

TOTM

Impact Report

2025/2026

Soft and comfy



Trusted protection



Certified organic cotton



No toxins or fragrances



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Environmentally responsible

For leak-proof protection on your period without the unnecessary plastic or harsh chemicals, our tampons, pads, and liners are made from certified organic cotton. Naturally soft, absorbent, and breathable, our organic and natural range cares for sensitive skin and helps prevent irritation.

Feel good about what you're using on your period.



Only the softest super absorbent cotton

Made with certified organic cotton and responsibly-sourced materials



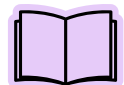
Leak-proof protection

Expertly designed to naturally absorb your flow.



Recovering plastic pollution

For every cardboard applicator sold, we recover the equivalent in marine plastic.



Advocating for menstrual health

Providing funds for support services, education and training.



Made with comfort in mind

Super soft, breathable and leakproof comfort.



Bye irritation

Clinically tested non-irritating and free of toxins and fragrances.



Tackling period inequality and poverty

By partnering with In Kind Direct.



Supporting Endometriosis UK

We've donated over £130k to Endometriosis UK to help those with this chronic condition



Dear Readers,

Thank you for continuing to support TOTM and for being part of our growing impact throughout last year.



As we look back on 2025 it was a year defined by momentum – one where we focused on laying the foundations for long-term change, while continuing to challenge an industry that has historically overlooked women’s and menstrual health. Across the business, we saw meaningful growth and increasing demand for safer, more transparent period care. More people are actively choosing to trust TOTM as our DTC and workplace scheme have seen significant growth. That confidence has enabled us to expand our reach in important ways. Launching our organic range into Waitrose & Partners in July ‘25 marked a significant milestone, helping bring better period care into more everyday spaces. At the same time, we continued to strengthen our direct relationship with customers, building a brand grounded in care, credibility, and purpose.

Education and empowerment remained central to our work last year. We began running regular menstrual and menopausal health talks, creating space for open, evidence-based conversations that are still too often sidelined. We also partnered with Clue to help more people better understand their cycles supporting informed, confident choices about health and wellbeing.

Our workplace scheme continued to grow, reaching many more employees and reinforcing the importance of free, dignified access to period care at work. Alongside this, 2025 marked an important step forward in our advocacy as we moved from product to policy. Standing outside Downing Street to call for tampon safety reform was a clear expression of what TOTM stands for: speaking up where regulation has failed to keep pace with the needs of women, and pushing for transparency, testing, and accountability across the category. Launching our petition to make tampons safe reflected our core beliefs that progress requires both products and pressure.

This work took place against a wider backdrop of change in women’s health – from improved access to emergency contraception, to new treatment options for endometriosis, and renewed government focus on health inequalities. While there is still much to do, these developments signal a shift that gives us real hope for the future.

Internally, TOTM continued to grow too. We welcomed nine new team members in 2025, strengthening the expertise, energy, and care behind everything we do. Staying true to our values has never been more important, particularly in a landscape where trust can be easily eroded. We remain committed to doing things properly, even when it’s not the easiest path.

This report reflects on last year, a year of progress, courage, and collective effort. None of it would be possible without our community – our customers, partners, and supporters – who continue to believe that period care can, and should, be better. I hope you feel proud of the role you’ve played in helping drive this change.

Warmest regards,

Chair & Non-Executive Director

Proud to be a certified B Corp

As a certified B Corp, we're passionate about setting a new standard for period care and changing the industry **for good**.

Inspired by their daughters, our founders, Kate and Saint, set out to establish TOTM as a force for good in period care. Since selling our very first box of tampons, we've been working hard to make a difference. We take a mindful and ethical approach in all that that we do, and we are proud to be part of the B Corp community.

What is a B Corp?

B Corp certified companies go through an independent assessment to ensure they meet the highest standards of social and environmental criteria, accountability, and transparency. At TOTM, we are open and honest about how we do things. We remain true to our ethical values, which guide every aspect of our business, from the ingredients we use in our products to our work culture.

B Corp scores explained:

-50.9 is the median score for ordinary businesses.

