



2023 Media + Brand Kit



Hi! I'm Claire,

I founded Aunt Flow after getting my period in public without the supplies needed. At 18-years-old, I dedicated my life to developing a solution to ensure businesses and schools could sustainably provide quality period products for free in bathrooms.

Aunt Flow products are made with organic cotton (no weird stuff) and we are constantly working to reduce our environmental impact.

For every 10 period products sold, Aunt Flow donates 1 to non-profits. In 2021, we donated over 1.6 million products to menstruators in need.

We call this people helping people. Period.®

[Download Claire's Bio HERE](#)



About Aunt Flow

Founded by Claire Coder in 2016, Aunt Flow ensures everyone has access to period products. Aunt Flow is the most efficient solution to provide period products for free to employees, students and guests. Aunt Flow offers a variety of organic, high-quality period products as well as a free-vend menstrual product dispenser system that is now stocked in thousands of bathrooms in locations like nationwide K-12 schools, Princeton University, Google, Viacom and more.

Headquartered in Columbus, Ohio, we are a remote-based team across the US. Thousands of businesses have joined the menstrual movement with Aunt Flow! Our patented period product dispensers are internationally acclaimed, receiving the ISSA Show 2021 Choice Award and the Sustainable Company of the Year 2021. Aunt Flow has been recognized as the Best Woman-Owned Brand by NBC.



Language is Important

Use this, not that:

~~Women~~ → **Menstruator**

We prefer to be inclusive of all individuals who menstruate

~~Feminine Hygiene Products~~ → **Period product(s)**

Term that describes all products used to care for one's menstrual cycle, including a pad or tampon



Inclusive Language



Instead of “women” or “girls” say:

“People with periods”

“Menstruators”

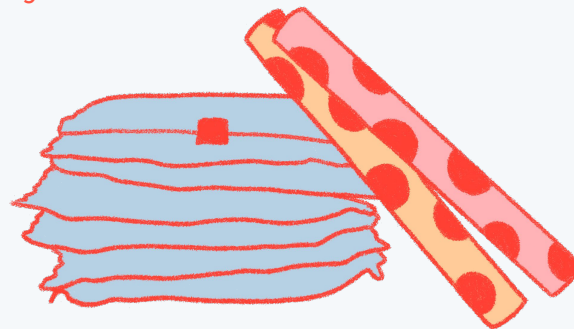
“People who menstruate”

Instead of “feminine hygiene products” say:

“Menstrual products”

“Pads and tampons”

“Period supplies”



Trademarked Phrases



Aunt Flow[®]

Period Party[®]

Toilet paper is offered for free, why aren't
tampons and pads?[®]

People helping people. PERIOD.[®]

Changing the world, one cycle at a time.[®]

Menstruation Nation[®]



Social Statistics

21K

Instagram Followers
@goauntflow

9K

Twitter Followers
@goauntflow

7K

Facebook Followers
@goauntflow

8K

LinkedIn Followers
@AuntFlow



Partnerships

The logo for Midol, featuring the word "Midol" in a bold, black, sans-serif font with a registered trademark symbol.

Midol

Aunt Flow and Midol ran a joint social media campaign to inspire menstruators to “Stop Apologizing, Period.”

The logo for Citron Hygiene, featuring the word "citron" in a bold, black, sans-serif font with a registered trademark symbol, and the word "HYGIENE" in a smaller, black, sans-serif font below it.

Citron Hygiene

International distribution partner, mainly in the UK, with the goal to distribute in Canada and the U.S. in 2022 while enhancing the bathroom experience for all with Aunt Flow products.



Ma'i Movement

Organization that aims to reduce the impacts that period poverty has on Hawai'i students.

The logo for Donations for Dignity, featuring the words "donations FOR" in a black, sans-serif font, with "DIGNITY" in a larger, black, serif font below it, and a stylized black silhouette of a group of people standing together to the right.

