





One in 10 girls in the UK
cannot afford sanitary products.

A black and white photograph of three young girls laughing together. The girl in the center is wearing a dark turtleneck and has her arms around the other two. The girl on the left is wearing a plaid shirt, and the girl on the right is wearing a patterned sweater. They are all smiling and laughing, creating a joyful atmosphere.

TO THEM, IT'S TABOO

48% of girls are embarrassed
by their period

71% are embarrassed
buying sanitary products

12% were asked not to talk
periods in front of their mum



BUT WHILE PROTESTS HAPPEN & POLITICIANS CHAT



We decided to create and
sell period products....

nothing wrong with that
right?



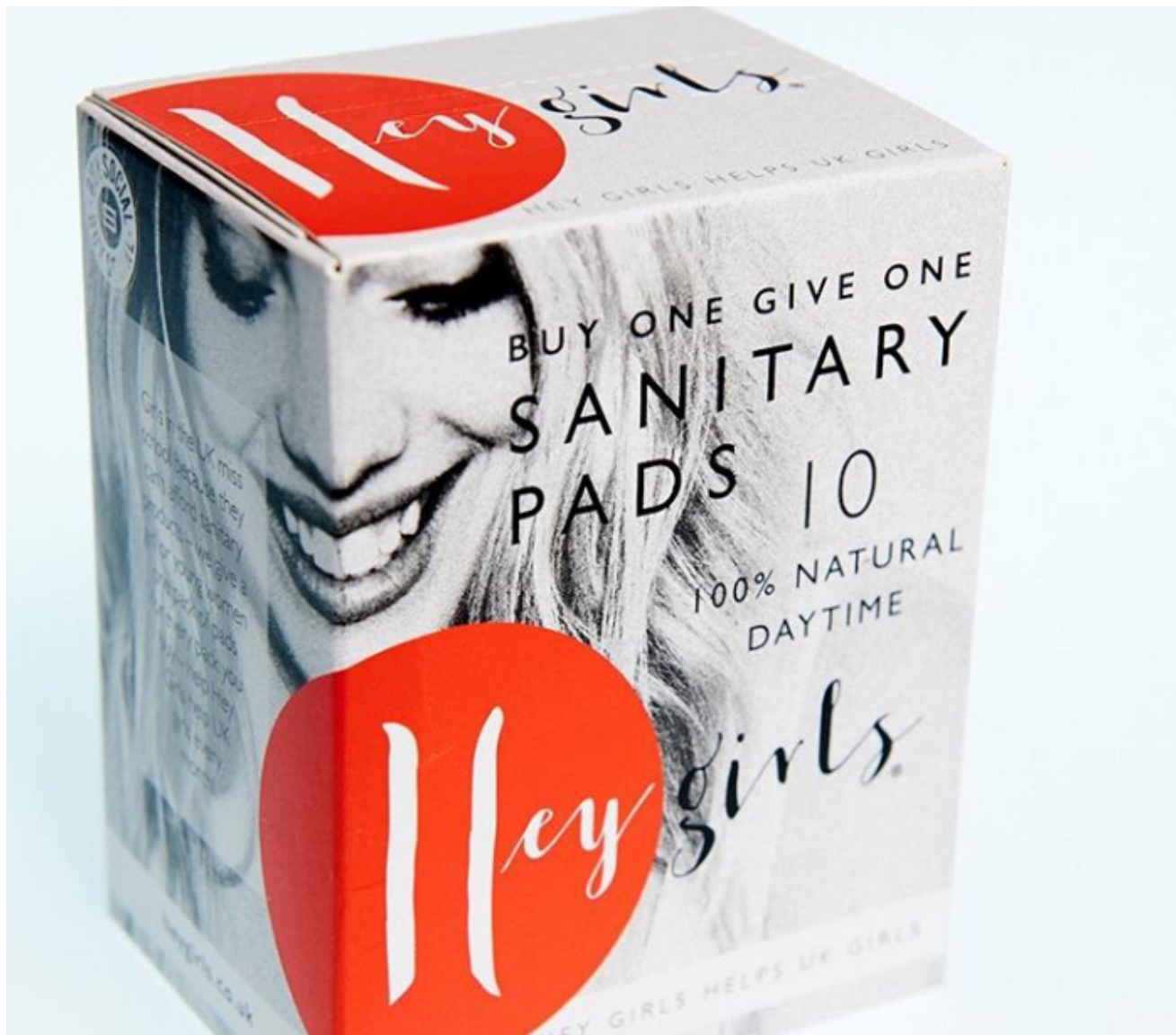
Our products are beautiful.....

