

TOTM launch #PeriodPowerful campaign, featuring real women standing for change.

Submitted by: TOTM

Tuesday, 29 May 2018

TOTM wants to change the way we think about, care about and talk about periods. They have teamed up with a group of real 'period pioneers' to inspire a period powerful movement. These women are standing for change, to raise awareness and show that periods are not embarrassing, and to highlight important causes that affect people with periods. The social media campaign includes videos from each pioneer, sharing their story.

One of the women featured in the campaign is Saschan Fearon-Josephs founder of The Womb Room. Saschan said:

"We live in a society which continues to uphold the narrative that the bodies of those who menstruate are messy, dirty and unclean. It's time that we changed that. It's harmful that we live in a society that continues to perpetuate the idea that discussing periods or menstruation is shameful and embarrassing."

The campaign plans to get people thinking differently about periods. It celebrates period empowerment. Giving a real representation of periods and menstrual health. The campaign photos are not edited including reproductive surgery scars and stretch marks.

"We want to change the way periods are represented. It's time we got real about periods to improve issues that we all face all over the world. Being period powerful is about taking back the power. It's about saying no to taboos, being informed and educated on menstrual health and wellness." said Fee Bassett, Marketing Manager at TOTM.

When asked why she was supporting the Period Powerful Campaign, Emily Hoyle said:

"Periods are powerful! Honestly, I am amazed at what my body can do each month, and it takes a lot of strength. It took adulthood to understand it is something to be proud of because of this strength and how it is very much a part of makes us who we are. To be shamed can have a negative impact on our relationships, career, self-esteem, etc. Talking about what we are going through because of our period takes us out of that forced stigma. When we begin to smash the silence through conversations we are thriving for better liveable worlds –for everyone!"

Meet the Period Pioneers

Jaimee

Since being diagnosed with Endometriosis after 15 years of misdiagnosis, Jaimee is raising awareness of the condition with a visual art project, The Endo Wall.

Laura

Laura shares her own story of living with Premenstrual Dysphoric Disorder (PMDD) to raise awareness and passionately campaigns for PMDD awareness with her project, The Vicious Cycle.

Saschan

After suffering with numerous reproductive health complications (uterine fibroids and Endometriosis) Saschan started social enterprise, The Womb Room. An organisation dedicated to educating and empowering others on reproductive health.

Emily

Fed up with suffering with period pains in silence Emily set out to challenge the period taboo. Emily runs The Good Blood. A project set to empower others through clothing that proudly symbolise periods.

Fiona

To tackle period poverty in her community, Fiona started up Periods in Poverty, to advocate donation points in female and gender-neutral toilets. This initiative donates products to those local charities and shelters.

To support the period powerful movement, follow the hashtag #PeriodPowerful or visit www.totm.com/campaign/periodpowerful to discover the full campaign story. Look out for TOTM's period powerful hub launching in this campaign featuring educational articles, tips and real awareness stories.

About TOTM (www.totm.com)

TOTM are a certified cruelty-free brand providing a range of natural and sustainable period care products. They have a range of organic cotton tampons, pads and liners available on subscription, and a reusable menstrual cup! The company are on a mission to change attitudes towards periods and menstrual health.

TOTM are growing an online community to educate, raise awareness and start important conversations. TOTM are also passionate about giving back. Every purchases from TOTM.com supports Endometriosis UK.

For additional information on TOTM or the Period Powerful Campaign, contact:

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