

saalt[®]

2023 Impact Report



Thank you.

Why have we been using the same disposable products for the past 100 years that most people can't access? That was the question we asked ourselves in 2018 when we launched Saalt with the dream of ending global period poverty.

Sixty-two percent of the menstruating world lacks basic access to safe and reliable period care, causing girls to drop out of school and hindering economic progress for women. Though well intended, too many organizations and aid groups have tackled the issue through donations of single-use disposable products.

Here's the problem. One box of pads donated to a girl covers her for one period cycle. One menstrual cup, in contrast, covers her for up to 10 years. (And stress tests have shown our premium silicone Saalt Cups can actually last 4 times longer.) One pair of Saalt period underwear can also

absorb up to 6 pads of flow and lasts up to several years, replacing hundreds of pads.

Friends, this is why single-use products that most of the world can't access and that generate 200,000 metric tons of waste annually are a band-aid solution. The true answer to ending period poverty is in long-lasting, reusable products.

In 2023, we're thrilled to announce that we hit the biggest milestone in our impact program history: 100,000 Saalt products donated in 50 countries!

Thank you, Saalt community, for joining your hearts and passion with ours to help us reach this momentous milestone.

Onward!



Cherie Hoeger | CEO & Impact Director

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Here's What We Accomplished Together in 2023:



48,693

Saalt Products Donated



106,619

Periods Served



271,800

Days of School Funded



94,243

Pounds of Cleanup Funded



5,251,136

Waste Diverted



397,871

Plastic Water Bottles Repurposed

Our Ethos

At Saalt, we believe that people empowered to live their best lives can change the world.

Saalt commits 2% of our revenue to donate period care to areas with the most need and help fund initiatives in education, empowerment, and sustainability.

Our Method

Empower and equip.

These are ambitious words that encapsulate a holistic strategy to improve menstrual health on a greater level than just donating products. We do this by training in-country staff to ensure menstrual health and hygiene education and mentorship are offered with every product donation, both to those receiving our products and their communities.



Our Impact Pillars

Through our impact pillars, we seek to use our funds in the most mindful way to create lasting change.



MENSTRUAL HEALTH

Everyone should have the right to a safe and dignified period. We empower individuals with knowledge and long-term solutions to improve their menstrual health. This important work increases gender equality and starts conversations that bring awareness and break down social stigmas.



