



DAME®

Changing Periods For Good



OUR VISION

A world where periods hold no-body back.

OUR MISSION

To empower menstruators to live boldly through sustainable, stigma-free period products.

HOW?

Innovative sustainable products and an activist mindset.



D A M E.

The industry is toxic.



100 billion plastic products

are discarded annually



3000 chemicals

found in mainstream products



Period shame

big brands push discretion, talking of
silent wrappers

So we decided to change the industry...



Co-founders Celia + Alec

THE SOLUTION

Meet the family.



VOGUE

IHUFFPOSTI

STYLIST

BBC

The Guardian

WomensHealth

DAME.

World's first Reusable Tampon Applicator

RRP £19.99

- Self-sanitising technology
- Medical grade materials
- **20 million** disposables saved since 2019
- Sold in 67 countries



DESIGN
PROTECTED

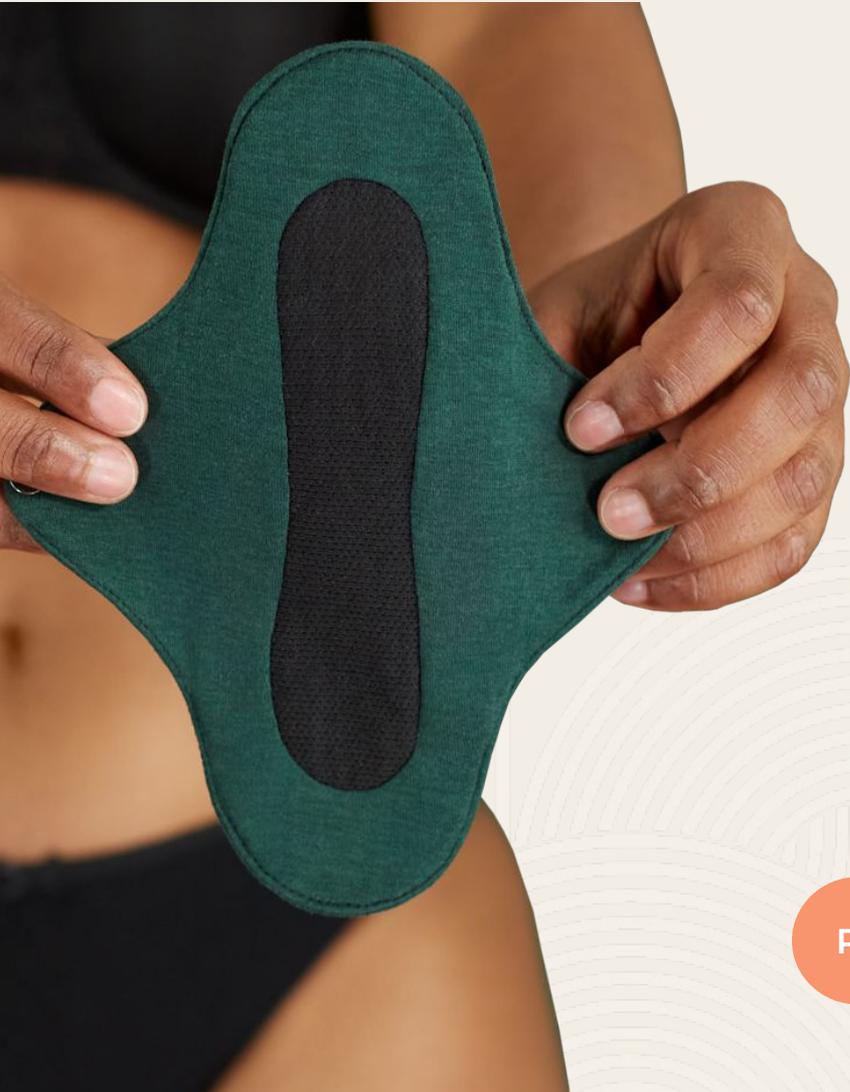
100% Organic Cotton Tampons

RRP £3.89

- Free from pesticides and toxins
- Compostable cellulose wrappers
- Carbon insetting for cotton communities



DAME.



