



**Award-Winning, Sustainable Period Care  
for EveryBODY.**

HELLO!  
WE'RE HELLO PERIOD.  
THE CUTEST AND MOST  
COMFORTABLE SUSTAINABLE  
PERIOD CARE ON THE PLANET.

*Clear film made from  
plants, not plastic!*



# WHY HELLO PERIOD?



**The best technology (not white labelled):** Designed by us, patented technology\*, quality ensured.



**Multi award-winning:** Global accolades for best-in-class sustainable period care brand.



**Eco-Packaging:** Recyclable + home-compostable packaging.



**Certified B Corporation + Climate Positive:** Only businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability receive the B Corp designation.



**Female Founded:** By two best friends - Mary, a Registered Nurse and Robyn, a former journalist.



**Goodbye gendered language:** At Hello Period we believe it's bloody important to include everyone in the conversation. That's why we talk about 'People with periods'.





# HELLO DISC™

The **only menstrual disc in the world** designed by a period expert (Kim Rosas of Period Nirvana) and a Registered Nurse.

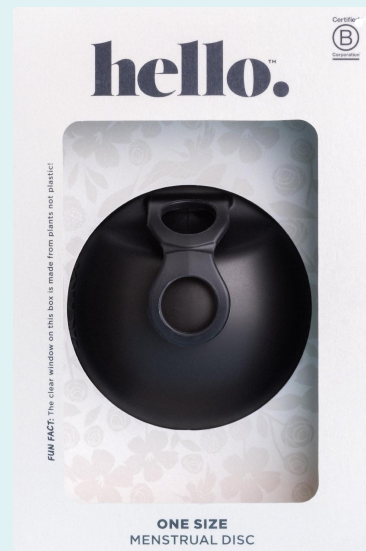
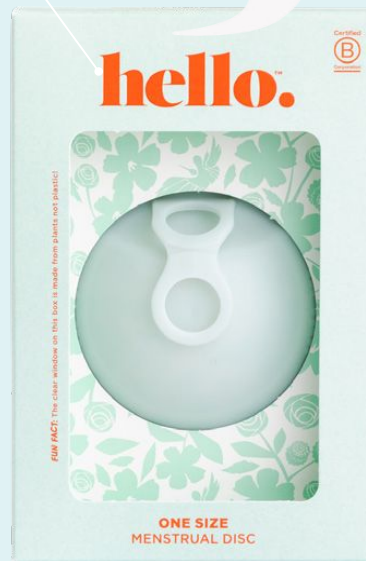
#1 rated  
Menstrual Disc  
On Google!

## LOVE IT

THE HELLO DISC IS MY HOLY  
GRAIL PRODUCT, AFTER TRYING  
TWO DIFFERENT COMPANIES.  
THE PULL TAB MAKES IT EASY TO  
ACTUALLY REACH. HIGHLY  
RECOMMEND!



- **World first design:** Featuring a unique double loop tab allowing easier removal for low, average and high cervixes as well as people with mobility issues.
- **Top quality:** The only menstrual disc designed by a period expert and a registered nurse. FDA registered and made from hypoallergenic, medical-grade silicone.
- **Large Capacity:** Holds up to 50 ml, or 5 x regular tampons or pads!
- **Suction-free:** Suitable for people with an IUD
- **One size:** One size fits most - takes the guesswork out of which one to choose.
- **Easy Removal:** Easiest disc on the market to remove. Loops allow for single finger, no mess removal.
- **No-Mess Period Sex:** Sits high in the vaginal fornix so can be worn during intercourse. Not a contraception device.



NEW

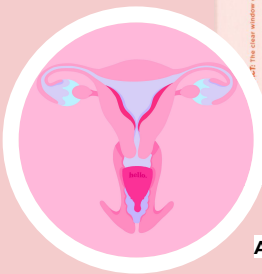
SIZE: One Size

COLOURS: Sea Fog & Black

# HELLO CUP™

Meet our flagship, **award-winning** menstrual cup range. The **most comfortable** and **super cute**.

