

Making period products *free.*

Brands fund the products. Women get them for free.
Everyone wins.

free.

Period.

connect@free-period.co.uk

THE PROBLEM

Period poverty is a daily, hidden cost.

1 in 4

people who menstruate skip work or school each year due to lack of access.

£18,000

is the average lifetime cost of period products in the UK.

49%

of girls have missed an entire day of school because of their period.

Period care, funded by brands.

We turn essential period products into a premium media channel. Brands sponsor the packaging — wrappers, boxes, dispensers and QR codes — and we distribute the products free of charge into the venues that need them most.

●
For brands

High-frequency, high-trust impressions in hands and homes.

●
For women

Free, premium, dermatologically-tested products. No stigma.

●
For society

Period poverty solved by market mechanics — not charity.

A simple model. A profound shift.

01

Brands sponsor our packaging.

Premium ad placements on every wrapper, box and dispenser. Transparent CPM.

02

We manufacture and distribute.

Organic products produced at scale, dropped into schools, gyms, offices and festivals.

03

Women receive them for free.

No cost. No stigma. Products where they're needed, exactly when they're needed.

Every wrapper is brand real estate.

In hands that matter. In moments that matter.

- **Pad wrappers**

Front-of-pack logo, QR campaign code, premium matte print.

- **Retail multipacks**

Hero brand placement, shelf-ready packaging, nationwide distribution.

- **Cup pouches**

Sustainable co-branding with 12-month visibility.

- **Washroom dispensers**

Branded units placed in venue washrooms.

- **QR campaigns**

Trackable creative on every pack with live attribution.

- **Co-branded boxes**

Limited-edition drops for product launches and moments.

Where your brand shows up.

Strategic partnerships across the venues where access matters most — and where your brand earns daily, repeated visibility.

Schools

Universities

Gyms

Offices

Festivals

Hospitals

Shopping centres

Co-working spaces

Purpose-driven media that performs.

- **Premium attention**

Up to 4 minutes of dwell time per use — unmatched in OOH.

- **Trusted context**

Your brand shows up in a moment of care, not interruption.

- **Measurable**

Per-pack QR codes give live attribution to digital journeys.

- **ESG-aligned**

Tangible social impact reportable against your sustainability goals.

IMPACT

Every pack is a small act of dignity.

10M+

products in year one

500+

venues across the UK

£0

cost to the end user

SUPPORTERS receive a quarterly impact report — units distributed, venues reached, demographic breakdown, and the equivalent social value created.

Three ways to come on board.

Launch

From £25k

- Logo on 250k+ packs
- 1 venue category
- Quarterly impact report

Growth

From £75k

- Logo on 1M+ packs
- 3 venue categories
- QR campaign included
- Co-branded PR moment

Founding

Bespoke

- Hero packaging position
- Nationwide distribution
- Dedicated launch event
- Annual ESG report inclusion

Let's make it *free.*

Become a founding SUPPORTER for the 2026 launch cohort.

GET IN TOUCH

connect@free-period.co.uk

We respond to every SUPPORTER enquiry within 48 hours.

free.

Period.