator tampons sold

3,924,096

Saving nearly 4 million plastic applicators from seas and landfill



Reusable, Zero-Waste Menstrual Cups

Alongside our organic cotton range of disposable tampons, pads, and liners, our reusable menstrual cup give customers up to 10 years of zero-waste periods.

In 2021, we sold 6,909 cups, giving nearly 7,000 people the chance to save 2,400 disposable period products over 10 years.



Sustainability Campaign Highlights from 2021

City to Sea Re-Think Periods

For the last 2 years we've been proud to support **City to Sea's Rethink Periods Initiative**.

Rethink Periods is a free, nationwide, award-winning schools programme that offers unbiased and timely information on all the different period care products as well as the social and environmental impacts of menstruation. In 2021, we donated 250 organic cotton sample packs to be used as the demo box by teachers delivering the programme.



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Sustainability talks with Ella Daish

Our Period Dignity Workplace Scheme is driving positive change by encouraging employers to support periods at work. Alongside setting up a free product provision, we also added talks to our scheme to keep break down taboos and educate on topics related to menstruation. In 2021, we worked with award-winning environmental activist Ella Daish to deliver sustainability talks to organisations. The talk covers Ella's game-changing **#EndPeriodPlastic** campaign and tips on reducing waste on your period.



Planet-Friendly
Periods in the Bag
with BagBoard

BagBoard is a conscious shopping platform, created to encourage consumers to cut down on plastic consumption whilst supporting ethical brands. Last year, we were excited to be part of their innovative launch campaign. We had a TOTM smart bag created which could be reused by people around London.

BagBoard rewards customers for journeys that they make with these bags via a dedicated app. Through this campaign, we were helping to raise awareness of sustainable period care products whilst supporting an initiative that promotes responsible consumption.



Smart Packaging

We want to support customers with making the switch to sustainable period care products. In 2021, we added QR codes to our retail packaging to ensure that customers can learn about the product they are using on their period. These pages include product ingredients and details on how our period care compare to conventional products.



We Are Carbon Neutral

UN Sustainable Development Goals

3

GOOD HEALTH AND WELL-BEING

7

AFFORDABLE AND CLEAN ENERGY

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

13

CLIMATE ACTION

14

LIFE BELOW WATER

15

LIFE ON LAND

10 MEDIUM

ORGANIC COTTON

APPLICATOR

TAMPONS

We Are Carbon Neutral

We're on a mission to make big, positive changes in the world. But we want to leave as small a footprint as possible along the way.

In 2021, TOTM proudly became carbon-neutral across all business activities and the organic cotton product range. This means that we have calculated our greenhouse gas emissions and are continuously working to reduce them. We offset any unavoidable emissions through carbon offset projects. This neutralises the impact that TOTM has on our planet.