-80 qualifies for B Corp certification

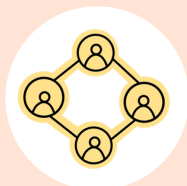
Our 2025 score:

108.2



Governance:

15.6



Workers:

27.4



Community:

18.0



Environment:

34.7



Customers:

12.3

In 2025 we recertified

We beat our current score. Not only maintaining but improving our commitment to the environment has been a huge milestone for us.



"Recertifying as a B Corp in 2025 reinforces TOTM's commitment to balancing purpose and profit. Our score increased from 103.7 to 108.2; a reflection of the meaningful progress we've made and the higher standards of ethical business practice we continue to hold ourselves to. Meeting these rigorous benchmarks is both a milestone and a motivator—reminding us that responsible growth requires ongoing reflection, accountability and improvement as we work."

Emma Seeley,
CORPORATE OPERATIONS MANAGER AT TOTM
(OUR IN-HOUSE B CORP & SUSTAINABILITY EXPERT).

A summary of our *period powerful* impact since we started to 2025:

6,983,750



periods supported with organic, toxin-free products.

22,838,303



plastic applicators recovered from the ocean*

2,037,259kg

of carbon compensated with 1999 trees planted in the UK.



£130k+

donated from sales to support Endometriosis UK.



185,520

products donated through our gift-a-pad scheme to In Kind Direct.



22,000+ sites supplied

by our Period Positive Workplace Scheme.

Since 2016, we've supported 6,983,750 periods with organic toxin-free products, helping people to have a period free from nasty chemicals, pesticides, heavy metals and SAP. This figure is based on sales and product distribution data and average usage assumptions and reflects our progress toward our goal of enabling 10 million toxin-free periods by 2030.



Being ethical & transparent in all we do

At TOTM, our ethical values are at the heart of everything we do, guiding how we operate and make decisions every day.

What we did in 2025:

Recertified as a B Corp

Recertifying as a B Corp in 2025 marked an important moment for TOTM, reflecting the progress we've made and our continued commitment to putting people, health, and the planet at the heart of how we operate.

Got our pads M-Tick certified by Gen M

In 2025, we achieved M-Tick certification from GenM for our pad range, following a rigorous review of our products and claims to ensure they meet the needs of menopausal bodies. This certification helps customers easily identify pads designed to support changing flows and sensitivities, strengthening trust and visibility in menopause-friendly period care.

Environmental & social performance at board level

Environmental and social performance was reviewed at every board meeting in 2025, ensuring these priorities remained central to business decisions at the highest level. This is a practise we have been taking into 2026.



What we are committing to do in 2026:

Establish a glossary of green claims and verified claims

We understand that there is a lot of misinformation and ambiguity in the period care industry and around sustainability efforts. In 2026, we will add a clear glossary of green terms and verified claims to explain sustainability terms in plain English and ensure our claims are evidence-backed helping customers better understand the language used across our products. This supports more informed choices and reflects our commitment to transparency and avoiding greenwashing.

Establish a medical advisory board to guide our education and advocacy

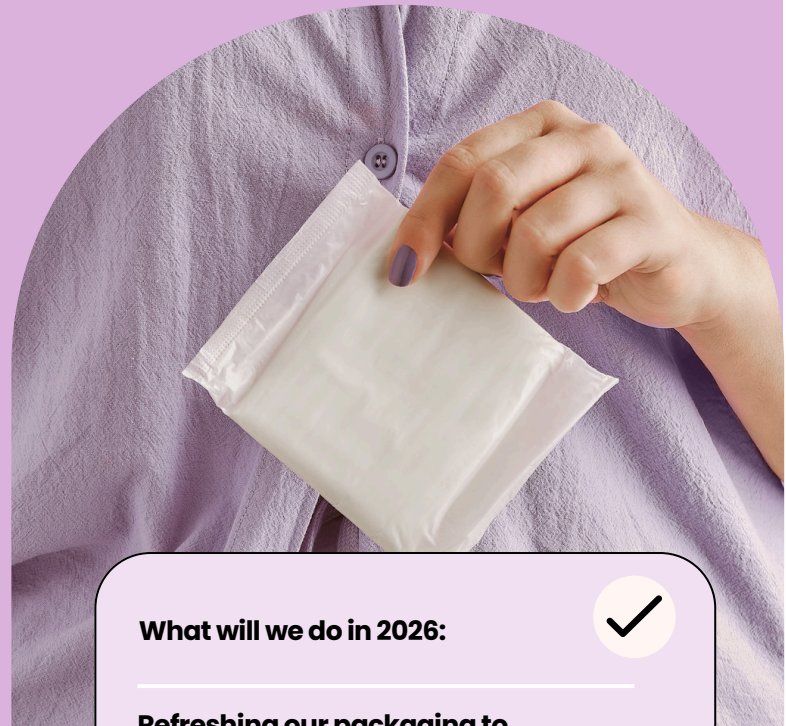
In 2026, we will work with a medical advisory board made up of qualified doctors and clinical experts to help shape our educational content, public information, and advocacy work. This will ensure the information we share about periods, menstrual health, and related conditions is evidence-based, accurate, and responsibly communicated supporting women with the knowledge they need to make informed decisions about their health.