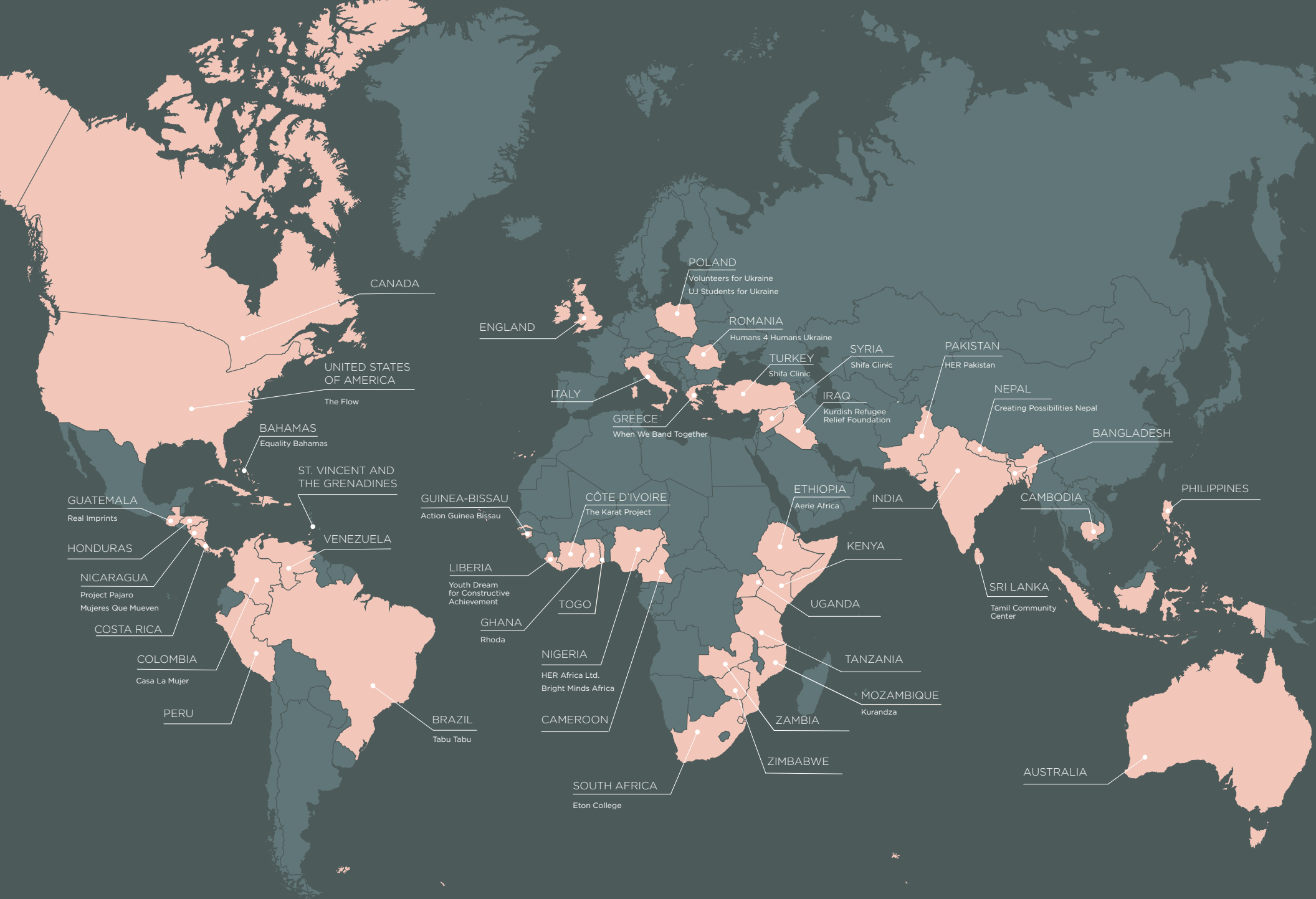
EDUCATION & EMPOWERMENT

Access to period care keeps girls in school, breaking the cycle of poverty for generations. When women empowered by education lift their families and invest back into their local economy, they bring change to entire communities. To help enable this transformational change, we equip people with safe and reliable period care and fund girls' educational scholarships and workforce development for women.



SUSTAINABILITY

Every consumer who chooses reusables saves thousands of single-use period products from our landfills and oceans. We provide consumers with sustainable solutions to decrease waste through product design that is healthy for both body and planet, and by funding direct cleanup efforts.





2023 Project Highlights



Menstrual Health



“This donation was so meaningful to us because it directly affected members of our own family and their community. We always dreamed of making a tangible difference for the people whose need inspired the origin of Saalt, and this year, we were finally able to make that happen with our pad-replacement underwear that best served their needs.”

—Cherie Hoeger, Saalt CEO & Co-founder



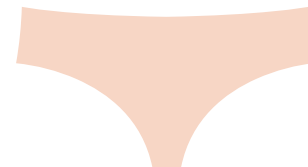
Saalt Wear for Venezuela

Bringing the Saalt story full circle with 2,500 pairs of Saalt Wear donated to Venezuela.

Saalt started with a phone call between Cherie and her aunt in Venezuela, where pads and tampons hadn't been available in stores for years. While the Saalt story has continued to evolve over the years, unfortunately, the circumstances in Venezuela have not. Period products are still extremely difficult to access and

import into Venezuela, leaving people without safe and dignified period care options.

This year, Saalt stepped up our commitment to changing that by donating 2,500 pairs of Saalt Wear to communities in Caracas and the mountain town of Mérida, where Cherie's husband, Jon, was born and much of his extended family resides.



2,500

pairs of Saalt Wear donated to women in Venezuela



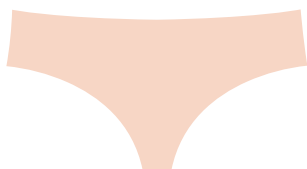
Kurdish Refugee Relief Foundation

Kurdish Refugee Relief Foundation is a nonprofit committed to empowering the voices of refugee women in the Kurdistan region.