Patent-pending period pads with DAMEdry™ technology

RRP from £9.99 single.

- Absorbs 10x weight in 2 seconds
- Super soft, thin, with anti-odour tech
- 1000x plastic reduction
- Liner, Regular & Night

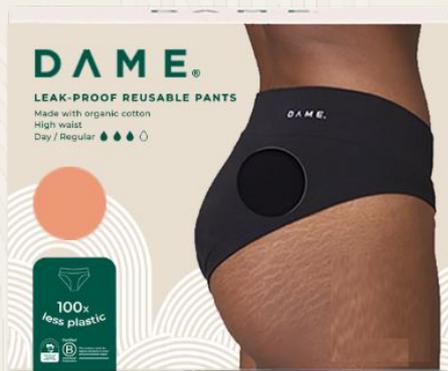
PATENT PENDING



Reusable Period Pants

RRP from £19.99-£26.99

- 95% organic cotton
- freshMNT™ odour control
- HEIQ quick dry finish
- Concealed gusset construction
- 4 styles, 8 sizes



EXCLUSIVE
TECHNOLOGY



D A M E.



UK's first self-sanitising Cup

RRP £27.99

- Self-sanitizing technology
- Prevents 99.99% bacteria
- No need to boil!
- Step-by step interactive support guide
- Up to 8hr comfort
- 100x less carbon emissions than other menstrual cups

WORLD FIRST!



NEWLY
AVAILABLE

100% Organic Cotton Pads

RRP TBD

- No plastics or pesticides
- Hypoallergenic.
- 100% biodegradable
- Carbon insetting for cotton communities
- Liner (20), Regular (10), Super (10)



D A M E.

Our community of engaged customers are loyal and vocal.

●REVIEWS.io

Excellent ★★★★★ 4.75 / 5



Amazing, was a bit unsure at first but the applicator was so easy to use! The tampons are **very comfortable and absorbent**. Highly recommend



These are fantastic. Used dame reusable pads in the past and they were great but the pants are now my go to. **Gorgeous design and they fit perfectly**. Absorbency is good, no leaks or any issues.



Do not suffer through your periods, **buy these reusable products, seriously!** If it helps me, it can help anyone.

★Trustpilot

Excellent ★★★★★ 4.3



I love how they're easy to clean with the bag. I wear these at night in particular and find they **don't irritate my bikini lines** like disposable pads. I highly recommend trying them



After a few periods while using I've physically noticed a difference. **Very little pain, no irritation, lighter and shorter periods** and I feel good when I start menstruating - not anxious.



Every woman needs this! **I've been using this product now for over 3 years** and I can truly say it's made my life during my "moocycle" so much better!

A selection of our many 5* reviews.

Positive comments about the benefits consumers have felt from using the DAME range.

In a broader context this indicates a very positive interest and acceptance of eco, sustainable period care alternatives.

D A M E

How we compare

	D A M E	TAMPAX	LIL-LETS	NATRACARE	THINX	FLO
B corp	102	×	×	×	×	109
Carbon Insetting	✓	×	×	×	×	×
Vegan	✓	×	×	✓	×	×
Full Range	✓	×	×	×	×	×
Trust Pilot	4.3	2.9	3.2	3.7	1.8	4.4
No S-U Plastic	✓	×	×	✓	✓	×
Own IP	✓	✓	×	×	✓	×
GOTS Certified	✓	×	×	✓	×	✓

A woman with a toned physique is shown from the waist down, wearing a black sports bra and black leggings. She is in a dynamic pose, with her right leg bent and her right hand resting on her hip. The background is a plain, light-colored wall. The text "Why we're different" is overlaid in white, with "Why we're" in a bold sans-serif font and "different" in a white script font. The brand name "DAME." is visible on the side of her leggings.

Why we're different

DAME.

Using our business as a force for good.

Becoming a Benefit Corporation in 2018 enshrined our commitment to people and the planet from the outset. The framework ensures we remain transparent and accountable for everything we do.

Certified



Corporation



Score: 101.3



HEY FUTURE YOU,
WE'VE GOT YOU COVERED.