BUY ONE GIVE ONE

- **Bamboo + Corn Fibre Sani Pads**
- **100% Organic Cotton Tampons**
- **Sugar cane applicator**
- **Menstrual Cups**
- **Reusable Cloth Pads**

No Plastic
No Hidden Chemicals
Sustainably Sourced
Vegan Friendly





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heygirlsuk Sunday supermarket #shopping? It's your weekly reminder! 😊 We'd love it if you popped some Hey Girls in your basket because for every box you buy, we give a box away to someone that needs it. Find us in @asda and @waitroseandpartners, or find the full range online at the Hey Girls shop (see link in bio)

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heygirlsuk #BuyOneGiveOne

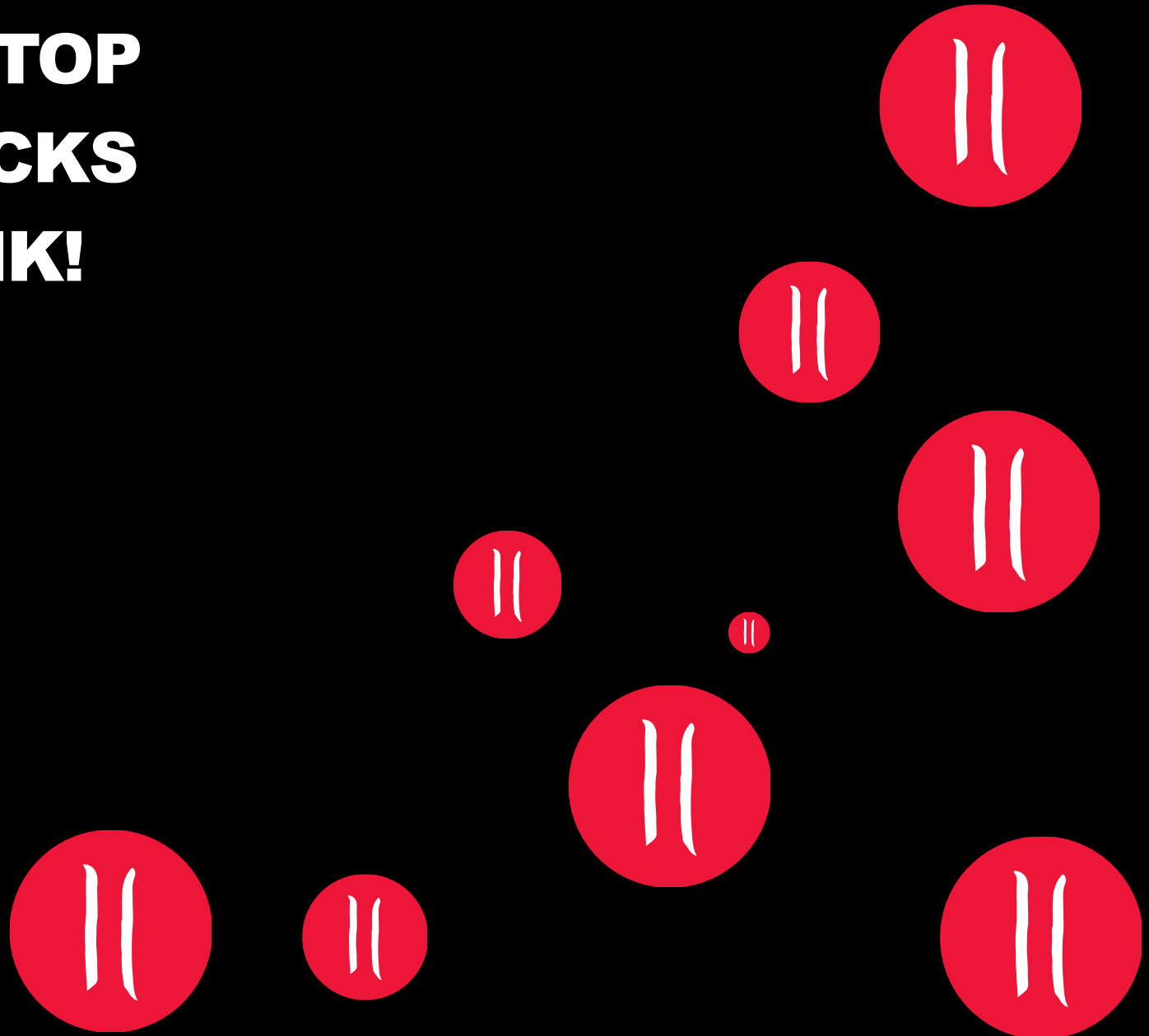


38 likes

NOVEMBER 25, 2018

**BUT WE WANTED TO STOP
PEOPLE IN THEIR TRACKS
AND MAKE THEM THINK!**

....SO WE DID THIS





THEN WE WON A FEW AWARDS

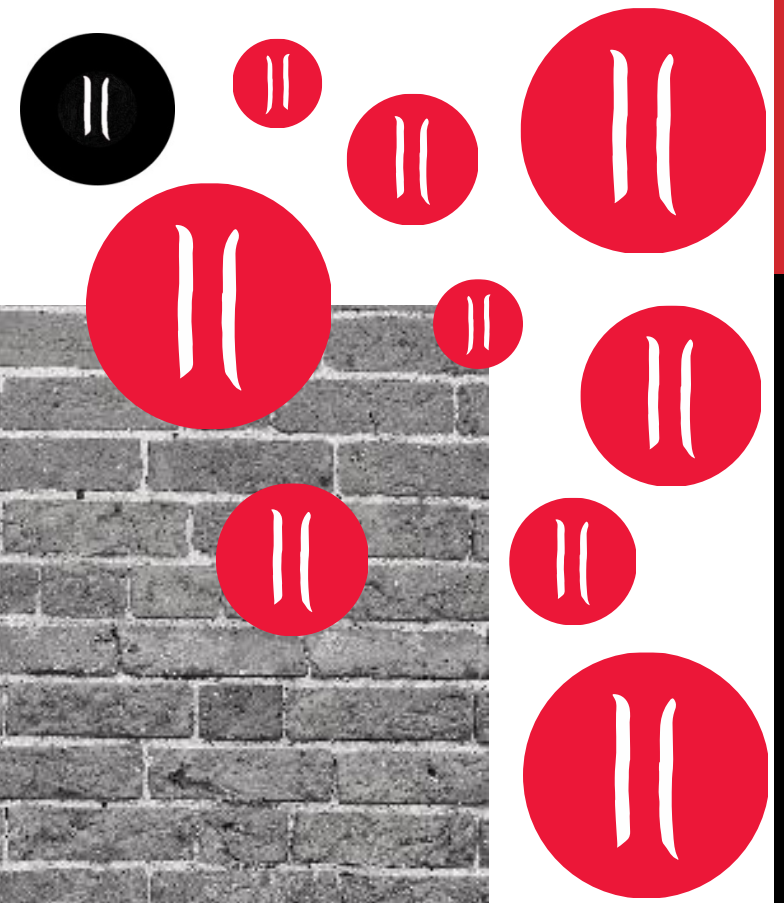


**IN OUR FIRST YEAR
WE DONATED 2.3
MILLION BOXES OF
PRODUCT TO PEOPLE
THAT NEED THEM.**

"It's so important to support brands that are doing good, not just making profit" Molly Brown – Education Manager