In a pioneering study, the Kurdish Refugee Relief Foundation (KRR) found that menstrual health in refugee camps is regularly impacted by financial constraints, lack of accessibility, and inconsistent support and distributions. Through their adaptive and human-centered approach, KRR has become the first nonprofit to address

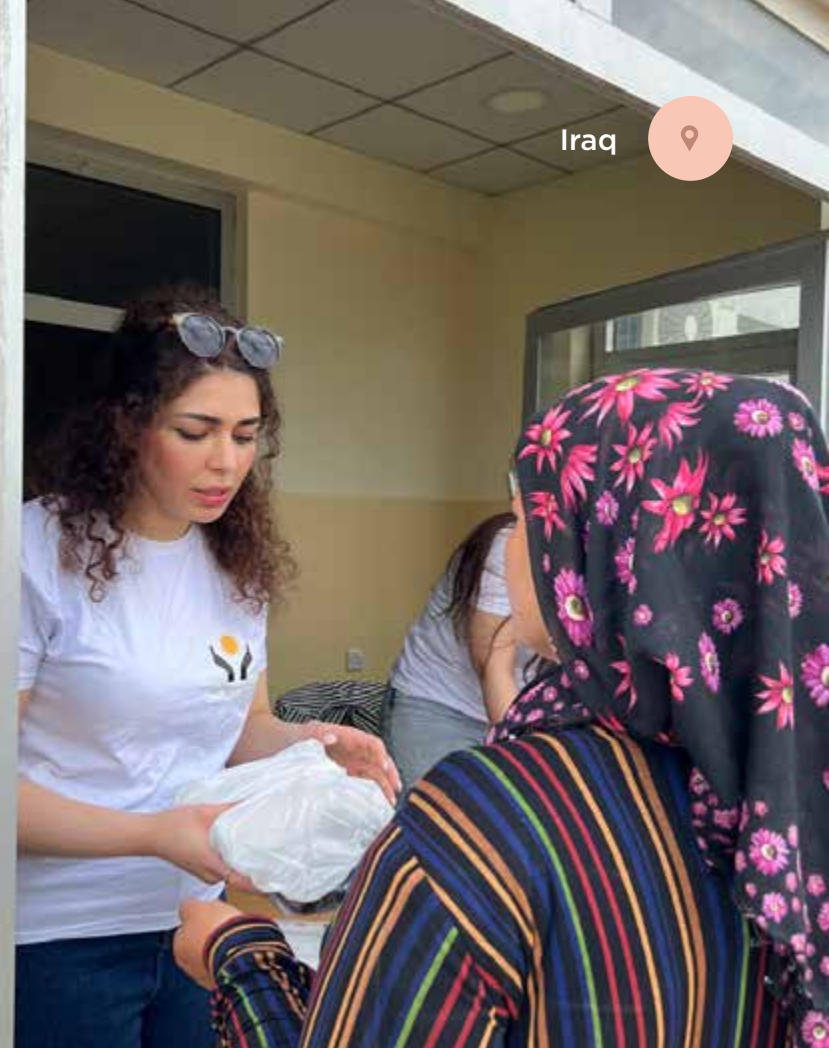
the menstrual health gap in a sustainable manner in the Kurdistan region's refugee camps.

In 2023, Saalt joined forces with KRR to donate 1,200 pairs of Saalt Wear to help bridge this accessibility gap for 400 women inside the Bardarash camp.



1,200

pairs of Saalt Wear donated to women in Kurdistan, Iraq



“Saalt has helped our team further our mission of providing sustainable products and menstrual care for the women we work with in Kurdistan. Our team on the ground also conducted one-on-one counseling with women answering questions and providing information on menstrual hygiene and health.”

—Sherin, KRR Co-founder



☯ 2,500 Saalt Cups donated
☯ 2,500 pairs of Saalt Wear donated



Lahaina Donation

Maui Rapid Response, Kapuna Farms, Ma'i Movement Hawai'i

In August 2023, wildfires devastated the Lahaina community on the island of Maui. More than 100 community members were lost in the fires, and thousands more lost their homes, their safety, and access to basic necessities including food, water, and period care.

We asked for your help through a Buy One, Give Two promotion where one cup and pair of underwear would be donated with every order placed. In response, you placed orders, sent messages of support, added donations to your purchases, connected us with local boots-on-the-ground volunteers, and showed up to our local packing

party to get donations quickly out the door. One week later, 45 boxes of donations arrived safely in Maui.

Together with you and the quick efforts of volunteers at Maui Rapid Response, Kapuna Farms, and Ma'i Movement Hawai'i, you helped us distribute 2,500 Saalt Cups and 2,500 pairs of Saalt Wear — enough to support the entire menstruating population of Lahaina.

This is the power of people coming together to do good. When we unite our collective efforts and influence to lift those in need, we can create tangible impact that changes the world.