We make every effort to ensure D.A.M.E. and our products have the smallest carbon footprint possible. We'll keep making improvements everywhere we can until not one avoidable negative impact remains. Yet, we know some emissions, the majority of which will always be in our products' use, we will have little control over. That's why we're committed to offsetting our entire footprint each year. That's called going "Carbon Neutral".

In short, we're funding products and projects that are more carbon efficient than those they replace. A third party then certifies that the projects have saved more carbon emissions than we've emitted.

Offsetting is complicated and imperfect, but it supports great initiatives. However, we'd rather supporting great initiatives didn't just offset our own digressions, but stood alone as a positive.

So we are committed to not just offsetting our emissions, but offsetting twice the amount we emitted in the first place.

Our certifier had to create new category for us, making us the first "Carbon Neutral+" brand on the market.



Carbon Neutral Organisation

That means if you find yourself washing one of our products in, associated with that—which you'll likely never even think of—have already been offset by us, twice.

Supporting these offsetting initiatives is a chance to do more than attempt to cancel out some emissions, they can help further our mission in other ways.

WE ARE NOT JUST OFFSETTING OUR EMISSIONS, BUT OFFSETTING TWICE THE AMOUNT WE EMITTED IN THE FIRST PLACE, MAKING US THE FIRST CARBON NEUTRAL+ BRAND ON THE MARKET.

THANKS 3 YEARS FROM NOW YOU FOR SUPPORTING THIS GREAT PROJECT. NICE ONE.



We produce an Impact Report every year. Click to read!

Kept in check by the next generation of leaders.

We have a youth advisory board who see what the future holds, because they're going to shape it; a board who call bullsh*t on greenwashing because they live with the consequences; and a board passionate about creating a fairer society, because they know we can do better.