Environmental policies remain a board priority

Maintain strong governance oversight of environmental and social performance at board level.



Your period comfort is our priority



What will we do in 2026:



Refreshing our packaging to better inform customers

We're in the process of updating our product packaging to improve clarity and transparency around ingredients and product information. The refresh ensures customers can more easily understand what our products are made from and make informed choices when shopping. This is rolling out in 2026 so watch this space.

Improving our tampon applicators

In response to customer feedback, we progressed the development of improved cardboard tampon applicators in 2025. This is a complex, multi-stage project that will continue into 2026, reflecting the care required to balance ease of use, comfort and performance while maintaining our commitment to lower-impact materials.

Listening, learning, and designing with our community

In 2026, we will continue to place customer insight at the heart of everything we do using feedback, research and lived experience to shape product development, education and advocacy. By actively listening to our community, we aim to design period care that prioritises health, comfort and safety, while remaining transparent about our materials, decisions and impact. This ensures our products and campaigns are grounded in real needs, not assumptions, and helps us raise the standard of period care across the industry.

What we did in 2025:

Launched a new and improved website

As the final step in upgrading our online shopping experience, we launched a brand-new website in 2025. Built using customer feedback and user experience testing, the new site makes it easier to shop, navigate our range, and access key product information. We also committed to ongoing reviews throughout the year to continue refining performance and usability.

Expanded our product range with Organic Cotton Night Pads

Responding to long-standing customer demand, we launched TOTM Organic Cotton Night Pads in 2025. Designed with extended length and an improved shape to help prevent leaks, the product was developed in collaboration with our Period Powerful Panel and tested to ensure comfort and performance overnight.

Launched a petition calling for safer tampon standards

In 2025, we launched a petition calling for stronger regulation and clearer safety standards for tampons in the UK. The campaign aimed to raise awareness of the lack of product-specific regulation, advocate for ingredient transparency and independent testing, and give customers a voice in calling for safer period care.

Customer Insight & Product Impact

We surveyed over 600 customers to better understand how TOTM products support their needs. The feedback was overwhelmingly positive, with 60% of respondents reporting a decrease in irritation since switching to TOTM, reinforcing the importance of comfort, ingredient transparency and thoughtful product design.



CUSTOMERS

We launched our Night Pads in 2025

We're putting period leaks to bed.

We recognise how important it is for our customers to feel supported, informed and listened to. That is why we place our community at the centre of everything we do, actively listening to their needs, involving them in product research and design, and being fully transparent about the materials we use.

At TOTM, we're committed to continuous improvement and to shaping a more transparent, responsible approach to period care. We have clear ambitions to drive positive change across the industry, using our platform to advocate for safer and sustainable period care for both our current community and future generations.

By continually listening, learning and evolving, we strive to build a TOTM community where everyone feels empowered, understood, and supported.



We launched our Night Pads in 2025

Last year, we introduced our Night Pads. Designed with sleep and your menstrual cycle in mind, they offer soft, absorbent overnight protection while staying true to our sustainable and ethical values at TOTM.

Our Night Pads are made with GOTS-certified organic cotton, with Dry Lock Wings to prevent leakage. You can count on them for breathable comfort without any compromises.

