



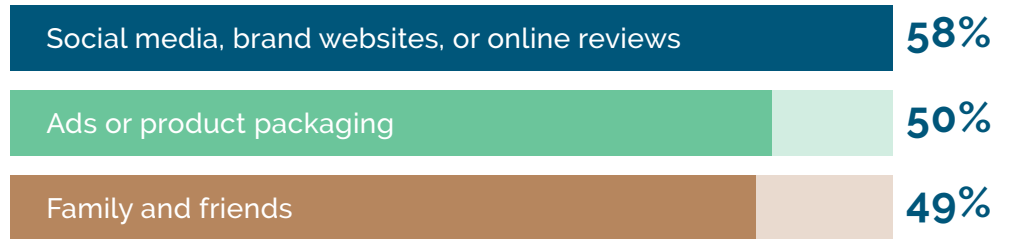
# MARKET INSIGHTS | PERIOD CARE

## WHERE CONSUMERS GET PERIOD CARE PRODUCT INFORMATION

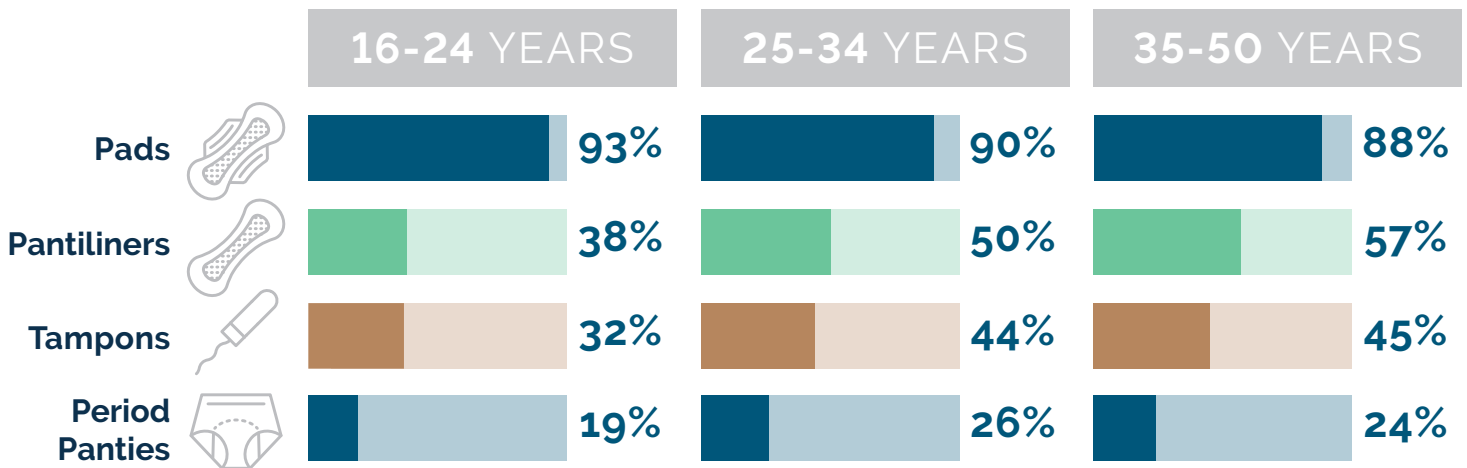
**90%**

*of consumers look for information about period care products*

For information on products, women use:



## PERCENT OF WOMEN WHO USE EACH PRODUCT BY AGE



**70%** *use two or more products*

**50%** *use multiple products together at the same time*

**COMFORT, ABSORBENCY, LEAK PREVENTION, AND PRICE**

*are top factors consumers look for when choosing to buy period care products.*

# CONSUMERS WANT COTTON FOR THEIR PERIOD CARE

Percent who prefer their period care products made from cotton (among users of each product)