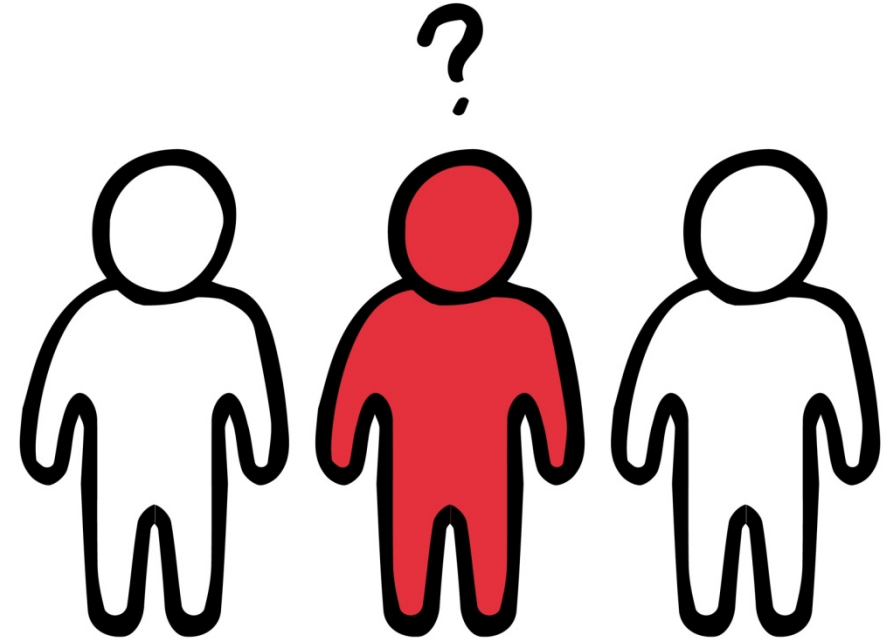


THEN WE SET UP A CAMPAIGN: TO TALK TO DADS ABOUT PERIODS



One in three Dads say they feel
unprepared to have conversations
about periods with their kids

**FREE
DOWNLOADABLE PADS4DADS
BOOKLET**



#Pads4Dads



AND A PADS4DADS PERIOD KIT

Dads need to know
more so we can
understand exactly
what our girls go
through and help as
best we can

