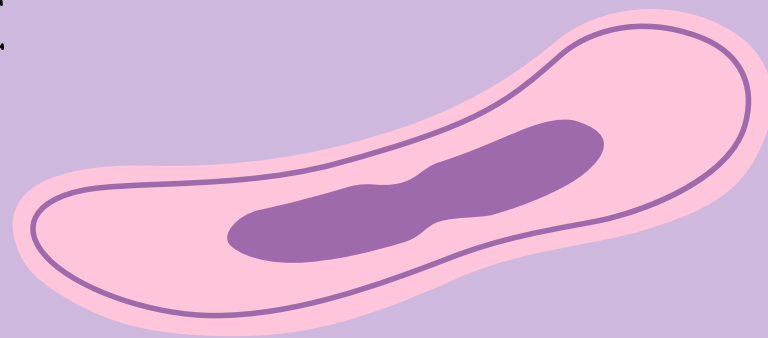


# PERIODS COST. THEY SHOULDN'T.

SHOULD MENSTRUAL  
PRODUCTS BE FREE?

SLIDE TO UNCOVER MORE



@FEMELLAFOUNDATION



## Pink Tax

**"The extra price women pay, just for being women."**

Many everyday products marketed to women, including pads and tampons, cost more than similar items for men. Even period care is taxed like a luxury!! (A pink razor will cost you more than the normal ones, just cause they are PINK!!)

## Period Poverty

**"When someone can't afford the products they need to manage their period with dignity."**

It means missing school, work, or daily life because pads are too expensive or unavailable. It's a health issue, and a human rights one.



# SUBSIDY ISN'T GENEROSITY - IT'S JUSTICE

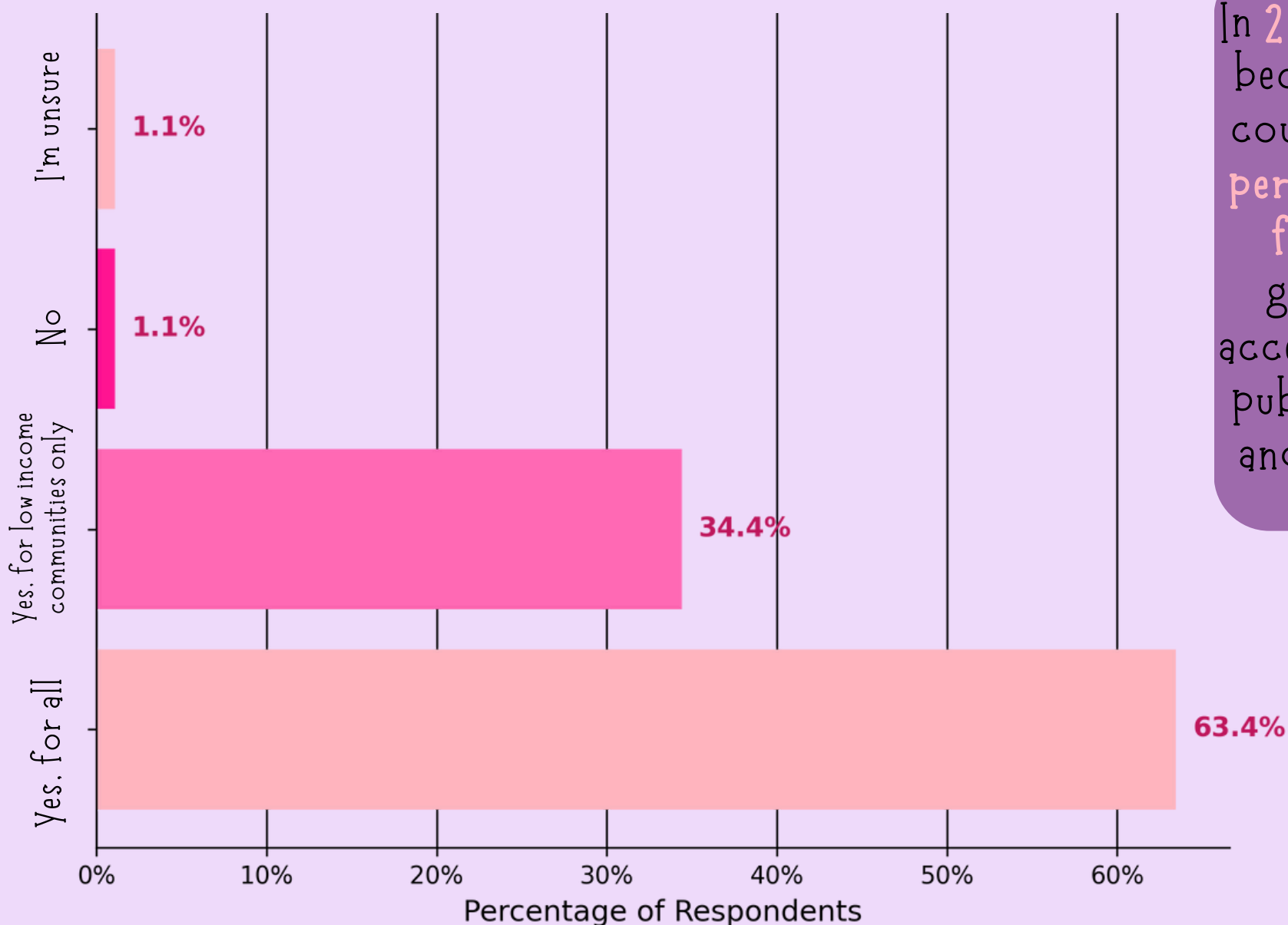
63.4% believe menstrual products should be free for everyone, and 34.4% support subsidies for low-income communities. Only a tiny fraction chose to defer the decision.