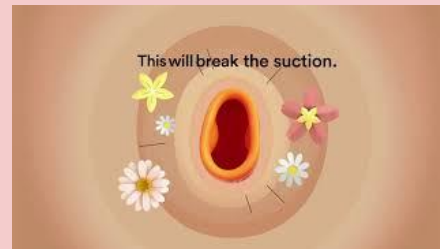
- **Our flagship, award-winning menstrual cup:** Designed for users with an **average-sitting cervix height**.
- **Comfortable, unique design:** Designed by a Registered Nurse. Our unique internal rim doesn't press against the urethra like other cup products.
- **Multi-award winning:** Named 'Best Menstrual Cup' in Cosmopolitan's Holy Grail Best Products 2022, Gold medal at Best Design Awards, Winner at Good Design Awards.
- **Wear for up to 12 hours:** Forget you have your period! Can be worn while working out, swimming, sleeping.
- **Convenient and Safe:** Holds 3x more than a regular tampon or sanitary pad. Made from medical-grade TPE, hypoallergenic, FDA registered.
- **Planet-friendly:** Reusable for years. Equivalent to have 2000 single-use period products.
- **Female-founded:** By people with periods for people with periods.



## BEST SWITCH EVER!!!

I was really nervous about using my Hello Cup for the first time but I got it in easily and there has been no leakage at all. I'm never going back to single use sanitary products and I'm so happy with my Hello Cup, thank you!

How to Wear your Hello Cup



Hello Cup™  
Average Cervix  
positioning



**SIZES:** Small, Medium, Large  
**COLOURS:** Lilac, Blue, Blush

# HELLO CUP™ DOUBLE BOX

Our flagship **award-winning** menstrual cup in a  
handy **double pack**

- **Two sizes in one handy pack:** Giving your customers choice and instantly increasing basket size.
- **Purchasing peace of mind:** Two handy sizes to help users figure out the best choice for them. Many users find they can wear two sizes comfortably and interchange throughout their period.
- **Multi-award winning:** Named 'Best Menstrual Cup' in Cosmopolitan's Holy Grail Best Products 2022, Gold medal at Best Design Awards, Winner at Good Design Awards.
- **Wear for up to 12 hours:** Forget you have your period! Can be worn while working out, swimming, sleeping.
- **Convenient and Safe:** Holds 3x more than a regular tampon or sanitary pad. Made from medical-grade TPE, hypoallergenic, FDA registered.
- **Planet-friendly:** Reusable for years. Equivalent to have 2000 single-use period products.
- **Female-founded:** By people with periods for people with periods.

## DOUBLE WIN

I use the large for the first couple of days, removing and emptying is a breeze with the longer toggle. Then switch to smaller for lighter days, the double box was great buying for this reason ❤️

Voted  
**Best Menstrual  
Cup 2022**  
Cosmopolitan  
Beauty Awards



**SIZES:**  
Small + Medium  
Medium + Large



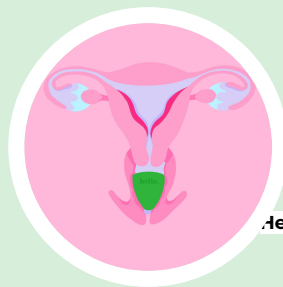
**COLOURS:**  
Lilac + Blue  
Blush + Blue

# SPECIALIST CUPS:

## Hello Cup™ Low Cervix

We are the only menstrual cup brand to provide cups catering for low, average and high cervix heights.

- **Specialist cup** for people with a **low-sitting cervix height**.
- **No toggle**, catering for people with a shorter vaginal canal who may find the toggle exposed or uncomfortable.
- Designed by a **Registered Nurse**.
- Super cute mint green design.



Hello Cup™ Low  
Cervix  
positioning

### BEST CUP EVER!

The low cervix cup has changed the game once again by having no toggle! Love this cup and would recommend it to everyone.

