

SUPPORT YOUR PEOPLE. *Period.*



ACCESSIBLE PERIOD CARE FOR ALL

Libra *Period*
POS+IVITY
Program



WHY ACCESSIBLE PERIOD CARE MATTERS.

A SMALL MEASURE FOR A SUPPORTIVE WORKPLACE.

Accessible period care in workplaces is important for many reasons. Normalising easy access to products enhances workplace productivity and contributes to industry advancement by offering practical assistance to employees who need period care products. The Libra Period Positivity Program champions diversity and inclusivity by fostering a sense of safety and belonging for all.

1 in 5 WOMEN HAVE MISSED A DAY OF WORK OR SCHOOL **DUE TO MENSTRUATION.**¹

68% of women in New Zealand and **56% in Australia** admit to hiding their period at home, work and school.² This can come as a result of the embarrassment and anxiety associated with periods.

62% of women have carried a handbag with period care products to the bathroom to hide their period.*

66% say access to basic health & hygiene products is essential for wellbeing.¹

66% of people in New Zealand and **59% in Australia** agree that society's attitude toward periods is old fashioned.²

LIBRA PERIOD POSITIVITY PROGRAM.

PERIOD CARE IS A NECESSITY.

Normalising easy access to products can make a difference to your employees' wellbeing. The program allows you to provide free period care products via a discreet Libra dispenser in your workplace bathrooms. By doing so, you can help reduce the embarrassment and anxiety associated with periods, reinvent the norm, create a positive and supportive environment and pave the way for your employees.



SUPPORT MATERIALS.



As part of the program you will have access to support materials to help you educate and promote the program to your employees. These include: install and onboarding pack, information letter, letter template, social media tile website banner and email signature.

BENEFITS OF THE PROGRAM.



46% WHO MENSTRUATE WANT ACCESS TO MORE BASIC HEALTH & HYGIENE PRODUCTS*

The new stylish and compact Tork Period Care Dispenser has been designed to coordinate with the Tork Elevation washroom range. Offering a convenient solution that reduces wastage and refilling time through individual product dispensing. The Libra Period Positivity Dispensers have gained widespread popularity with a strong uptake in various regions.



LIBRA IS THE #1 FAVOURITE BRAND.²



Trusted, reliable and safe

For over three decades, Libra has been proudly manufactured in Australia, establishing itself as a dependable supplier and the sole local manufacturer of period care products. Libra's tampons meet the stringent requirements of both Australian and New Zealand standards, with the added benefit of batch date printing on each individual tampon for traceability and quality assurance. Notably, Libra offers a unique Roll Press Go wrapper, providing a discreet and efficient means to seal and dispose of used pads.



The Period Positivity Program helps remove
THE EMBARRASSMENT AND ANXIETY SURROUNDING PERIODS.

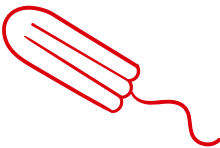


Remove embarrassment and anxiety

Offering free and discreet access to period care products can alleviate the anxiety often associated with hiding products while heading to the bathroom. To assist in creating open conversations about periods, utilise the provided communication materials to introduce the program to your staff.

*Essity Global Health & Hygiene Survey 2022

PROGRAM SETUP.



Libra Period Care Dispenser P1

- Dispenses individual pads and tampon boxes
- 198 serves holding approx. 168 pads and 30 tampon boxes (240 tampons)
- Lockable dispenser utilising Tork Universal Key



Tork Period Care Dispenser P2

- Dispenses individual pads and tampons
- 200 serves holding approx. 120 individual tampons and 80 pads
- Lockable dispenser utilising Tork Universal Key
- Meets TGA regulations with included information display



NEW Libra Period Care Box

- Quick and easy - prepacked with 22 pads and 50 tampons
- Features period positive messaging, protects products from contamination and meets TGA regulations
- Australian made and built to last with splash proof, eco-conscious material

DISPENSERS & PERIOD CARE BOX

ARTICLE NUMBER	DISPENSER	SYSTEM	COLOUR	PER PACK	PACKS PER CASE	PER CASE	COUNTRY OF ORIGIN
2340786	Libra Period Positivity Program Dispenser	P1	White	1	1	1	New Zealand
564051	Tork Period Care Dispenser	P2	White	1	1	1	Germany
2349948	Libra Period Care Box	PCB	Multi	1	1	1	Australia



Libra Ultra Thin Regular & Super Pads with Wings

- Libra Ultra Thin Pads with Wings are thin and flexible, offering exceptional comfort and protection
- Unique wings are contoured to prevent leakage
- Utilise BodyFit® technology to fit body shape



Libra Regular Tampons

- Tampons made with a unique anti-fluff base a tapered tip for easy insertion and comfort
- 48% less packaging waste with individual tampon dispensing*
- Meets ANZ tampon regulatory requirements with batch date printing on individual tampons

REFILLS

ARTICLE NUMBER	REFILL	SYSTEM	COLOUR	PER PACK	PACKS PER CASE	PER CASE	COUNTRY OF ORIGIN
2331959	Libra Tampon Regular 8 box	P1	White	8 tampons	24 packs	192 tampons	Australia
2344281	Libra Tampon Regular Bulk Box	P2 & PCB	White	270 tampons	7 packs	1,890 tampons	Australia
2309582	Libra Ultra Thin Regular Pad with Wings	P1, P2 & PCB	White	14 pads	6 packs	84 pads	Australia
2309612	Libra Ultra Thin Super Pad with Wings	P1, P2 & PCB	White	12 pads	6 packs	72 pads	Australia

*Compared to Libra Regular Tampon 8 box



ABOUT *Libra*

Libra is owned by Essity. Essity is a leading personal care and hygiene company that manufactures and sells essential everyday products.

Brands include Libra, Tork, TENA, Tom Organic, Leukoplast and Jobst.

Essity are the only local manufacturer of hygiene products with manufacturing sites in Australia, New Zealand and Fiji, and are a major hygiene supplier to the government and education sectors.

Essity have been manufacturing Libra branded Pads and Tampons in Australia for over 30 years and are focused on supporting and empowering people and providing education about period care.

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FIND OUT MORE AUS:

lovelibra.com/au/periodpositivity

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