Menstrual Health



The Flow

1 in 4 teens in the United States struggles to afford period products or cannot afford to purchase them at all. When schools do provide period care support, it's primarily in the form of disposable pads and

tampons. This leaves students with unreliable access to period care on nights, weekends, and on breaks. And, it's why reusable period care is such an integral part of increasing menstrual equity. Enter: The Flow.

United States



The Flow is the only non-profit in California that focuses exclusively on reusable menstrual products. (We're thrilled to have another organization in the reusables camp!) They work primarily with under-resourced Black and Latina communities, offering

culturally-specific and multilingual education about menstrual cups. In 2023, we proudly partnered with The Flow to provide an inaugural donation of 250 cups and can't wait for the impact we'll create together with reusable products.



1 in 4

teens in the United States struggles to afford period products or cannot afford to purchase them at all



Education



Fighting Period Poverty in US Schools

In 2023, Saalt dedicated a large portion of our impact to addressing period poverty in US schools.

In a recent study, two-thirds of teens in the US reported feeling stressed due to lack of access to menstrual products in their school. Recognizing the pressing need to address this issue, Saalt is committed to ensuring that no student is hindered in their education due to a lack of access to menstrual care. This year, we donated 3,087 pairs of Saalt Wear and 637 Saalt Cups to 25 schools across the United States. The vast majority of these products will reach students in Title 1 schools.

By providing reusable period products at no cost to schools, we aim to not only alleviate immediate financial burdens, but also to introduce a long-term, eco-friendly intervention to combat period poverty.

As a certified B Corp, we believe that businesses can play a pivotal role where public services may fall short. By offering reusable alternatives, we not only reduce the environmental impact of disposable products but also empower students with knowledge about sustainable choices early in life. As we look to the future, we're leaning into our mission of building a world where everyone can have a safe, dignified period.



HER International & Style Her Empowered (SHE)

Creating opportunity through education for girls globally.

According to UNICEF, 129 million girls around the world are currently not in school. To remove the financial barriers preventing

girls from attending school, Saalt funds 1,510 scholarships for girls annually in rural Nepal and Togo through our long-standing partners, HER International and Style Her Empowered (SHE).



In the rural town of Dang, Nepal, HER International's scholarship recipients are taught to be leaders in their own lives and in their community as part of their She Creates program, where girls learn entrepreneurship, communication, planning, and healthy emotional skills through hands-on, active learning methods.

After five years of partnership with SHE in Togo, Africa, we have the honor of watching our scholarship recipients flourish into empowered young women who are creating change in their own communities. One SHE graduate, Elolo, is a powerful example of that.

Elolo graduated high school in 2021 and immediately joined the SHE staff as the Impact Coordinator. Through her employment, she rebuilt her family home and brought

electricity to her neighborhood. This year, Elolo's story came full circle when she was promoted to Assistant Director of SHE Togo and coordinated education sponsorships for 1,500 girls across 21 rural villages where roughly 70% of families live below \$1.90 per day.

"Elolo's story is a powerful reminder that when girls and women rise, we all rise."

*—Fawziyat Sani,
Global Communications
Director of SHE*



TabuTabu & Honduras Child Alliance

Honduras Child Alliance (HCA) provides educational enrichment and healthy living programs to children, teens, and adults in El Porvenir, Atlantida, Honduras. TabuTabu drives positive social change in Rio de Janeiro by teaching people to engage in healthy relationships with themselves and others.

After fine-tuning our joint partnership through successful pilot programs and cup trainings in 2021 and 2022, we scaled our efforts with Honduras Child Alliance and TabuTabu in 2023 by equipping 52 young people across the community of El Porvenir, Honduras with Saalt Cups.

In 2023, TabuTabu also introduced Saalt products in their home community of Rio de Janeiro, Brazil. TabuTabu provided Saalt Cups and education sessions for 58 additional young people in local high schools and underserved parts of the community.

Strong grassroots partnerships like these have taught us that ongoing support and conversations that normalize sexual and reproductive health are an essential part of successful community programs. To make support accessible for all participants, Honduras Child Alliance and TabuTabu established a WhatsApp helpline and an additional WhatsApp group titled Mi Regla, Mis Reglas (My Period, My Rules). We love their dedication to supporting their communities, and we're thrilled to continue expanding access to safe, dignified period care in Honduras and Brazil.



100+

community members received menstrual health education, Saalt products, and ongoing support in Brazil and Honduras



Karat School Project

Menstrual health education
and choice in Ivory Coast

Through culturally sensitive curriculum and programming, The Karat School Project works to empower girls in rural Côte d'Ivoire through education and choice over their period care.