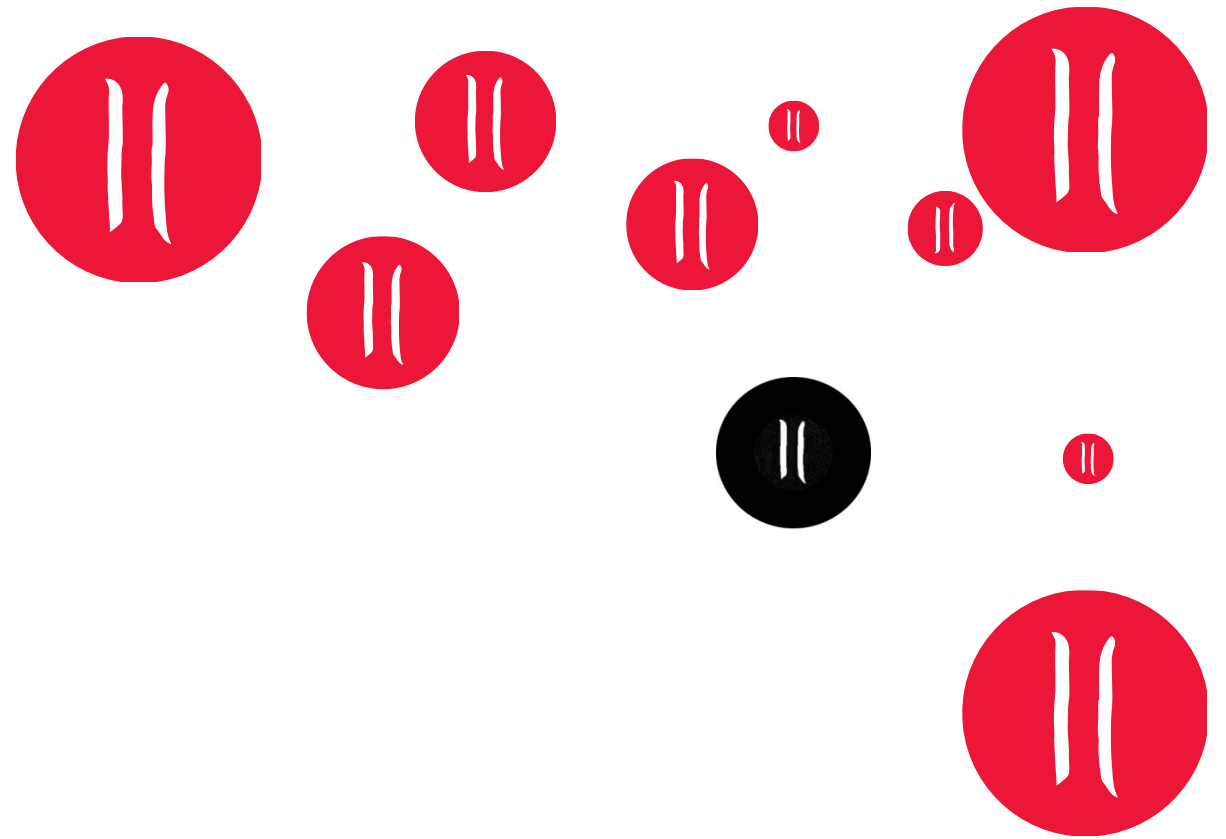
Luke - Stepdad of Eva

#Pads4Dads



#PADS4DADS

**WE ASKED A FAVOUR
FROM A HOLLYWOOD
SUPER STAR!**





AND THEN
WAITED.....

FROM
DAUGHTERS...



FROM DADS...

DADS GROUPS

DAD VOLGGERS

DAD BLOGGERS

WANABE DADS

**AND WE ALL FELL IN
LOVE WITH MICHAEL
SHEEN!**



#PADS4DADS

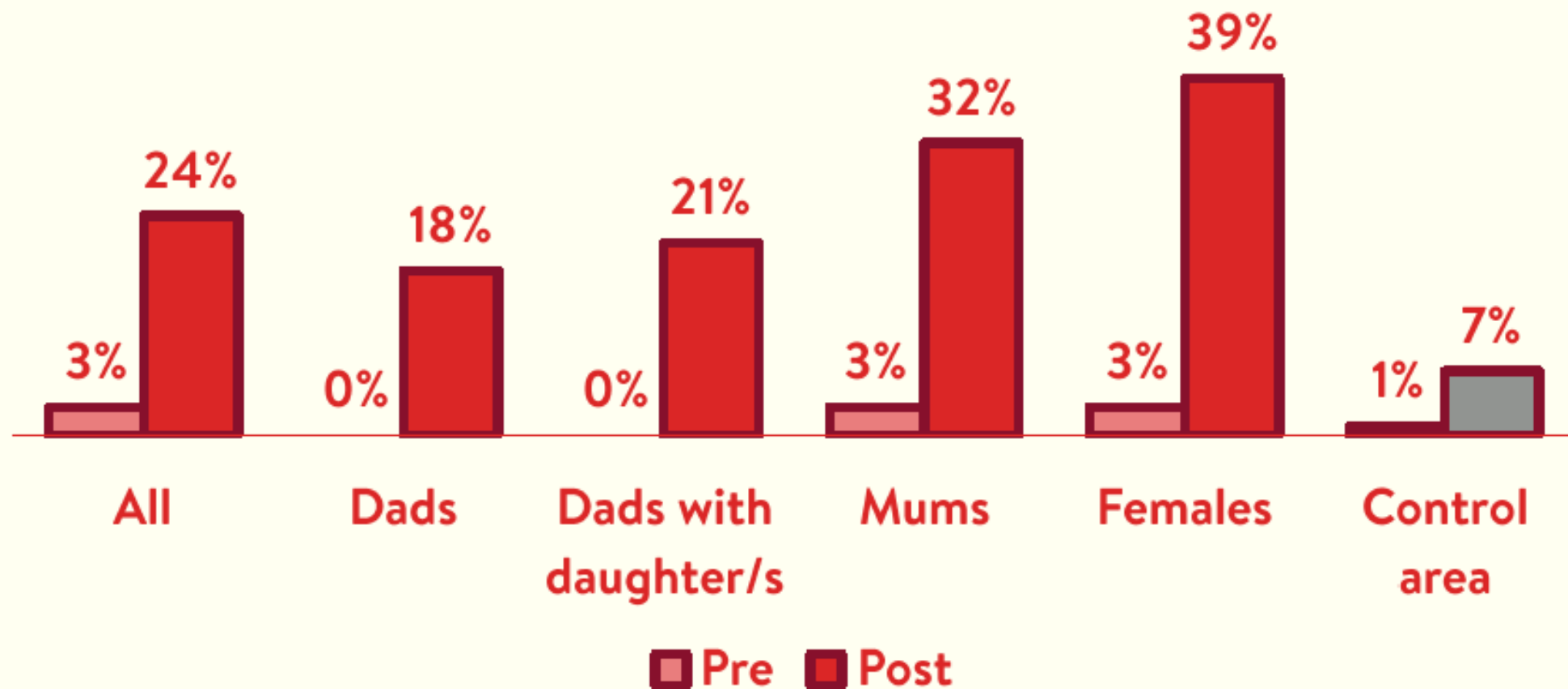
IMPACT:

- Our First Tweet -- 21k views; 74k impressions; 4k engagement; 22 comments
- Michael's First Tweet – 425k views; 2.7k retweets; 400 comments
- Campaign organically reached the TV in Canada, India and Greece
- Printed in just about every UK newspaper and glossy mag
- STV played video 44 prime time slots – including the England Scotland Six Nations with an Audience reach 1.3 million viewers



Awareness

Have you heard of Hey Girls period products?