Toggle-free,  
more  
comfortable for  
people with a  
shorter vaginal  
canal



**SIZES:** Medium, Large  
**COLOUR:** Mint Green



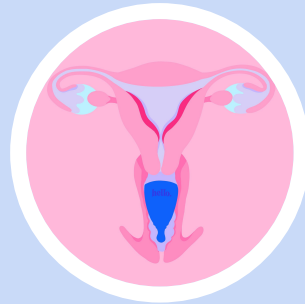
**FINALIST**  
**Product Design**  
**Best 2020 Awards**

# SPECIALIST CUPS:

## Hello Cup™ High Cervix

We are the only menstrual cup brand to provide cups catering for low, average and high cervix heights.

- **Specialist cup** for people with a **high-sitting cervix height.**
- **Elongated body and toggle** to make it easier to reach for people with a high-sitting cervix.
- Designed by a **Registered Nurse.**
- Super cute royal blue design.



Longer,  
elongated stem,  
**more  
convenient and  
comfortable for  
people with a  
longer vaginal  
canal**

**Hello Cup™  
High Cervix  
positioning**

### AMAZING CUP!

I have a tilted uterus and a high cervix and when I tried this cup it instantly felt more comfortable and hasn't leaked once!



**SIZES:** Small, Medium, Large  
**COLOUR:** Royal Blue



# HELLO PAD™

Say 'hello' to the best reusable + washable pad on the planet.

- **Thin But Thirsty** The patented leak-proof technology in your Hello Pad is darn reliable - you can wear it all day. Hello Pads hold the same as FIVE regular single-use tampons or pads!
- **Not just for periods** Hello Pad is a great option for bladder leakage, postpartum, and periods.
- **Machine-Washable + Tumble-Dryable** Unlike most other brands, the Hello Pad doesn't have a polyurethane plastic layer which means it **can be tumble dried!** It also means there's no 'crackly' sound when you move around.
- **No Bunching + Annoying Wings** The delicate silicone pattern on the underside ensures it stays put and doesn't bunch so you can say goodbye to pads with annoying wings. There are also handy straps on the side that you can choose to use to hold the pad in place.
- **World-Class Technology** Our patented fabric technology means moisture is whisked away super quick meaning you feel dry and comfortable.

"I have five of these now. I'm very grateful to the women who are responsible for this. A big thank you."



**SIZES:** One Size Fits All  
**COLOURS:** Black

# HELLO WASH

**The perfect sustainable period care add-on. Clean your menstrual cups, menstrual discs, period underwear and washable pads / liners. It's even great for hands!**

- Unscented and gentle
- Not tested on animals
- Tube made from sugarcane
- Kind on your Hello period products, and your body
- Made in New Zealand
- No harsh chemicals
- No irritants
- Helps remove bacteria
- No parabens



# HELLO LUBE

**The perfect partner when you need added lubrication.**

**Use during sex, massage, or to help with inserting period products such as your Hello Cup and Hello Disc.**

- Water-based
- Made in Aotearoa, New Zealand
- Not tested on animals
- Use for inserting your Hello Cup™ and Hello Disc™



# HELLO REVIEWS.

Don't just take it from us...

"THE BEST PERIOD DEVICE I HAVE EVER USED. LOVE THIS PRODUCT!"



"HONESTLY I HAVE TRIED SO MANY (TBH MUCH CHEAPER) CUPS SINCE CUPS BECAME A THING. BUT THESE... THESE ARE A REVELATION; IT'S BEEN SO GOOD!"



"I'VE BEEN A MENSTRUAL CUP CONVERT FOR YEARS. I'VE TRIED SEVERAL BRANDS BUT THE HELLO CUP IS THE ONLY ONE I'VE PURCHASED SEVERAL OF THE SAME BRAND! THE MOST COMFORTABLE CUP I'VE USED."



