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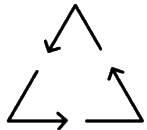
Bharti Kannan
bharti@boondh.co

WHAT WE DO...

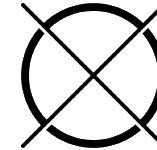
Create positive gender and public health outcomes surrounding Menstruation

SALES OF MENSTRUAL CUPS

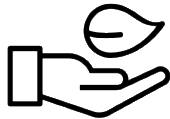
MENSTRUAL HEALTH PROGRAMS



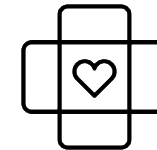
Sustainable



Taboo, Stigma and Myths



Eco-friendly



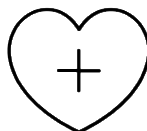
Health and Hygiene



Economical



Urban Settlements

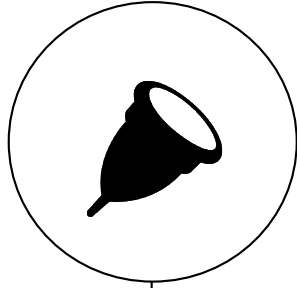


Healthy



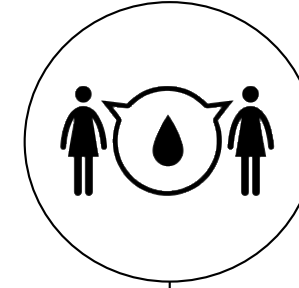
Rural Settlements

PRODUCT & SERVICE APPROACH



PRODUCT APPROACH – BOONDH CUP

- Bell shaped, made of medical grade silicone; collects menstrual blood by fitting snugly into the vagina
- 10 years durability
- Relief from Plastic/hazardous waste; non mutagenic; Hypoallergenic; Recyclable
- Improved self esteem & confidence: “Cup has changed my life!”
- Relief from cramps
- No alteration in Vaginal pH
- Gauge to measure blood loss
- Just needs Water, light, sterilizing unit & soap
- Change: 8-10 hours as opposed to sanitary pads/tampons
- US Pharmacopeia Class V Compliant



SERVICE APPROACH – MENSTRUAL PROGRAMMING

- Better understanding of the body and process of menstruation: Body positivity and period positivity (Covering Period quizzes, basic menstrual life skills etc.)
- Exploration of the problems of disposables the world over
- Exposure to Alternative Methods of Menstrual Hygiene Management (Reusable Menstrual Cups/Cloth Pads and methodology of use)

SOCIAL IMPACT...

A SENSE OF EMPOWERMENT WHILE ATTENDING SCHOOL, TRAVELING & WORKING!

ECONOMIC IMPACT

- It addresses economic access by virtue of being a one time buy, lasting 10 years or more
- Reduction in per capita expenditure on menstrual management products by 95% per beneficiary

HEALTH IMPACT

- It is a healthier product than every other disposable option available in the market as they are devoid of carcinogens/irritants. Menstrual cups do not necessitate auxiliary products (like undergarments) for their use and needs basic fundamental access to water, light, soap and safe space
- Better understanding of personal and communal menstrual issues and management and in turn navigating myths or taboos
- Improved knowledge about one's own body on exposure to cups and their usage, period and body positive attitudes and Improved self esteem
- Physical Health related to reproductive tract illnesses improve only with improved attitudes, knowledge and access to affordable and sustainable solutions to menstrual hygiene management.
- Improved ability to articulate menstrual health needs & Improved self tracking and monitoring menstrual health flow

ENVIRONMENTAL IMPACT

- Environmental Damage caused due to growing use of disposables is curbed
- Reduction in sanitary pad usage and in turn wastage estimated as a cumulative 300000 pads per year

WHY BOONDH...



THANK YOU
