



PROUD

Sustainable Cloth Pads

**LEARN HOW TO STITCH YOUR OWN
SANITARY PADS!**



In India, an estimated 70% of the 355 million menstruating population cannot afford menstrual protection.

The average woman will spend almost ten years of her life menstruating.

During the lifetime average of 450 periods, the average woman uses between 12,000 and 15,000 pads, tampons, and panty liners.

Menstruation is something that half of the world's population has to deal with. Despite advancements in human rights and women's rights and issues, menstruation continues to be a taboo topic in many societies and those menstruating face discrimination, harassment and violence. Women and girls are a vulnerable population in virtually every community today, which is not helped further by the continuous stigma concerning menstruation. That is why we have created **PROUD**, a project that wants to spread knowledge on menstruation and show how easy it is to make reusable, sustainable sanitary products by yourself. **PROUD** wants to challenge norms, break taboos and fight marginalisation. People should not be held back by their menstruation – the lack of sanitary products should not limit their lives. Menstruation should not be a source of shame, stigmatisation or marginalisation. It should be a source of pride and strength!

WHY CLOTH PADS?

Affordable Low cost for material and production makes cloth pads much cheaper than disposable sanitary products.

Reusable A small number of cloth pads is sufficient for a year or more.

Sustainable Cloth pads are reusable and cleaning them is easy; only water and soap is required. No chemicals, no waste.

Skin-friendly Disposable sanitary products often include fragrances and chemicals which might cause allergic reactions or damage to sensitive skin and tissue.

Accessible Cheap and easy to make, cloth pads make menstrual protection accessible to more people.

WORKSHOP: Learn how to stitch your own sanitary pads!

Participate in a 2-hour workshop where we discuss women's rights, equality, gender issues and menstruation. We provide material for stitching cloth pads and show you how to make them, so that you can switch from disposable sanitary products to sustainable, reusable, affordable and accessible menstrual protection.



PROUD wants to spread knowledge on gender issues, in particular highlighting menstruation and the way women and girls are still marginalised and discriminated against. It wants to encourage people to engage in discussion and communication, and in this way reduce the stigma facing the menstruating population. **PROUD** was created in 2018 by Biggi Vinkeloe and Nema Vinkeloe Uuskyla.

PROUD started as a way to contribute to raising awareness about menstruation and the troubles facing those menstruating, by offering knowledge on how to manufacture sanitary products. The project wants to spread knowledge on how to produce cloth pads, so that everyone has the possibility to create what they need themselves, thus making sanitary products accessible for everyone.