



Media + Press Kit 2026

goauntflow.com



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.

Since 2021, we've donated millions of 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 high-quality period products as well as free-vend, ADA-compliant menstrual product dispenser systems that are now stocked in thousands of bathrooms in locations like nationwide K-12 schools, Princeton University, Google, Viacom and more.

Since 2016, Aunt Flow has placed their free-vend tampon and pad dispensers in 70k+ bathrooms, raised \$17m+ in venture capital, and donated over 7.6 million organic cotton tampons and pads to menstruators in need. *We call this people helping people. PERIOD.®*



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[®]

✨ 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’.”

🌟 Social Statistics 🌟

35K

Instagram Followers
[@goauntflow](#)

25K

TikTok Followers
[@goauntflow](#)

4K

Threads Followers
[@goauntflow](#)

15K

LinkedIn Followers
[@AuntFlow](#)

7K

Facebook Followers
[@goauntflow](#)



Logos ✨



Primary Coral Logo

Use on light color background and dark color background (not coral)



White Outline Logo

Alternate logo; Use only on coral or red backgrounds for contrast



Impact Partnerships ✨

[Download our 2025 Impact Report!](#)



PERIOD.

Global, youth-powered non-profit that is fighting to end period poverty and period stigma through advocacy, education, and service.



Hope & Comfort

Distributes basic hygiene products in the Boston area and across the state of Massachusetts to youth and families in need.



The Policy Project

Nonprofit, non-partisan organization that promotes solution-based policies to remove barriers to opportunity.



Project Marilyn

Dedicated to advancing menstrual equity and improving access to period products for individuals in need across Nevada.



Justice Necessary

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



ISSA End Period Poverty

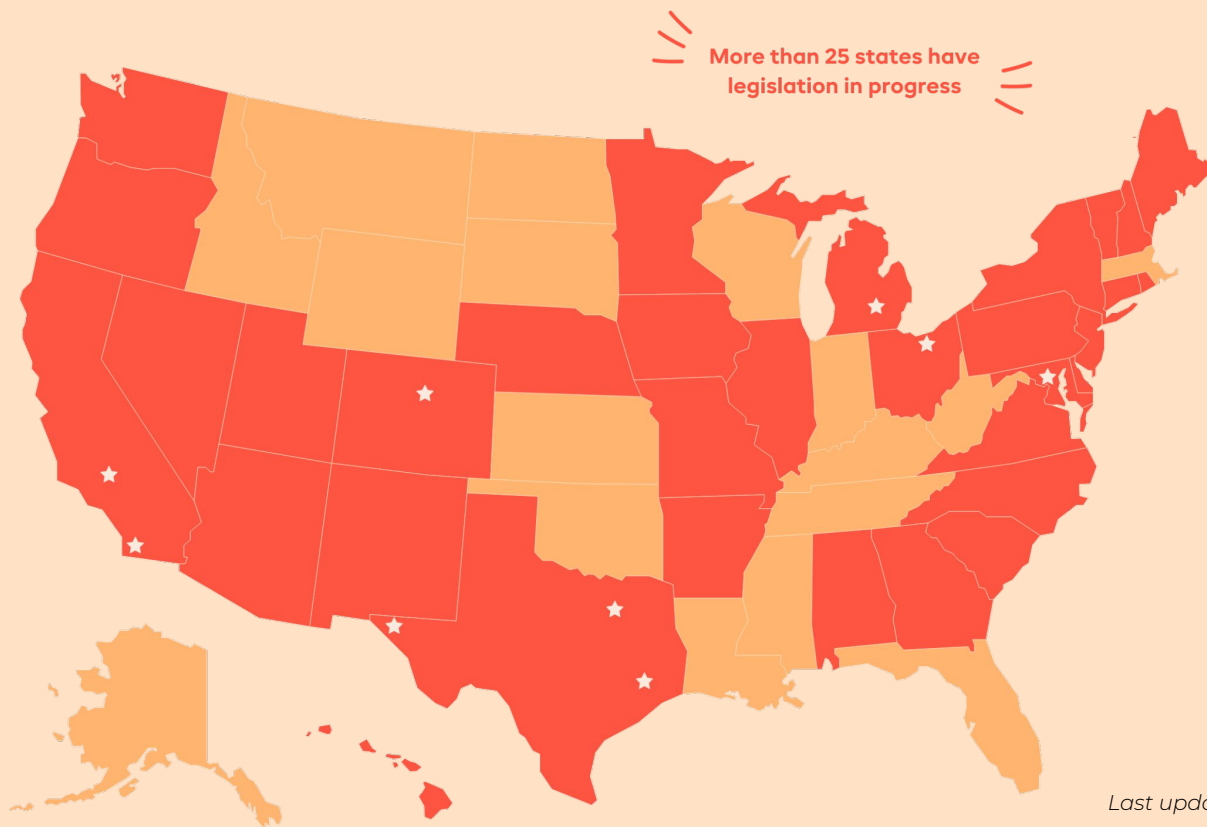
A multi-faceted advocacy and lobbying effort in support of public policies to increase access to period products, dispensers and disposal solutions in away-from-home venues.