The Karat School was founded in 2018 and serves 106 students in primary school in rural Côte d'Ivoire.

In 2023, the Karat School Project hosted multiple workshops to teach about menstrual health and sustainability. At the end of the

workshops, girls were given the choice between disposable pads and Saalt Wear. 98% of students chose reusables over disposables, marking a win for period equity and a win for the planet.

98%

**of students in Cotê d'Ivoire
chose reusable period care
over disposables**



Sustainability

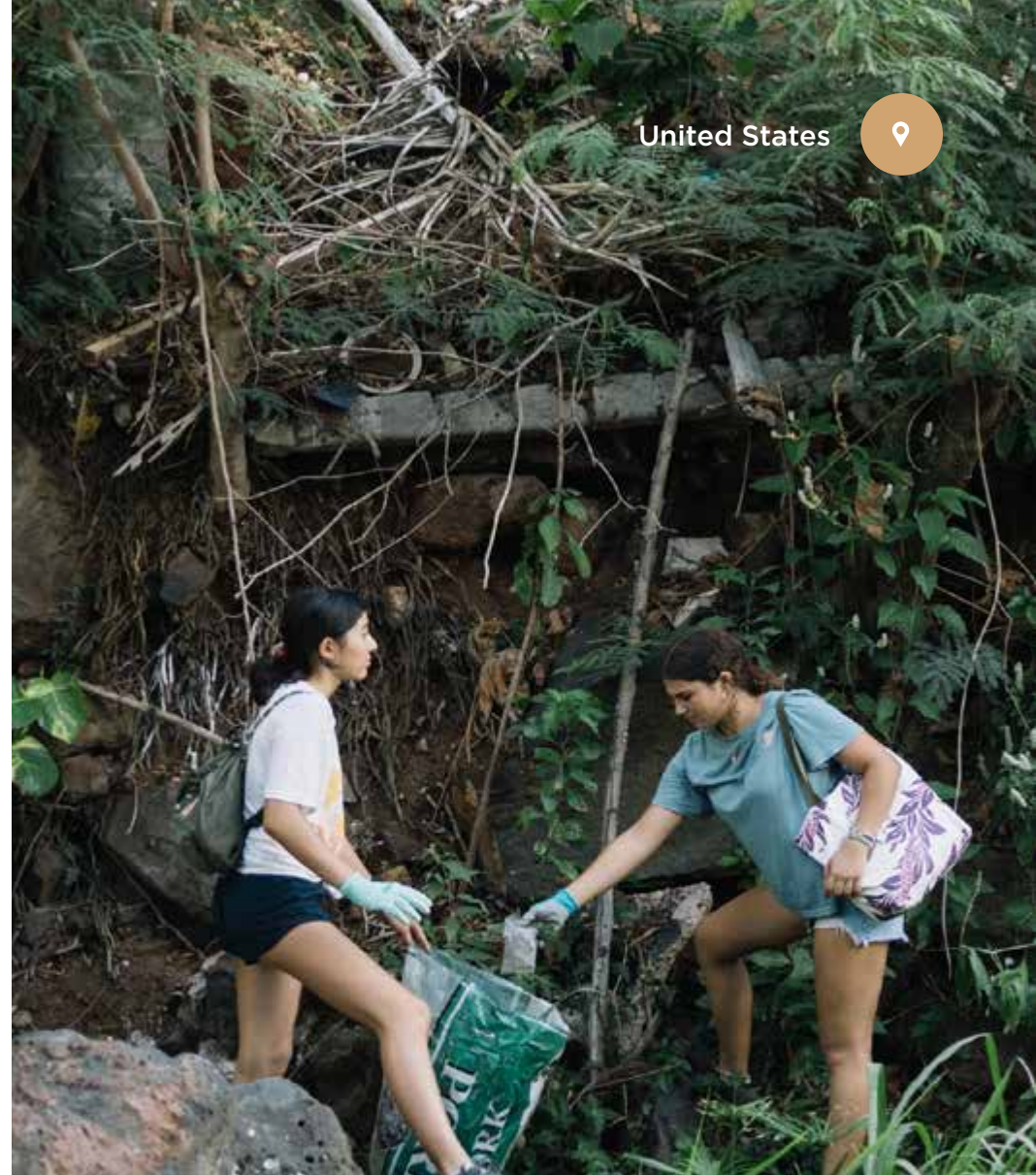


Sustainable Coastlines Hawai'i

Sustainable Coastlines Hawai'i (SCH) inspires local communities to care for their coastlines.

