



How to Respond to Objections and Concerns

Why does a period product program matter?

Menstrual hygiene is necessary for equal opportunity in education. It is a fundamental human right to be able to discover and reach one's full potential, regardless of a natural need. If we, as a society, do not value menstruators and ensure access to period products, we are actively perpetuating the harmful effects of period stigma and shame. When period products are not provided in the same capacity as toilet paper and other necessities, the needs of nearly half of the population are disregarded. We believe that school and university campuses are in a unique position to provide care to their student populations through universal access to period products in all restrooms. In addition, 1/3 of college students are food insecure, so the cost of period products can be a barrier to education.



Our policy is as follows: All restrooms regardless of gender designation, serviced by the university or school funding must consistently provide both pads and tampons at no cost to the students, as well as sanitary disposal units within each stall. Measures to ensure individuals with disabilities are being equally served must also be taken, including (but not limited to) wheelchair accessibility and braille signage.

Why should we stock Aunt Flow products?

Aunt Flow® works with hundreds of businesses and schools to support their period product needs:

- ADA-compliant, free-vend, wall-mounted period product dispenser that is easy to reload and holds up to 5x the amount of product compared to leading brands.
- Organic cotton tampons and pads.
- Easy implementation and competitive costs
- Certified, woman-owned company.
- For more information, visit goauntflow.com.

How do we implement the program? What are the logistics?

At a high level, tampons should be treated the same as toilet paper. Whoever is responsible for ordering and restocking toilet paper is responsible for doing the same for period products. Aunt Flow® offers installation support for our dispensers.





How do we fund the program?

Period products should come out of the same budget that toilet paper does. Other organizations that can fund the program include student life, first-year experience, and green initiatives.

How much does the program cost, exactly?

Frankly, it is hard to know EXACTLY how much a period product program will cost at a university. Based on Aunt Flow's experience and data, a program will cost between \$10-\$20 per menstruating student, per year.

Talking Point:

Just like a university did not know how much toilet paper was going to be used in the first year of launch, it is hard to know the exact amount of period products that will be used. Just because the university did not know the exact amount of toilet paper needed, that did not mean that they did not install it - Both toilet paper and tampons respond to natural bodily functions, thus should be considered priorities.

Should we stock ALL bathrooms?

We believe that period products should be offered to everyone. Therefore, we believe it is important to stock female, gender-neutral, and family bathrooms in all academic buildings.

How do I handle overuse of our period products?

When Aunt Flow® hears that there is period product overuse it is usually one of two reasons:

- 1. Menstruators do not have period products at home**
- 2. Menstruators do not understand the initiative behind the period products.**

Our solution is communication & education of this menstrual initiative by using our Marketing & Communication toolkit.

How to reorder?

For our university & college partners we recommend ordering directly with our customer success team at orders@goauntflow.com. Our CS team will make sure the educational rate and taxes are adjusted according to the established rates.