

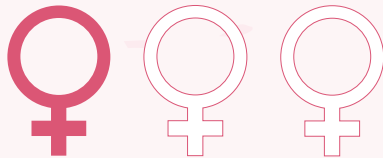


2 IN 5 PEOPLE

struggle to purchase period products

What is “period poverty”?

Research from U by Kotex finds that two in five people with periods struggled to purchase period products due to lack of income.^[1] Lack of access to period supplies is linked to using substitute products, stretching product usage and even missing work, school or other important events. Addressing the need for period products, often referred to as “period poverty,” is something that nonprofit Alliance for Period Supplies and its founding sponsor U by Kotex are committed to.



ONE-THIRD

of low-income women report missing work, school or similar events **due to lack of access to period supplies.**

The impacts of period poverty

One in three low-income women report missing work, school or similar events due to lack of access to period supplies. These instances were linked to reported feelings of embarrassment, disappointment and depression. Lack of access to period supplies is also linked to stretching product usage and using substitute products like toilet tissue or even socks.^[2]



are aware of a local resource where free or reduced cost period **supplies are available.**

Driving awareness

According to a U by Kotex survey, the majority of respondents (85%) agree that period products are a basic necessity. However, only 4 percent of respondents were aware of a local resource where free or reduced cost period supplies are available.^[3]

Want to help?

You can drive impact in your own community in a number of ways:

- Raise awareness on the state level
- Host a period supply drive using the Alliance for Period Supplies toolkit
- Find a local allied program and get involved

Visit ubykotex.com to learn more.

^[1] At some point within their life, due to lack of income; according to a 2021 survey by U by Kotex

^[2] ^[3] According to a 2021 survey by U by Kotex