34,645 KG

of carbon offset from 2021 business activity



224,736 KG

of carbon offset from products in 2021

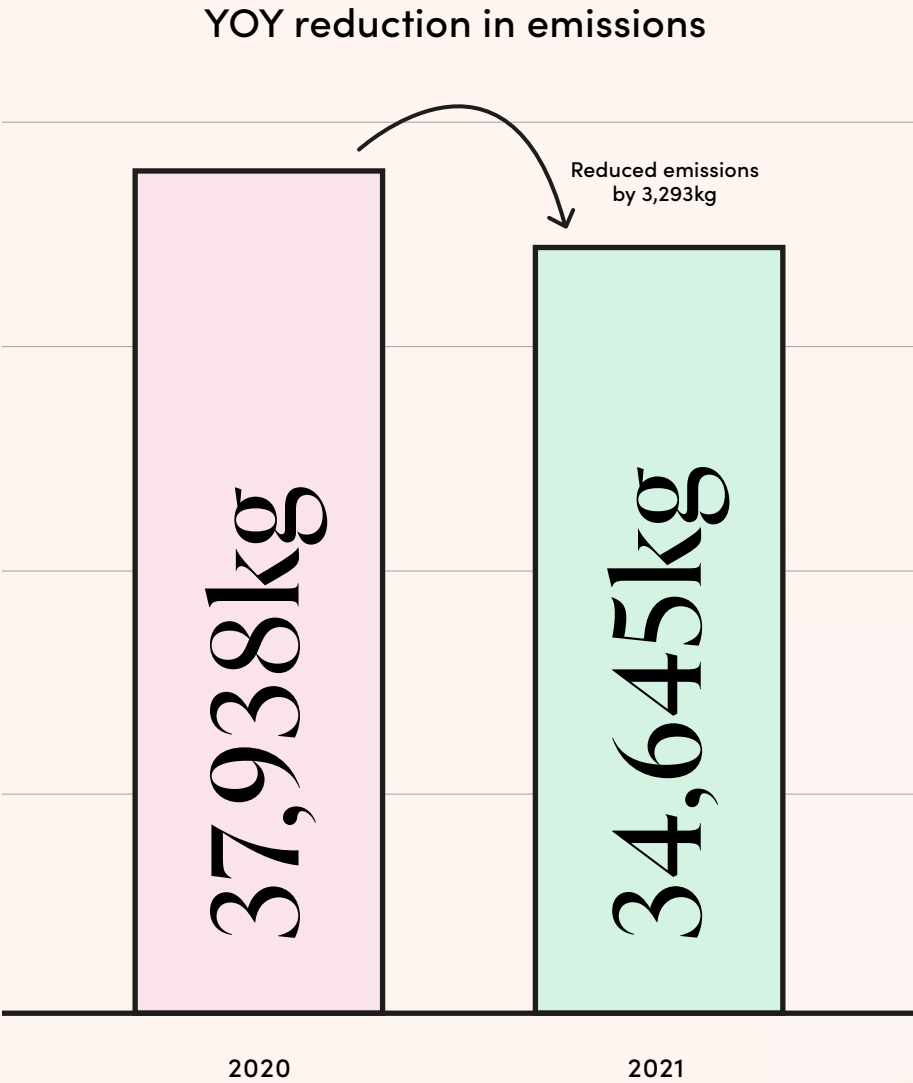


ClimatePartner is TOTM's official partner for climate action. ClimatePartner offers companies climate action solutions: from carbon footprints and climate action strategies all the way to climate neutral products with the support of international carbon offset projects.

Addressing our Corporate Carbon Footprint

Together with ClimatePartner, we have measured calculated our CCF – Corporate Carbon Footprint. This includes emissions from sources such as energy and heating, business travel, office supplies and everything else that we use in the operation of our company.

Since measuring our CCF in 2020, we have worked to cut emissions where we can across our business practices. Whilst we continue to work to reduce our impact as a business, we offset all unavoidable emissions produced.