**69%**  
Period Panties



**69%**  
Pantliners

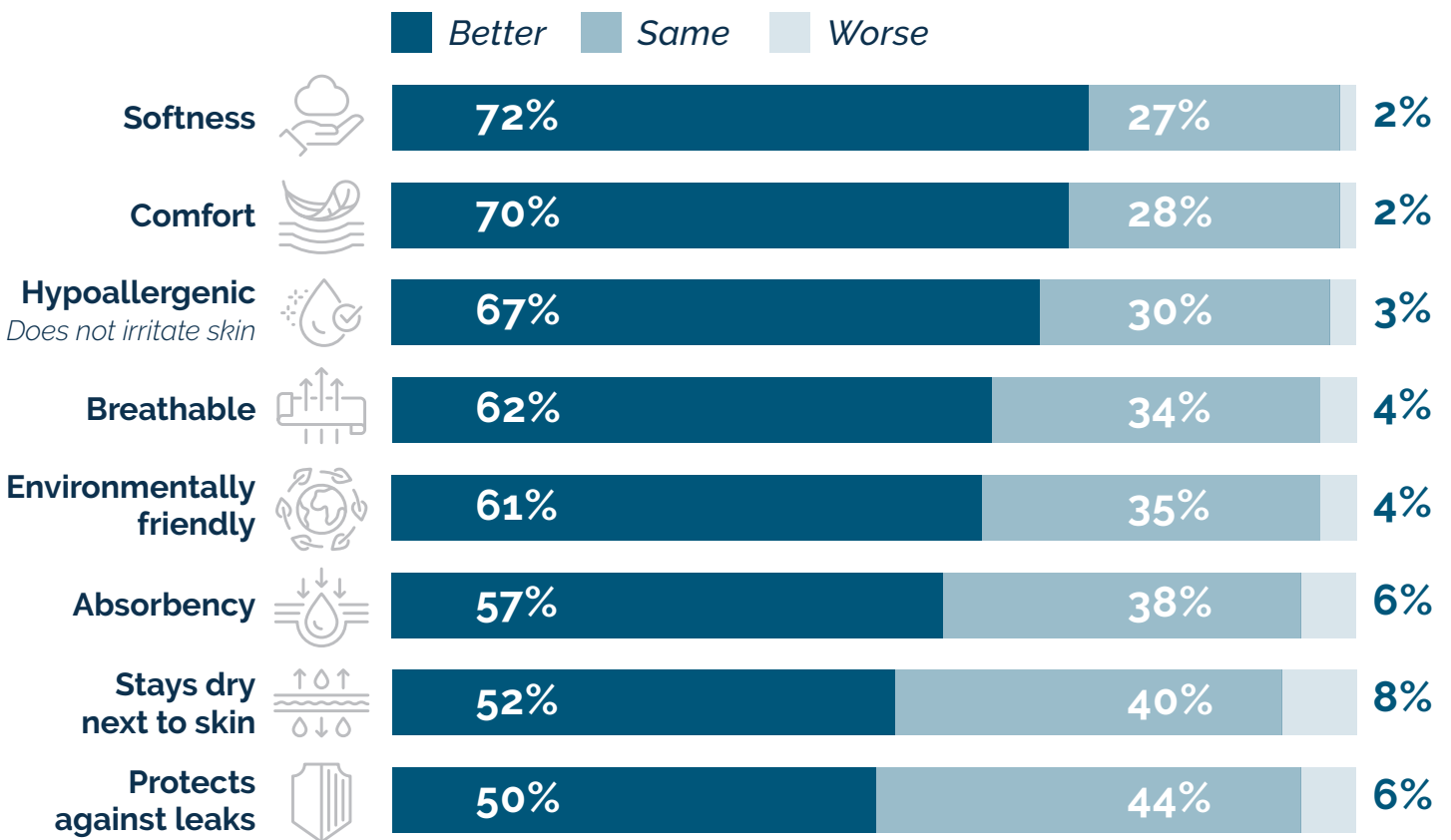


**68%**  
Pads



**63%**  
Tampons

## PERCENT SAYING COTTON PERIOD CARE PRODUCTS WOULD PERFORM BETTER THAN OTHER MATERIALS FOR:



**62%**

Would purchase cotton products even if it meant changing brands and paying a little more