Designed with a new longer length, they provide the leak-proof protection you need during your period, all while avoiding unnecessary plastics, artificial absorbents and harsh chemicals.

Customer feedback on our night pads

**Reviews originally from Amazon.co.uk*

"Brilliant cotton night pads. Very comfortable. Kind on skin too. Very absorbent. Excellent quality and great value for money."

"Comfortable and good value for money. Highly recommended compared to superstore pad quality."

"Always buy these as they're organic and kind to skin."



Certified organic cotton



No toxins or fragrances



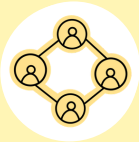
Trusted protection



Wings for a secure fit



No SAPS or plastics



WORKERS

Being a *Period* Powerful Team

From our office in Cardiff, South Wales, we're driving positive change across the UK. Our team may be small, but we're committed to delivering our mission, and we support them by ensuring TOTM is a bloody brilliant place to work.



Two thirds are very satisfied with TOTM's benefits

73% are very comfortable with TOTM's work environment

100% feel very safe when working for TOTM

What we did in 2025:

Renewed and expanded Mental Health First Aider support

In 2025, two team members renewed their Mental Health First Aider training, and an additional colleague began training, strengthening our internal support network and ensuring employees have access to trained listeners in a hybrid working environment.

Introduced a training matrix for employee development

We launched a training matrix to better track learning, development, and progression opportunities across teams, helping ensure employees are supported in building skills and growing their careers at TOTM.

Invested further in wellbeing initiatives

With an increased budget for our Wellbeing Wednesdays, we expanded the programme to include new resources, tools, and external speakers, supporting team connection, learning, and mental wellbeing.

Updated staff contracts to support hybrid working

We updated employee contracts to reflect our remote and hybrid working model, ensuring clarity, consistency, and safe, productive ways of working across the business.

What will we do in 2026:



Building a more inclusive workplace

Feedback from our end-of-2025 employee satisfaction survey showed we have more to do to strengthen diversity and inclusion across the business. In 2026, we are taking active steps to embed inclusivity into how we hire, support and develop our team, ensuring everyone feels represented, valued and able to thrive at work.

Shared ownership for every employee

In 2026, we will introduce an employee share scheme so everyone at TOTM can own a meaningful part of the business they help to build. By sharing in our success, employees are recognised not just as contributors, but as long-term partners in our growth, aligning ownership with our values of fairness, trust and shared responsibility.

Education for our employees

This year, we set out to lead by example by becoming one of the first businesses to sign up to and onboard our evidence-based menstrual and menopausal health e-learning training platform for our employees. By embedding structured, accredited education into our own organisation from day one, we will be pioneering what meaningful commitment to workplace health looks like in practice.



Championing menstrual wellbeing and dignity *for all*

We believe that period care should be an essential in every bathroom, just like toilet paper. Our workplace team are making strides to make that happen as our period care is now stocked over 22,000 sites in the UK.

On International Women's Day in 2025 we launched our Campaign "Nothing to Hide". We teamed up with Jemima Ruby to bring to life moments our community have experience shame and stigma during their period. We launched an exclusive poster for schools, workplaces etc. to raise awareness of period stigma and mark spaces that are shame-free, where comfort and dignity comes first.

We also teamed up with Robyn Wilton - Bleed On It, to produce a Period Positive Workplace Scheme exclusive guide "Supporting Menstrual Wellbeing: A Guide to a Shame-Free, Comfortable Workplace." This guide includes: tips on providing one-on-one support strategies for implementing period-positive changes structurally and examples of useful provisions.



22,000+

sites supplied through our workplace scheme.



41.7%

find it extremely important their workplace provides period care.



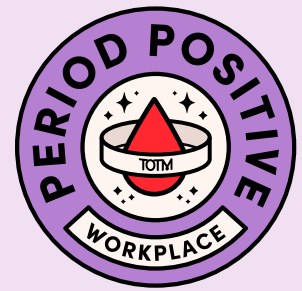
70%

said they had been caught short by their period at work.