Donations for Dignity

Philanthropic initiative that has provided the funding for nearly 200 Aunt Flow dispensers to be installed throughout Colorado.



Signature Donation Partners



Period Proud

With a goal to send 200,000 products across the US, Period Proud partnered with Aunt Flow to achieve their largest series of drives.



PERIOD.

As part of Aunt Flow's Give-Back Program, we donated 200,000 products to PERIOD. during their State of the Period giving challenge in 2021.



Hope & Comfort

Hope & Comfort was founded to distribute hygiene products in the Boston area.



Dignity Grows

Aunt Flow donated nearly 300 cases of period products to empower everyone in need.



Dignity Matters

Aunt Flow donated 200,000 products to further the mission of ending period poverty in Massachusetts.



Love Your Menses

Flowing through life, unapologetically!

Love Your Menses

Through their Period Product Dispenser Project, communities of color are supplied with Aunt Flow products & dispensers.



The P.U.P.A Project

This year, Aunt Flow plans to donate 10,000 individual pads and tampons to those being supported by P.U.P.A.



Period Poverty Statistics

1 in 5

Teens in the US have struggled to afford period products or were not able to purchase them at all.*

86%

Of menstruators have started their period in public without the supplies they need.**

4 in 5

Menstruating students have either missed class time or know someone who missed class time because they did not have access to period products.*

2.4%

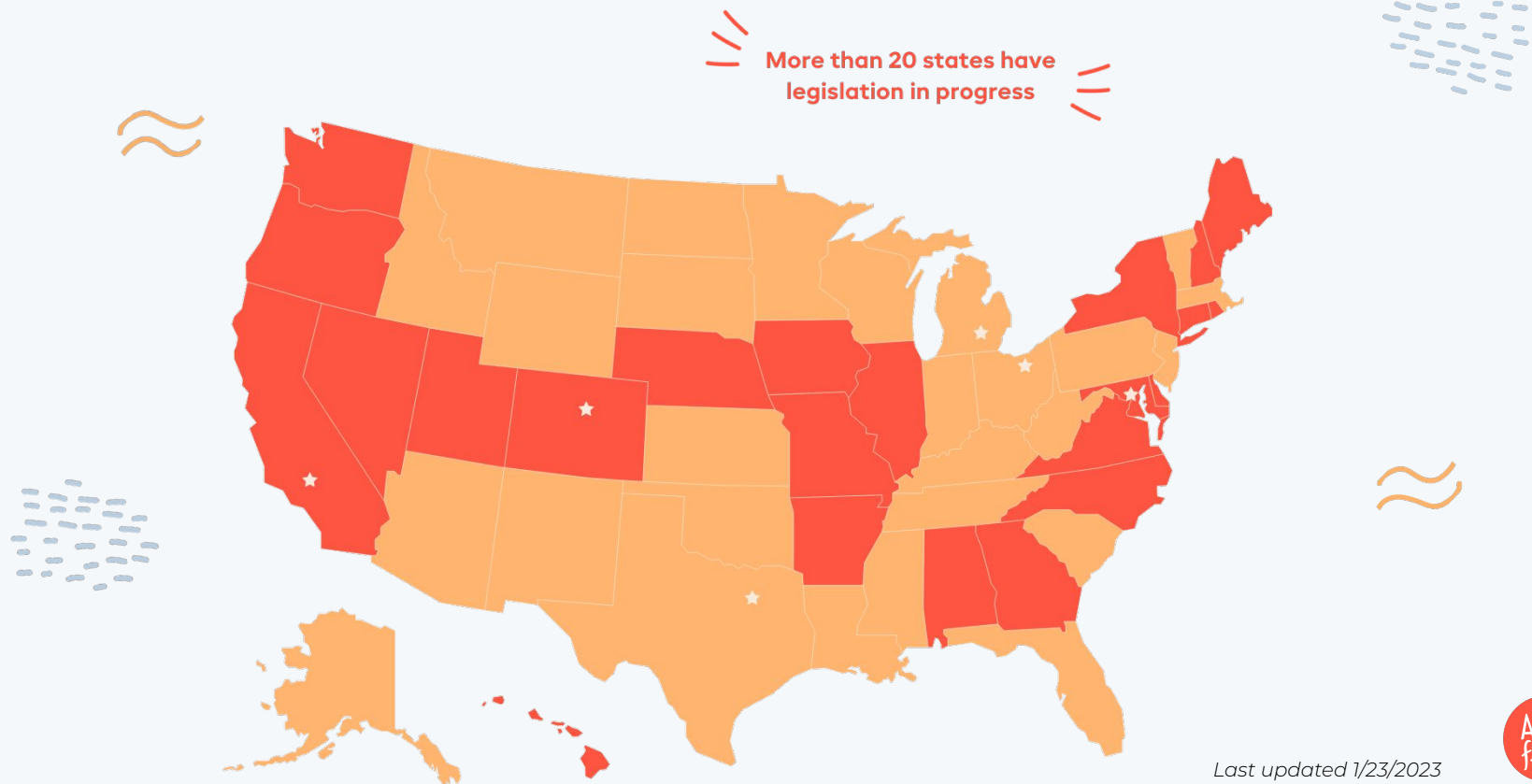
Attendance increase amongst girls in NYC Public Schools when menstrual products were offered for free.**

