



FOR IMMEDIATE RELEASE

U by Kotex targets Period Stigma with national campaign that launches on International Women’s Day 2023

Wednesday 8th March, 2023 – Port of Spain, Trinidad

U by Kotex will launch a campaign aimed at addressing period stigma on International Women’s Day, on Wednesday 8th March 2023. This latest public awareness initiative includes a powerful cast and crew that includes well-known local celebrities, including music aficionado [DJ Charlotte](#), former beauty queen and media personality [Yia-Loren Gomez](#), marketing professional [Laura Narain](#), radio personality [Virmala ‘Shala’ Balkaran](#) and regional culinary consultant, [Chef Brigette Joseph](#). The national campaign is in line with the brand’s goal to provide products that meet women’s health needs and ensure that all women have access to period products across Trinidad and Tobago.

Designed to call out Period Stigma, this campaign tackles the social taboo and gender stereotypes that stigmatize menstruation as ‘unclean’ and ‘dirty’, which has caused several women to experience menstruation under a cloak of secrecy and shame - leaving many without access to the resources needed to manage their menstrual health safely. “Being a part of this campaign lets me highlight both the stigma of having a period and period poverty - both topics being very important to me, all while working with a women-led team; from photographer & videographer to content creators and other accomplished women in their fields was nothing short of fulfilling,” said Chef Brigette Joseph.

This influencer marketing campaign, developed and managed by award-winning advertising agency 10 Caribbean Marketing, will encourage people to engage in open discussions about periods, while advocating for improved access to sanitation products through its critical messaging on period perceptions. Together with its brand ambassadors, U by Kotex is working to bring awareness to challenges faced in menstrual health, by sharing messages that encourage conversations among adolescents to normalize menstruation and to view women as the capable, competent period-having people they are. As the founding sponsor of the Alliance for Period Supplies, the company has already donated more than 53.1 million period products globally to help women in need.

U by Kotex’s Brand Manager, Samantha Chandool said “U by Kotex created the feminine category 100 years ago and believes nothing should get in the way of a woman’s progress, not her period or the negative perception around periods. Our mission aims to remove period stigma and aid in the elimination of period poverty. ‘I am a new cycle’ campaign collaborated



closely with very talented influencers to call out individual stigmas relatable to women, in an effort to encourage and empower women to step over these negative perceptions and make our own path,' she explains. "We are hoping that our campaign will encourage all women young and mature to embrace their period positively and speak freely, breaking the verbal aspect of period stigma and bring focus on the physical stigma associated with this topic." Chandool also notes that it is a call-to-action to introduce period-friendly policies in the workplace and schools that can collectively work together in the fight against period discrimination.

The launch date of the campaign, International Women's Day, is in direct alignment with this year's global theme of #EmbraceEquity. U by Kotex's mission is clear: nothing should get in the way of a woman's progress, especially not her period or the negative perceptions around periods. This core belief has inspired the organization's products and amplified its commitment to eliminate period poverty for women in need while defying negative perceptions – by starting **A New Cycle**.

About U by Kotex

U by Kotex is one of the leading brands of feminine hygiene products globally. In 2022, they're celebrating 100 years and is putting even more focus on breaking stigmas and the power of women. Since inception, the brand has challenged the negative perceptions of periods in the eyes of society. It's continuously broken barriers for women to show that a period does not slow them down and they should not be judged or classed because of it. This 10 week influencer campaign brings this concept to life with 5 influencers addressing the 5 stigmas that have unfairly been applied to them alongside an all-female production team developing the campaign from start to finish.

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