"It's positive to see period products at work, this should be common practice in all schools and workplaces"



Big wins for our workplace scheme



So how did we make an impact with our Workplace Scheme in 2025? Here are some of our key highlights:

Expanded workplace education and visibility

By launching new Nothing to Hide posters for International Women's Day and increasing our range of tailored, branded posters for workplaces.

Shared expertise on period dignity

By delivering a talk on access to period care in public spaces at the first Hospitality and Events Network Wales meetup, hosted at Utilita Arena Cardiff.

Invested in learning and best practice

By attending key wellbeing and inclusion events, including Wellbeing at Work, The Inclusive Workplace Conference and Thrive Law, and learning from speakers such as SeeHerThrive.

Deepened relationships with clients

Through in-person visits and educational stands, helping teams better understand menstrual health and the importance of access to period care.

Provided free period care

At sporting events nationwide in partnership with MotivSports, reaching new audiences beyond the workplace.

Launched Golf Fore Her

Alongside England Golf and FabLittleBag, supporting efforts to encourage more young women into golf.

Expanded our workplace programme

Launching in many more organisations and enabling thousands more employees to access free, high-quality period care at work.





COMMUNITY

How we give back

In 2025, our gift-a-pad scheme donated 67,984 products to In Kind Direct

To support the more than 1 in 5 struggling to afford period products (Action Aid), we provide a gift-a-pad donation scheme that sends our pads across the UK through our charity partner, In Kind Direct.

"In Kind Direct is so grateful for our wonderful partnership with TOTM and your incredible commitment to period equity.

Thanks to your planned product donations you have enabled us to provide essential period products to individuals who might otherwise go without, enabling over 3,000 dignified periods, this year!

In addition to this generous support, your team's willingness to volunteer within our network of charitable organisations and at our warehouse, has strengthened our operational capacity and deepened the impact of our work. We are excited to continue building our partnership in 2026 and beyond!"

In Kind Direct



207 charitable organisations reached, that's up 56 since last year!

Enabling 3,399 dignified periods.



Why it matters

"My daughter who is 13 currently volunteers for the community centre and they let her take period products if they have any in stock. This is very useful to my family. As a single mother working on universal credit, things are tight for us."

Greenway Centre

"It's great that we're able to access period products like TOTM. We can just take what we need without any questions asked and without being judged. I'm thankful that I don't have to worry, and I don't have to ask because it can be embarrassing."

Hawley Amateur Boxing Club

Since 2017, we have donated over £130k to Endometriosis UK

Endometriosis UK is dedicated to improving the lives of those affected by endometriosis and to reducing its impact on them and their loved ones. We've proudly supported Endometriosis UK since 2017, and since we've donated over £130k helping to fund vital support services and education.





Staff volunteering days achieved an 90% uptake rate in 2025

Whilst we strived for 100% uptake from TOTM employees, we were thrilled to see the majority of our team set up and participate in a range of volunteering days, including:

- Helping to host a tea party and dance at Splott Community Centre
- Preparing essential care kits with In Kind Direct
- Lending a hand at local warm hubs
- Taking part in garden clear-ups and coastal clean-ups along Rest Bay

Our team has loved getting hands-on with these amazing organisations, and we're excited to keep up our volunteering efforts in 2026.



What will we do in 2026:



Continuing support for Endometriosis UK

We continue to support Endometriosis UK, helping to raise awareness of a condition that remains widely underdiagnosed. In 2026, we're calling out this partnership on our new packaging. We're using our everyday products to spark conversations, increase visibility, and support greater understanding of endometriosis at the point of use.

Striving for 100% target with volunteering days

We want to encourage all employees at TOTM to participate in volunteering days to support our local communities and beyond. In 2026, we're putting a framework in place to make it easier for our team to identify volunteering opportunities and take time out of work to join in.

Launch an e-learning platform for menstrual and mental health education at work

In 2026, we will develop and launch an e-learning platform designed to help organisations educate their teams on menstrual and mental health. The platform will provide clear, expert-led training that supports understanding, reduces stigma, and helps employers create more inclusive and psychologically safe workplaces.



We're driving positive change in menstrual health



This year, we're doubling down on our commitment to women's health by continuing to design period care that puts safety, comfort and performance first. We're committing to this big goal through our product development this year – namely our new compact applicator tampon.