**State of the Period, 2021*

***Free the Tampons, 2015*



Legislation Wins for the Menstrual Movement



Last updated 1/23/2023



Customer Testimonials

"I love that the company that I work for cares about my flow, supporting woman-owned companies, and saving the environment. When Viacom introduced Aunt Flow products in our bathrooms, I felt good that I have the opportunity to work for a business that cares so much."

— Employee, Viacom



PRINCETON
UNIVERSITY

Google



VIACOM



Press

teenVOGUE

FORTUNE



HELLO GIGGLES

techstars_

Forbes

GIRL  **STARTER**



**BUSINESS
INSIDER**

InStyle

Articles are
linked!



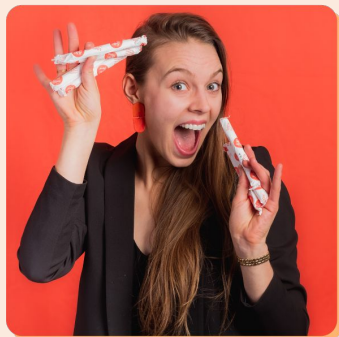
**CENTER FOR
PRIMARY CARE**
HARVARD MEDICAL SCHOOL



Downloadables



[Aunt Flow Logos](#)



[Claire Headshots](#)



[Product Photography](#)



[Team Photography](#)



Fonts and Colors

Fonts

Montserrat

abcdefghijklmnopqrstuv
wxyz0123456789

BR Candor

abcdefghijklmnopqrstuv
wxyz0123456789

DM Sans

abcdefghijklmnopqrstuvwxy
z0123456789

Handlee

abcdefghijklmnopqrstuvwxy012
3456789

Color Palette



Coral

#FE5442

CMYK: 0, 82, 75, 0

RGB: 254, 84, 66



Melon

#FFB46F

CMYK: 0, 34, 62, 0

RGB: 255, 180, 111



Pastel Coral

#FBEADE

CMYK: 1, 8, 11, 0

RGB: 251, 234, 222



Gray Blue

#BCD0E2

CMYK: 25, 11, 5, 0

RGB: 188, 208, 226



Claire Quotes



“After getting my period unexpectedly in public without the supplies I needed, I thought to myself, “Toilet paper is offered for free, why aren’t tampons and pads?” At that moment, I knew that I wanted to dedicate my life to ensuring everyone has access to period products.”



“Menstruation should be an inclusive conversation, for ALL menstruators. That’s why we refer to all pads and tampons as ‘period products’ rather than ‘feminine hygiene products’.”





Let's Work Together

Making the world better for people with periods.