



EST

1993

GladRags

**SAFE. SIMPLE. SMART.
PERIOD!**

Our mission is to positively transform the experience of menstruation through reusable menstrual products & relevant education.

For the GladRags team, 2017 was certainly a busy year! After many years of dreaming and planning, we launched XO Flo, a thoughtfully-designed menstrual cup, in January of 2017. Our new packaging also made its debut on store shelves, showcasing our bold new brand identity that embodies our company values of positivity and inclusivity.

With XO Flo making waves on the reusable menstrual product scene, we successfully raised over \$28,000 in our Kickstarter campaign to make the XO Flo Mini. Through this campaign we also pledged to donate over 700 menstrual cups to our non-profit partner, PERIOD, to reach those in need.

2017 by the Numbers

- 💧 over 75% of our purchases were from **women-owned suppliers***
- 💧 over 88% of our purchases were from **local suppliers***
- 💧 we facilitated 5 **free educational workshops for students & youth** in the Portland area
- 💧 we **donated more than 2% of our revenue** to charitable organizations**
- 💧 we gave **new life to more than 550 pounds of scrap fabric** by gifting it to local weavers, a mixed martial arts gym, a bespoke beehive company, and more!

In our most recent certification (2016), GladRags earned 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.

**by dollar value **includes cash and in-kind donations*

IMPACT ASSESSMENT SCORES

GLADRAGS	107
AVERAGE B CORP	97
ORDINARY BUSINESSES	51