Scotland proved it's possible, free period products for all.

Nearly 98% of us agree.

So what's stopping India from catching up?

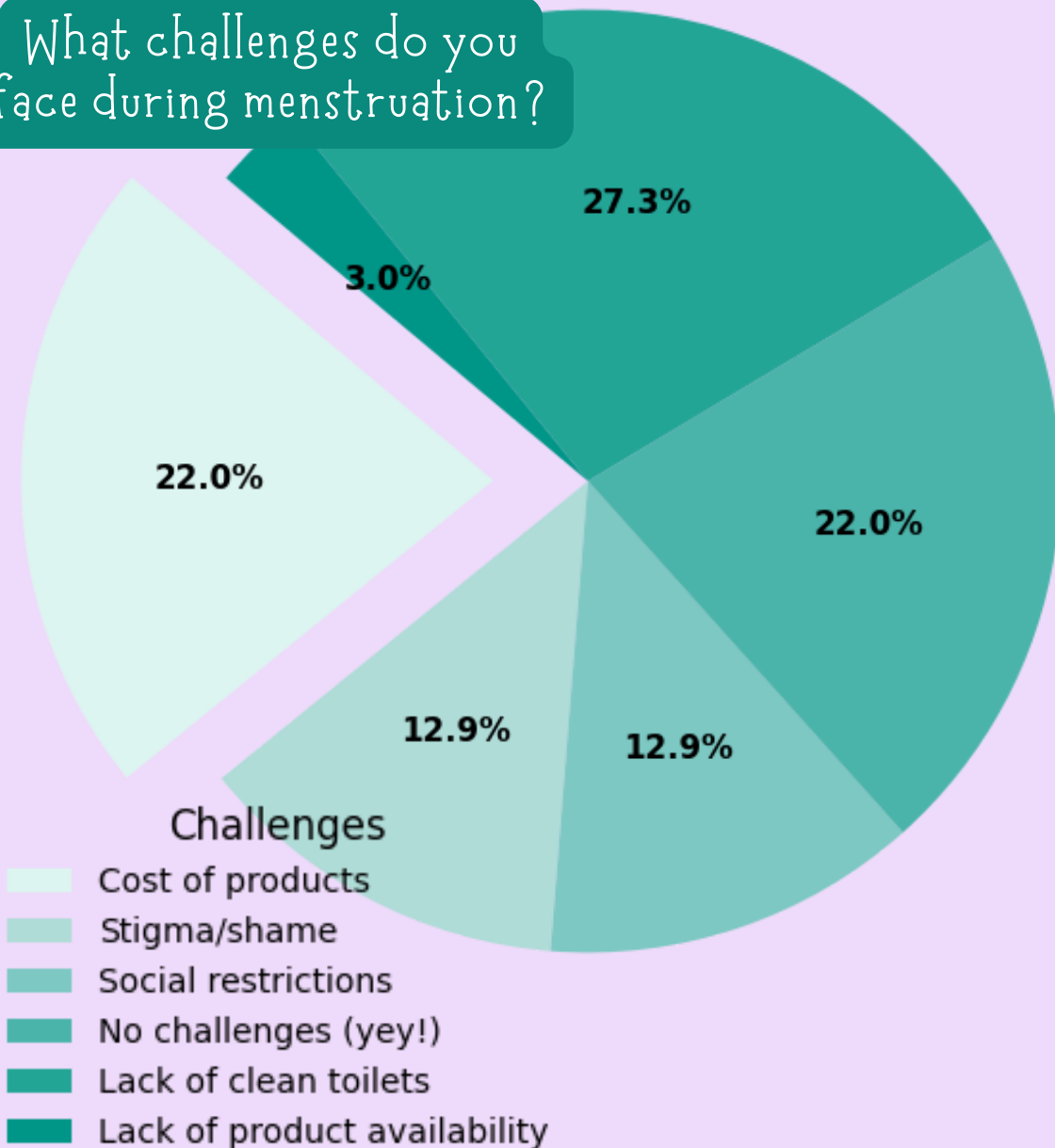
Should Menstrual Products be subsidized?



