



EST

1993

# GladRags

**SAFE. SIMPLE. SMART.**

**PERIOD!**

## Introduction

If 2015 was “the year of the period,” 2016 was the year of change. Here at GladRags, 2016 treated us to a number of changes, including moving to a new location, undertaking a major rebrand, and putting in motion the launch of our innovative new menstrual cup, XO Flo.

These changes helped crystallize who we are as a company and strengthened our resolve to be known as a brand that is inclusive and outspoken.

Our new branding brings period positivity to the forefront with unabashed, vibrant imagery:



We refined our mission statement to better include *all* menstruators, not just those who identify as women:

***Our mission is to provide high quality sustainable menstrual products and positively transform the experience of menstruation.***

In 2016, GladRags was re-certified as Benefit Corporation, earning 107 points on the B Impact Assessment administered by the non-profit certifying agency B Lab. We choose certification through B Lab because their rigorous assessment is continuously updated to ensure that it remains relevant in an ever-changing world.

## IMPACT ASSESSMENT SCORES

<b>GLADRAGS</b>	<b>107</b>
<b>AVERAGE B CORP</b>	<b>97</b>
<b>ORDINARY BUSINESSES</b>	<b>51</b>

# Impact Assessment

In this report, you'll find a brief description for each area of the assessment describing how GladRags' business practices compare to best practices, along with the factors that influenced our ratings.

## **GOVERNANCE**

GladRags receives high marks in the area of governance, particularly in the area of transparency. As a small, woman-owned company we're able to be transparent in a way that larger corporations often struggle with. Monthly financial updates are shared with employees to ensure that everyone knows the financial status of company and understands their role in the big picture. We continue to strive for better communication of high-level reporting to all stakeholders as we grow.

## **WORKERS**

GladRags recognizes that there's work to be done in this area of the B Corp assessment. While our workers enjoy a structured annual bonus plan, a limited pay gap between the highest paid executive and the lowest paid worker, and a robust paid time off policy, we believe that our workers deserve the very best. GladRags will continue to prioritize the improvement of worker compensation and benefits in all of its plans for growth.

## **COMMUNITY & CUSTOMERS**

We are proud to continue our partnership with UnTabooed to bring reusable products to menstruators in need in the USA. Approximately 3% of GladRags' profits was donated to charitable organizations in both cash and in-kind donations in 2016. GladRags is also proud to maintain excellence in its preference for local, woman-owned suppliers.

## **ENVIRONMENT**

GladRags scores highest in the Environment category of the assessment, thanks to our waste-preventing product line, including our extra eco-friendly organic items. Behind the scenes, we've been able to start composting our kitchen waste at our new location. 100% of our staff participated in office-wide Eco Challenge this fall. Someday, we hope to find a use for the tiny fabric scraps left behind by the manufacturing process and create a totally zero waste process!