"THE DISC WORKED REALLY WELL DURING SEX! I COULDN'T FEEL IT AT ALL, AND NEITHER COULD MY PARTNER. I AM A HUGE FAN!"



"A MUCH BETTER DISC THAN I'D BEEN USING PREVIOUSLY. FITS MUCH COZIER AND THERE HAS BEEN NO LEAKAGE."



"I HAD TRIED A COUPLE OF DIFFERENT BRANDS OF PERIOD CUPS AND NOTHING EVER FELT COMFORTABLE. IT WASN'T UNTIL MY GP TOLD ME I HAD A LOW CERVIX THAT I TRIED THIS CUP! I ADORE MY HELLO CUP AND IT MAKES MY PERIOD SO EASY."



# THE HELLO PERIOD CUSTOMER.

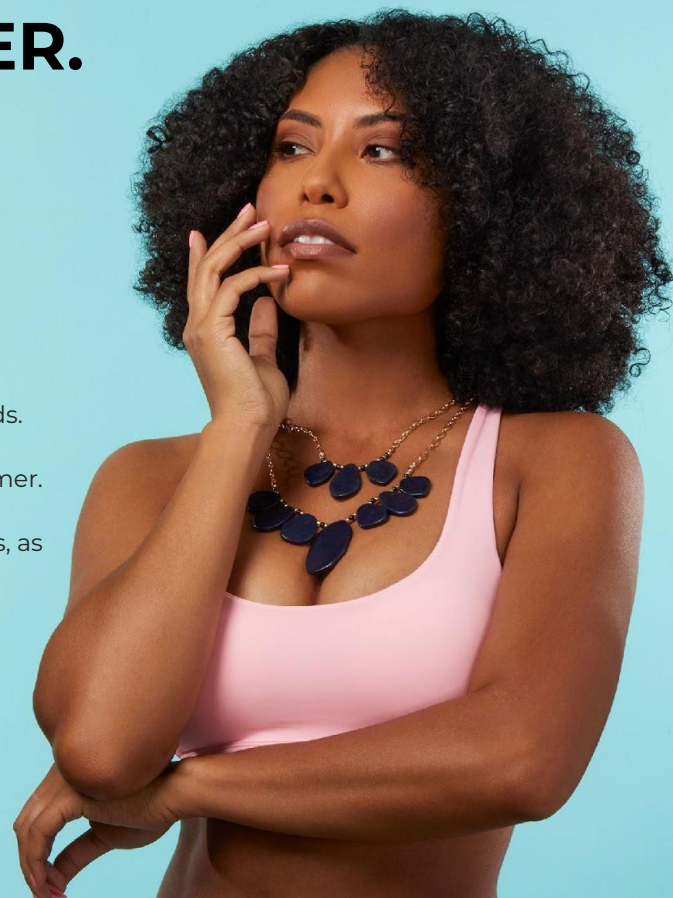
Our brand-loyal team...

Hello Socials:

- **50k+** newsletter subscribers
- **50k+** Instagram, Facebook and Tiktok Followers



- People with periods | Gen-Z and Millennial.
- Early adopters, who follow global trends.
- Sustainably focused, conscious consumer.
- Purchase brands that share their ethos, as well as their personality!
- Will pay more for quality.