In 2020, Scotland became the first country to make period products free for all, guaranteeing access in schools, public buildings, and workplaces.

# WHAT STANDS IN THE WAY?

What challenges do you face during menstruation?

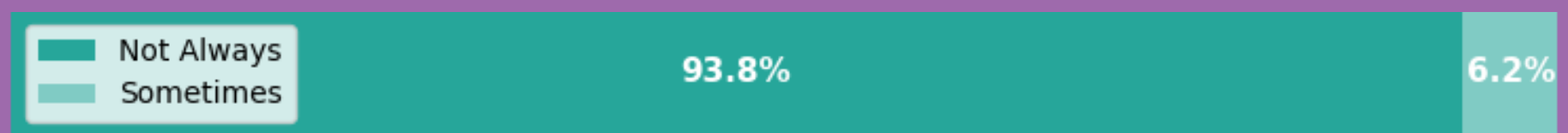


22% of respondents said the cost of menstrual products is a major challenge.

But that's not all. others reported a lack of clean toilets, shame, and social restrictions, pointing directly to period poverty and systemic neglect. When access is uneven, dignity isn't possible.

93.8% of respondents said they **don't always** have easy access to menstrual hygiene products. This shows a clear truth: availability doesn't equal accessibility.

We asked: **Do you have easy access to menstrual hygiene products?**  
The answers revealed a gap between what's available and what's truly accessible.  
**Pads Are on Shelf, But Out of Reach**



# DID YOU KNOW?

- **1 in 10 girls** in Sub-Saharan Africa misses school during their period (UNESCO).
- **500 million** people lack access to menstrual hygiene facilities (UNICEF).
- Poor menstrual health affects education and income worldwide (World Bank).
- **Scotland** made period products free in 2020, the first country to do so.
- In many places, pads are still taxed as luxury items.

The world sees the problem. People feel it every month.  
So what are we waiting for?



# YOU'VE SEEN THE DATA. NOW JOIN THE CONVERSATION

What do you think about menstrual product  
accessibility in India?

Comment. Share. **Start the conversation.**

#PeriodPoverty #PinkTax #BleedWithDignity  
#FemellaFoundation #MenstrualJustice

Study by: @FemellaFoundation

Credits: Led by Thasneem (Managing Director), Haifa (Executive Officer), and the Femella Team

Code: Check out GitHub (<https://github.com/Urstruly-Thas>)