We've donated more than **7 MILLION** period products since 2021!

You're making a difference! Through our impact program, Aunt Flow donates period products, invests in advocacy and education resources, and sponsors research to help end period poverty.



Legislation Wins for the Menstrual Movement ✨



KEY

- Menstrual Equity Legislation
- No Menstrual Equity Legislation
- Cities with Menstrual Equity Legislation

Last updated 1/5/2026



🌟 Celebrity Investors 🌟

Sophia Bush

Actress, Director
and Activist



Kelvin Beachum

NFL Offensive Tackle,
Arizona Cardinals



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



WELLS
FARGO



Customer Press

Articles are linked!



UC San Diego



UNIVERSITY OF GEORGIA



LAKE BLUFF PUBLIC LIBRARY



Northeast Ohio MEDICAL UNIVERSITY

✦ Aunt Flow Press ✦

Articles are
linked!

teenVOGUE

FORTUNE

 CBC

yahoo!
news

Forbes

THE CUT



BUSINESS
INSIDER

BeautyMatter



HER CAMPUS™



CENTER FOR
PRIMARY CARE
HARVARD MEDICAL SCHOOL



✨ Example Messaging ✨

Here's an example email message you can send out to your community to announce your new Aunt Flow period program

“We are so excited to announce that we have partnered with Aunt Flow, a woman-owned company, to provide free high-quality period products at [your organization]. We care about your experience as a [staff member/student/customer/patron] when you are in our building/s, and providing freely-accessible period care is one way we can ensure you have what you need, when you need it.”

🌟 Social Media 🌟

- Share social media posts across relevant channels to spread the good news that you have officially joined the Menstrual Movement as an Aunt Flow customer! Don't forget to tag us **@GoAuntFlow** in your posts 🥰
- Send your favorite photos to Sami (sami@goauntflow.com), and we'll spotlight your period program across our accounts!

Example social copy and captions

- “If toilet paper is offered for free, why aren't tampons and pads? We are excited to announce our partnership with @GoAuntFlow! Together, we are dedicated to increasing access to period products at [your organization].”
- “In partnership with Aunt Flow, [your organization] supports menstrual equity and is proud to offer freely accessible period products.”
- “We are excited to announce that [your organization] has joined the menstrual movement! In partnership with @GoAuntFlow, [your organization] is committed to providing free period products.”





Events + Press



A list of helpful items for working together on joint marketing efforts

- Share your organization's events, marketing, and PR plans for the year (we'd love to try to attend an event if we can!)
- Link to Aunt Flow (goauntflow.com) in your organization's press release and reach out to Sarah (sarah.howard@goauntflow.com) for an Aunt Flow quote, if applicable
- Incorporate a website backlink from your website to goauntflow.com to highlight our partnership

Event Ideas + Recommendations

Our recommendations for events you can hold to help announce and promote your NEW Aunt Flow period program

- ✂️ Ribbon Cutting Ceremony: Unveil your Aunt Flow dispenser with a fun ribbon cutting ceremony and plenty of photo-ops!
- 🎉 Period Party: Host your very own **Period Party** to foster community engagement and celebrate your organization's period program launch. Gather employees and community volunteers to pack period kits for distribution to a local non-profit supporting menstruators in need.
- 📱 Social Media Kickoff: Share the launch on your company's social media with a universal hashtag and encourage employees and community members to engage. Gather employees for a mini photoshoot and use the photos you capture for your social media posts!
- 📍 Pop-Up Booth: Set up a table in a common area with Aunt Flow products, informational materials and **swag** to raise awareness about the program.





Let's Get the Perfect Shot!



Photos should include:

- A nice mix of solo shots, small groups and large groups, if possible
- Aunt Flow products (i.e., show a person holding a pad or next to a dispenser)
- Good lighting and background
- Feel free to incorporate your logo into the photos (i.e., people in the photo are wearing your organization's merch or photo is taken by a sign where the org's logo is featured)
- Tag us **@GoAuntFlow** so we can repost and spread the period positivity!

Helpful Links

Looking for additional resources?

- [Aunt Flow Company Overview One Pager](#)
- [Period Program Rollout Toolkit](#)
- [Media + Brand Kit](#)
- [Press Release Template](#)
- [Lifestyle Images](#)
- [Period Program Rollout Social Media Files](#)
- [General Social Media Graphics](#)
- [Digital Downloadable Signage](#)
- [Customizable Signage](#)
- [Sticker Files](#)
- [GIFs](#)

Downloadables



[Aunt Flow Logos](#)



[Claire Headshots](#)



[Product Photos](#)



[Team Photos](#)

Now available on
Amazon and
goauntflow.com

NEW
36-count pad and
tampon boxes for
your home!



**PRODUCT
PHOTOS
&
PRESS
RELEASE**





FOLLOW US!

@GoAuntFlow

 Instagram

 TikTok

 LinkedIn

 goauntflow.com

The background is a solid orange color. It features several decorative elements: large, thin, overlapping circles in white and yellow; clusters of small, white, horizontal dashes; and wavy, yellow lines. The main text is centered in white.

Let's Work Together

Making the world better for people with periods.