This product development reflects this focus as we're combining organic cotton with a medical grade applicator and a security veil to help minimise fibre shedding.

Fibre shedding matters because loose fibres can be left behind in the body during tampon use, which may cause irritation for some people, particularly those with sensitive skin. Reducing fibre shedding is an important part of designing tampons that prioritise comfort and gentleness during wear.

Guided by customer feedback and evidence-led design, we're focused on raising the standard of tampon design and delivering period care created with women's health firmly in mind.

What we will do in 2026:

Continue our work with Plastic Offset to remove marine plastic.

In 2026, we're committing to offsetting the plastic impact of our applicator tampons by supporting the recovery of one applicator for every applicator sold. Alongside continued work to reduce and improve materials, this ensures we continue to restore and protect the most biodiverse ecosystems on Earth without compromising on comfort and safety.

What we did in 2025:



Recovered the equivalent of 6.9 million plastic applicators from the ocean.

With an estimated 3k+ tonnes of period care products flushed down Britain's toilets each year, we endeavoured to help restore polluted marine habitats. For every applicator tampon sold, we financially contribute to the recovery, sorting and proper disposal of plastic waste from polluted wetlands. In 2025, we recovered the equivalent of 6.9 million tampon applicators, our largest annual total to date.

Building Our Net Zero Roadmap

In 2025, we began laying the foundations for TOTM's journey towards Net Zero and alignment with the Science-Based Targets initiative (SBTi). As we progressed, it became clear that climate action is both complex and far-reaching requiring robust data, supplier engagement, and long-term planning rather than quick commitments.

Throughout 2025, we focused on understanding our emissions across our operations and supply chain, building internal knowledge, and assessing what credible, science-led action looks like for a business of our size.

In 2026, we will continue this work by formally engaging with the SBTi target-setting process. The outcome of this phase will be a proposed, science-aligned roadmap outlining clear activities and reduction pathways through to 2030, and our longer-term Net Zero ambition by 2050, in line with the Paris Agreement.

While we do not yet have formal carbon reduction targets in place, this phased approach ensures that when commitments are made, they are measurable, achievable, and grounded in science not assumptions.

A summary of our 2026 goals

Governance



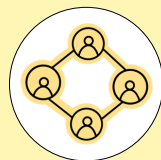
- Establish a clear glossary of green and verified claims to explain sustainability terms in plain English and avoid greenwashing
- Establish a medical advisory board to guide educational content, public information and advocacy, ensuring evidence-based and responsible communication.
- Maintain strong governance oversight of environmental and social performance at board level.

Customers



- Refresh product packaging to improve clarity and transparency around ingredients and product information, supporting informed customer choice.
- Continue improving tampon applicators through the development of lower-impact designs that balance comfort, safety and performance.
- Use customer insight to inform product development and advocacy, maintaining a transparent, health-first approach to period care.

Workers



- Build a more inclusive workplace by embedding diversity, equity and inclusion into hiring, development and internal culture.
- Renewing company's commitment pledge to ensure all employees have ownership through company-wide share options scheme.
- Lead by example by adopting our menstrual and menopausal health e-learning training, embedding accredited education across our organisation to demonstrate a meaningful commitment to workplace health.

Community



- Continue long-term support for Endometriosis UK, increasing visibility through on-pack messaging to raise awareness and understanding at the point of use.
- Strive for 100% employee participation in volunteering days, supporting local communities and charitable partners.
- Expand menstrual health education through an accessible e-learning platform for workplaces, helping reduce stigma and improve support beyond TOTM.

Environment



- Commit to offsetting the plastic impact of applicator tampons by supporting the recovery of one applicator for every applicator sold.
- Progress the Net Zero journey by formally engaging with the Science-Based Targets initiative (SBTi) and developing a science-aligned roadmap to 2030 and Net Zero by 2050.

We really appreciate you taking the time to read our 2025-2026 impact report.

If you have any feedback, we would love to chat with you.

Feel free to visit totm.com or search [@totmorganic](https://www.instagram.com/totmorganic) on socials to get in touch.

Thanks again for your support!