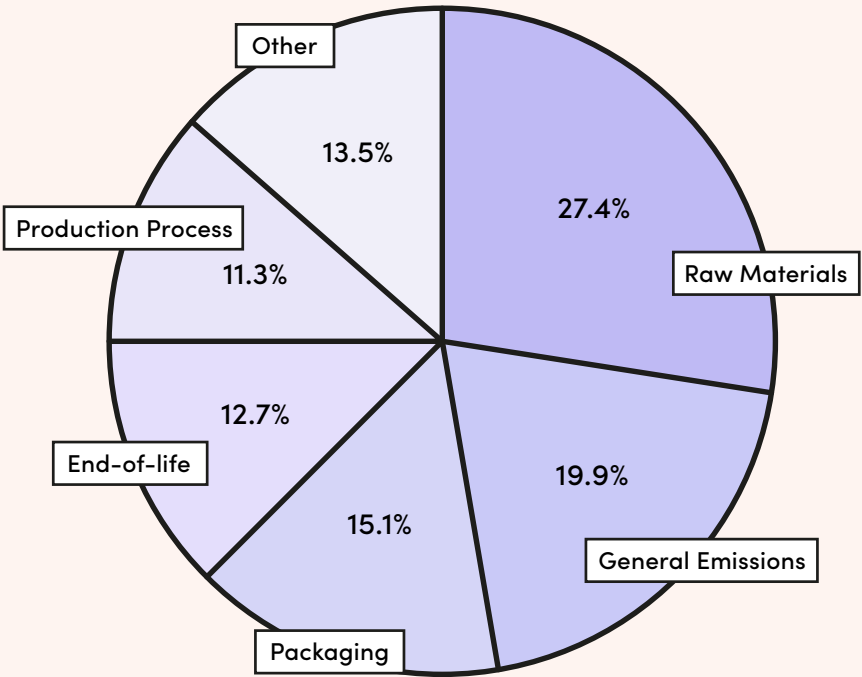


The Carbon Footprint of our Organic Cotton Range

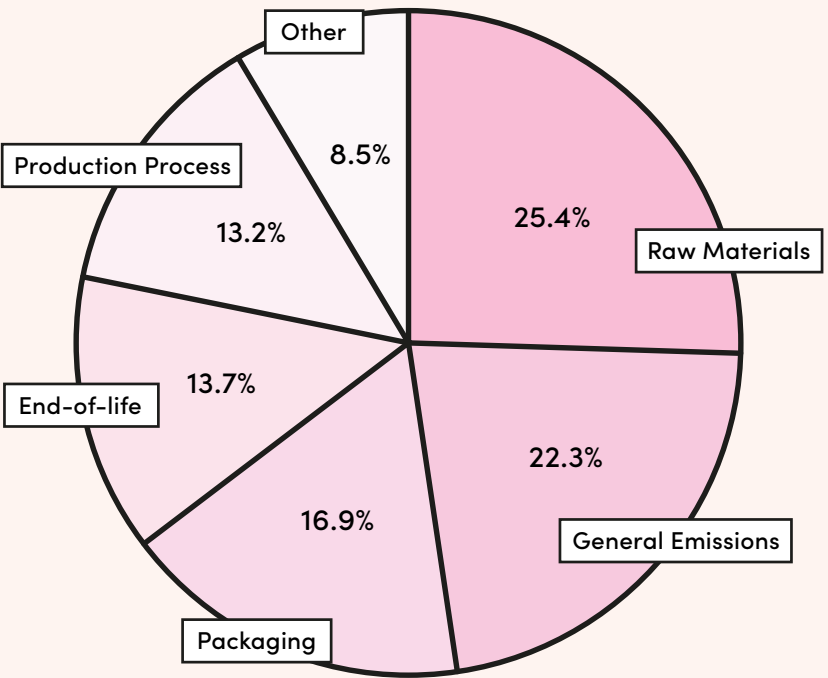
With ClimatePartner, we have calculated the unavoidable carbon emissions that occur during the manufacture of our organic cotton products.

This has been calculated under Scope 3, this includes the full lifecycle of our products from the raw materials through in production to end-of-life degradation. We work with ClimatePartner to support projects that offset these emissions.

Share of carbon emissions (pads)



Share of carbon emissions (tampons)



Projects We Support

To compensate for our business and product CO2 emissions, we make a financial contribution to support recognised climate action tree planting projects. Europe’s woodlands are increasingly affected by climate change and extreme weather events.

For each compensated tonne of CO2, we plant a new tree in Lowther Whale (in the Lake District). One of the projects we support has planted over 47,000 trees to date in the Lake District.



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Lake District, United Kingdom



47,000 Trees Planted



We Are Giving Back

When it comes to period care, our mission goes beyond our products. We exist to drive period powerful change by busting taboos, supporting period dignity, and championing menstrual well-being.

To improve access to period care, we donate products to period dignity causes whilst working with employers to make products available in employee bathrooms.

UN Sustainable Development Goals

1NO POVERTY

3GOOD HEALTH AND WELL-BEING

4QUALITY EDUCATION

5GENDER EQUALITY

10REDUCED INEQUALITIES

16PEACE, JUSTICE AND STRONG INSTITUTIONS

Supporting Period Dignity Projects in 2021

Everyone deserves period dignity. We strive to support projects working to improve accessibility to period care and championing menstrual wellbeing for all. In 2021, we launched our Gift a Pack of Pads scheme and Donate Next Order function for subscribers. This gave our customers the chance to give back with every order and play their own part in supporting period dignity projects.



In Kind Direct are a UK charity that uses it's wide-reaching charity network to deliver essentials products to those who need them. In Kind Direct is the UK charity distributing consumer goods donated by companies to UK charitable organisations working in the UK and overseas. Founded in 1996 by HRH The Prince of Wales, In Kind Direct offer a simple solution to connect companies and their products to thousands of charities, community groups, foodbanks and schools supporting our communities. Together with their network, In Kind Direct can make a difference to 249,000 people each week.

In 2021, our product donations have directly supported Binti International and in Kind Direct.

Binti. | Dignity. Period.

Binti International is on a mission to provide menstrual dignity to all. This means facilitating access to products to ensure menstrual health, delivering menstrual education, and dispelling stigma, taboos, myths, and negative perceptions around menstruation. Binti is headquartered in the UK, and currently runs projects in India, Kenya, The Gambia, and the U.S., as well as in the UK.

£1800 donated to Binti from our Period Dignity Workplace scheme which includes a 10p charitable giveback from every box sold


30,386

products donated to period dignity projects in 2021

Supporting Endometriosis UK in 2021

Endometriosis devastates the lives of 1/10 women and their families. Endometriosis UK helps them take back control by providing vital support services, reliable information and a community for those affected by endometriosis.

We proudly support Endometriosis UK, donating 1% of our online revenue. Endometriosis UK is the leading charity supporting anyone impacted by endometriosis.



Over £6,000

donated to

Endometriosis UK in 2021

TOTM products available throughout Surrey County through Binti Partnership

In May 2021, Surrey County Council launched a ground-breaking initiative to provide free period products across the county in partnership with Binti International.

TOTM products donated to Binti were made freely available in Surrey County. We were excited to see one of our charity partners driving such positive change to tackle period stigma and champion period dignity in the UK.





Looking to 2022

We're proud of the steps we took in 2021 on our mission to make periods better for people and the planet.

Becoming Carbon Neutral was a huge achievement for us and is just one of the ways we are working to continuously reduce our impact on the planet. We've already got some big moves planned for 2022 that we look forward to sharing with you soon.

Thanks for reading!

Saint & the TOTM team