Youth Board

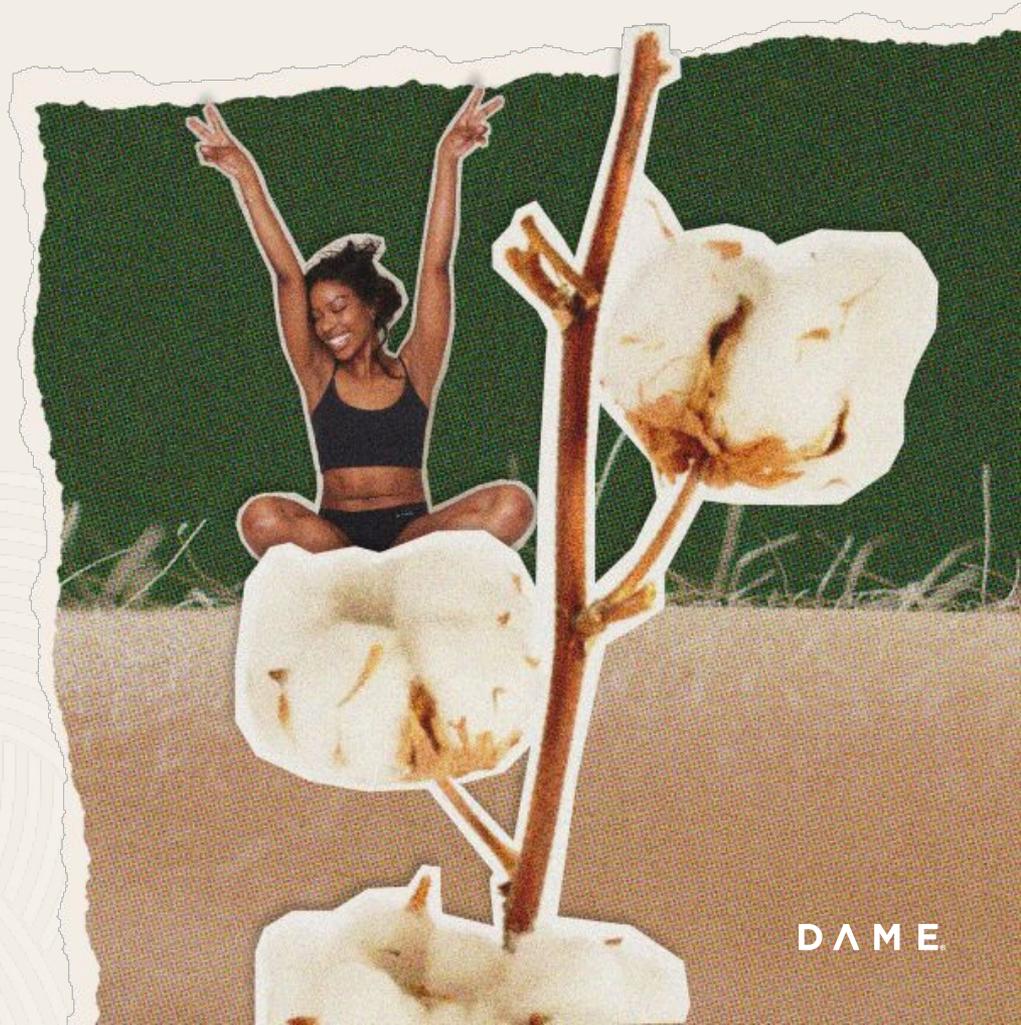


Carbon Insetting



We're the first to go beyond offsetting

DAME has stopped traditional carbon offsetting, and has started pioneering a new approach of “carbon insetting”. Supporting the social and environmental transformation of cotton growing communities, aligning our carbon investments with our value chain.



Supporting the next generation with our annual innovation camp.

Thank you
Oxford!



DAMECHANGERS
DAMECHANGERS
DAMECHANGERS

Our impact leadership attracts like-minded partners.

Our innovative approach to problem solving and our strong aesthetic has mainstream appeal beyond femcare. These collabs are vital to push the conversation about periods and sustainability to the mass market. We have several more mainstream collaborations lined up to help our brand and products reach new audiences.



D A M E.

+

finisterre

D A M E.
+
finisterre



We go boldly.
We go **BIG.**

First ever
tampon string
advertised in
public!

It's time to change
your tampon.

PLASTIC PESTICIDES TOXINS
CHLORINE BLEACH



100% ORGANIC COTTON TAMPONS

D A M E.

D A M E.

FOR NEW / FIRST-TIME USER!
Sainsbury's
OSOS FLUET MEGEET



YOUR FIRST
PACK FREE
SCAN ME

EN.
PRODUCTS



D A M E.



Green World
B



abellio
london

2432

D A M E.

Better, inside and out.

We believe better products should also be made in a better way, having the least impact possible on your body and our planet. That's why we've worked hard to find the best quality, highest performing materials, and have left the world a little better at every step of the supply chain. Our determination not to accept the status quo has won us grants, awards and even a world-first patent.



Carbon
Neutral
Product



Innovate UK



We use **GOTS** quality organic cotton, grown on farms without pesticides, which reduces carbon and increases biodiversity.



Our subscription packs are specially designed **boxvelopes**, doubling up as postal boxes to halve the materials used.



Reusable products save thousands of pieces of plastic, and can contribute up to **40x carbon reduction**



Sample boxes are made from offcuts of our tampon packaging so nothing goes to waste.



We rescue **surplus postal boxes** wherever possible, reducing our resource use.



Charities in the UK and abroad **employing vulnerable women** are integral to our supply chain.



We use **recycled and recyclable materials** wherever possible, from ethical and accredited partners.



Innovative, simple to use designs mean **high adoption rates**. 90% of our Applicator users stick with it.



Carbon
Neutral
Product

We have done a full **Carbon Life Cycle Analysis** on our entire supply chain, offsetting our emissions twice over.



"DAME is to the reusable period products world what Tampax is to the single-use tampons space: almost synonymous and incredibly popular. And our testing showed us why they are chosen by so many women looking for reusable sanitary products."

The  INDEPENDENT

D A M E.

**We're changing periods.
For everyone. For good.**

Join us.



+
Carbon
Neutral
Product

For further details please contact:
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sales@wearedame.co



D A M E.