SCH fulfills this mission by hosting large-scale plastic cleanup events that engage new people in their movement and inspire them to change their behavior in ways that benefit our planet and all of its people. SCH also hosts ongoing educational opportunities for students and local communities and partners with local organizations on compost, recycling, and community engagement programs that inspire both large-scale, systemic change and individual sustainability actions.

In 2023, Saalt sponsored three large-scale cleanup events on Oahu that removed a total of 12,600 pounds of debris from local coastlines. Throughout the year, we also support ongoing educational activities with local schools that promote equitable solutions to plastic pollution. One of the many things we love about working with SCH is that they do more than treat the symptoms of plastic pollution, they tirelessly advocate for solutions to the root cause of plastic pollution—disposable culture.



12,600 lbs

of debris removed from local coastlines



81,643 lbs

of plastic waste cleanup funded in Indonesia



rePurpose Global

rePurpose Global is the world's leading plastic action platform dedicated to reducing waste, reviving lives and restoring nature's balance.

Saalt works with rePurpose Global to calculate our annual plastic footprint, or the amount of plastic we generate annually. We then fund initiatives that remove twice as much plastic waste from the waste stream. Through our partnership with rePurpose Global, Saalt became the world's

first period care brand to certify as Plastic Negative in 2020, and we've continued that commitment every year since.

Through our ongoing partnership with rePurpose Global and their impact project, Laut Yang Tenang, Saalt has funded the recovery of 81,643 pounds of ocean-bound plastics across Indonesian islands. As a result of this project, 250 waste workers in Indonesia received additional financial capital this year.





Support & Initiatives



Tampon Tax Back

Did you know period products are still taxed in 21 US States? It's been called the "tampon tax."

Despite period products being classified by the FDA as medical devices since 1982, 21 states still charge sales tax on period care while exempting other medical and essential products like bandages, sunscreen, antiperspirant deodorants—even newspapers and motor vehicles.

We've made big strides in the past decade: the majority of states have given period care products tax-exempt status. But people with periods in the 21 states that still have the "tampon tax" are charged between 6% and 9% in sales tax on top of the cost of the product. We think that needs to change.

That's why Saalt joined a coalition of 8 period care brands taking a stand. On October 11th, 2023, to celebrate International Day of the Girl, we rallied together in the spirit of collaboration over competition to amplify our collective voice, challenge the status quo, and use our influence to shape a more equitable world.

From October 11th and on, Saalt customers have been able to get their sales tax reimbursed on all Saalt cups, discs, and underwear purchased on saalt.com or at any Saalt retailer. Cheers to period progress for all!





Saalt Travel Kit

At Saalt, we aim to maximize our impact for good with every decision we make and product we create. This June, we launched our new Saalt Travel Kit in partnership with Style Her Empowered (SHE), our long-standing impact partner in Togo, West Africa. Each kit comes with a beautiful 100% Cotton Travel Bag that was designed and made in Togo by the talented seamstresses at SHE. The SHE team artfully designed this bag to honor our collaborative partnership, which continues to empower thousands of women and girls through funding for scholarships and job

opportunities for underserved women that offer above living wages, health and childcare benefits, and paid-to-learn literacy programs.

The travel bags are wax-printed and dyed by hand using a traditional West African technique called *batik*. The unique patterns were custom designed for Saalt to both honor women in West Africa and to represent the ripple effects of using business as a force for good. Every purchase our customers make at Saalt help fund powerful partnerships like this one.



\$6,000

was donated to support Faces of Hope's emergency clothing and personal item services alongside ongoing Saalt product donations



Faces of Hope

According to the National Coalition Against Domestic Violence, more than 10 million people in the United States experience domestic violence each year, 96% of whom identify as women. That equates to about 20 people per minute who are victims of violence by a family member or intimate partner. One in every three women here in Saalt's home state of Idaho will experience intimate partner violence in their lifetime. Faces of Hope's values encapsulate their vision for those they serve—hope, healing, justice, safety, and empowerment. In 2023, Saalt donated \$6,000 to support Faces of Hope's emergency clothing and personal item services alongside ongoing Saalt product donations.

"The addition of Saalt products in Hope's Closet has not only increased our ability to provide our clients with necessary feminine hygiene products, but has empowered our clients to be able to choose the hygiene products that best fit their needs."

—Tianna Stolp, Grant Manager at Faces of Hope



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