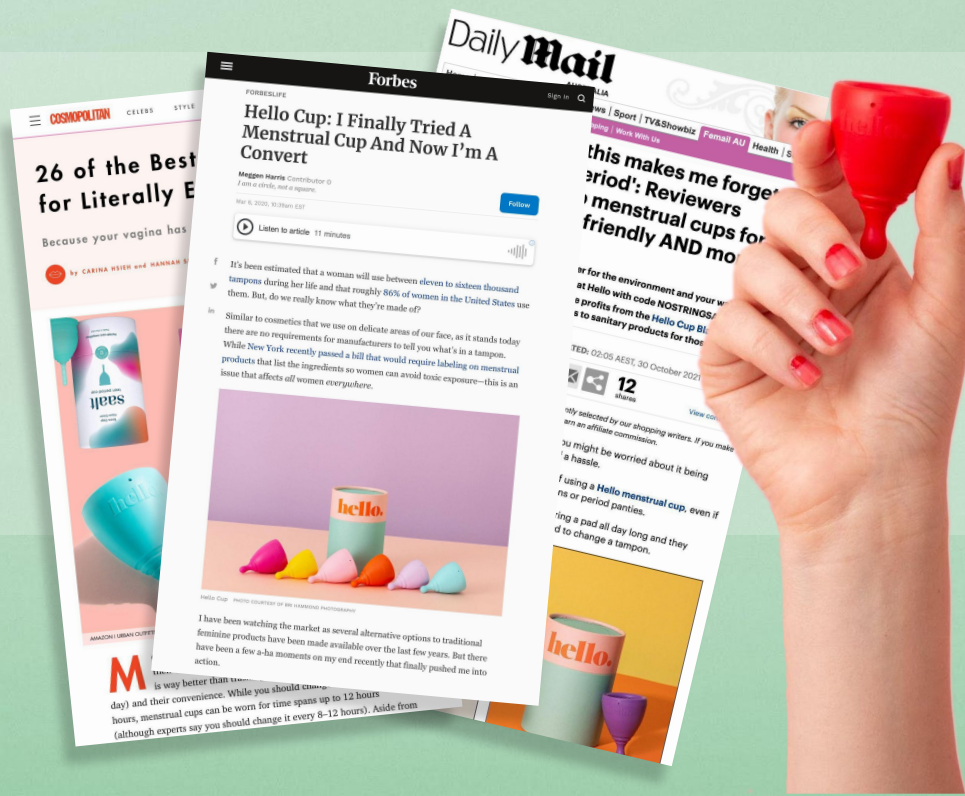


# HELLO PERIOD MEDIA.

We've been getting some notice globally.

## As seen in:

- FORBES
- COSMOPOLITAN
- TEEN VOGUE
- BUZZFEED
- POPSUGAR
- GLOSSIER
- FRANKIE
- PEPPERMINT



*"Never before have we been more aware of what we put in and on our bodies, from good food choices to beauty products."*

Hello Period co-founder  
Robyn McLean,  
US Vogue

# THE TRUSTED BRAND FOR YOUR CUSTOMERS.

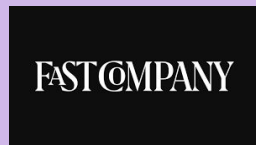
That's what we call 'bloody brilliant'



WINNER 2022, 2021  
Good Design Awards



BEST MENSTRUAL CUP 2022  
Cosmopolitan Beauty Awards



BRAND THAT MATTERS 2022 LIST  
Fast Company 2022



EDITOR'S CHOICE 2022, 2021  
Clean+Conscious Eco Awards



Best Design Awards

GOLD 2020  
SILVER 2022  
Best Design Awards



WINNER 2021  
Circle Eco Awards



GOLD 2022, 2021  
Clean+Conscious Eco Awards



FINALIST 2021  
Eco-Excele Awards

# POS SUPPORT.

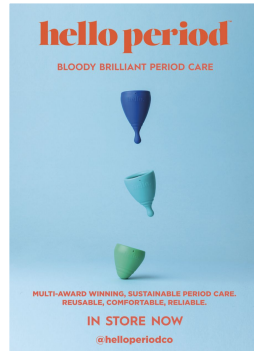
What we'll do to drive aisle foot traffic.

Other materials  
available on  
request

**Wobblers + Shelf Talkers:** Education on cervix height + QR code linking to size guide (see mock up right).

**Posters:** A selection available for OOH - showcasing range, USPs and product (see below).

**Brochures:** Informative and educational consumer booklets to ensure your customer is onboarded with their new Hello Period product (see bottom right).



# THANK YOU

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