Base: all respondents

ScotPulse



**NOW WE'VE
REACHED 3.4
MILLION
DONATIONS**

"I've been shocked to learn that period poverty is actually an issue in this country"

Lipa Hussian - Trustee YWCA

WHAT NEXT?





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heygirlsuk [#MetGala](#) but make it menstruation 🩸❤️👏 [#cardib](#)
[#bestdressed](#) [#extra](#) [#periodpositive](#)
[#periodpower](#) [#metgala2019](#)
[#menstruationmatters](#)
[#buyonegiveone](#) [#endperiodpoverty](#)
image credit: [@dan_cretu](#)

3d



Liked by kbkate and 4,688 others

3 DAYS AGO


CAN YOU MAKE A CAMPAIGN OFF THE BACK OF ONE GREAT TWEET.....

?









68% OF WOMEN
WE CHATTED TO
WHO GOT THEIR
PERIOD AT WORK
LEFT IMMEDIATELY
IF THEY DIDN'T
HAVE THE RIGHT
PRODUCTS TO
HAND.



Got Caught Short? Don't Panic.

We don't believe you should pay for essential items, so help yourself to what you need.

BrewDog has teamed up with Hey Girls to tackle period poverty in the UK - for every box used, a box is donated to a local community partner.

Hey Girls are proud to partner with



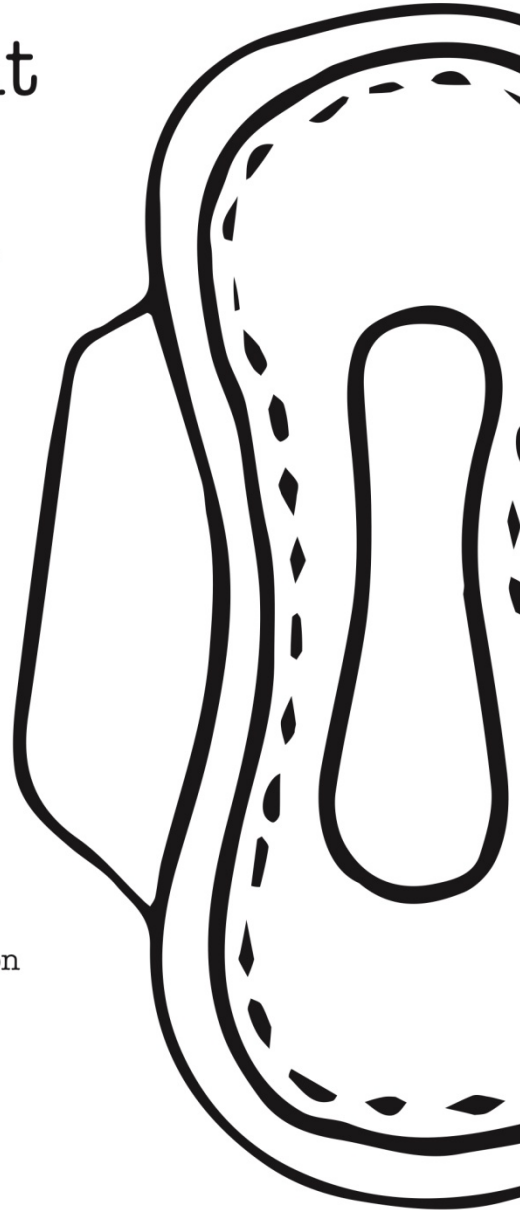
Want to join the conversation and get more info?



@HeyGirlsUK

www.heygirls.co.uk

HEY GIRLS HELPS UK GIRLS



**“Period poverty doesn't
belong in the 21st century”**

Hazel Gibbens

Communications Lead FutureX



