

A close-up photograph of a hand holding a translucent menstrual cup under a running faucet. Water is being poured over the cup, which is being held by the fingers. The background is a white sink.

mooncup®


Impact report.

2025



REAL PEOPLE. REAL PROGRESS. REAL IMPACT.

**2025 was all about less waste,
more access, and making the
movement louder than ever.**



7,000

FOOTBALL PITCHES WORTH OF LAND SAVED THROUGH ORGANIC COTTON FARMING.

Calculated from the total area of land (5014 hectares) used to grow organic cotton for Mooncup products to date.



8,172,200

DISPOSABLE PRODUCTS AVOIDED THROUGH REUSABLES SOLD ON OUR WEBSITE IN 2025.

81,722 DISPOSABLES SAVED =

Calculated using estimated lifetime use of reusable products sold on wearemooncup.com in 2025.

PRODUCT LAUNCHES.

Cheek to cheek.

Our new period pants had your back(side).

Not everyone wants to - or can - use a cup. And that's okay. But that doesn't mean the reusable options should be just "good enough". We believe period care should meet you where you are - body, flow, life stage and all.

So, we made period pants that actually work:

- ✓ Absorbs up to 10 tampons' worth.
- ✓ No PFAS. No silver. No compromise.
- ✓ Inclusive sizing (and always expanding).
- ✓ Low rise or high waist.
- ✓ Washes up to 100 times. Saves 400 disposables.

NEW





Soft on skin. Leakproof. Safe materials.

Designed for bodies that move, sleep, bleed, bloat, squat, run, rest, and live. After all, you (and your bum) deserve better than just “good enough”

“★★★★★

Most comfy period pants I’ve ever worn.

- Emily

★★★★★

Daughter’s first period, she was mountain biking and rock climbing. The pants managed no problem with a harness on for hours, **no leakage and no discomfort**. Very impressed.

- Christine

★★★★★

These are so comfortable and **absolutely life changing**. Quite possibly the best purchase I have ever made and solves all the problems, discomfort and mess experienced with traditional pads and tampons.

- Lorna

★★★★★

Basically stopped wearing tampons and switched solely to these pants! **So comfy, no leaks** and way more practical!

- Alana

★REVIEWS.io

”

Big launch. Big billboard. Big bum.

We used **Europe's second largest digital billboard** to launch our period pants in Manchester.

What began as a "hear us out" idea in an internal meeting ended up six storeys high - proof that sometimes the best ideas don't sound sensible at first.



A close-up photograph of a person's hand holding a long, white, cylindrical object, possibly a piece of chalk or a pen, against a background of light-colored square tiles with dark grout. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the object. The lighting is soft, casting a gentle shadow of the hand and the object onto the tiles. The overall tone is clean and minimalist.

PRODUCT UPGRADES.

Always evolving.

We don't believe in “done”.

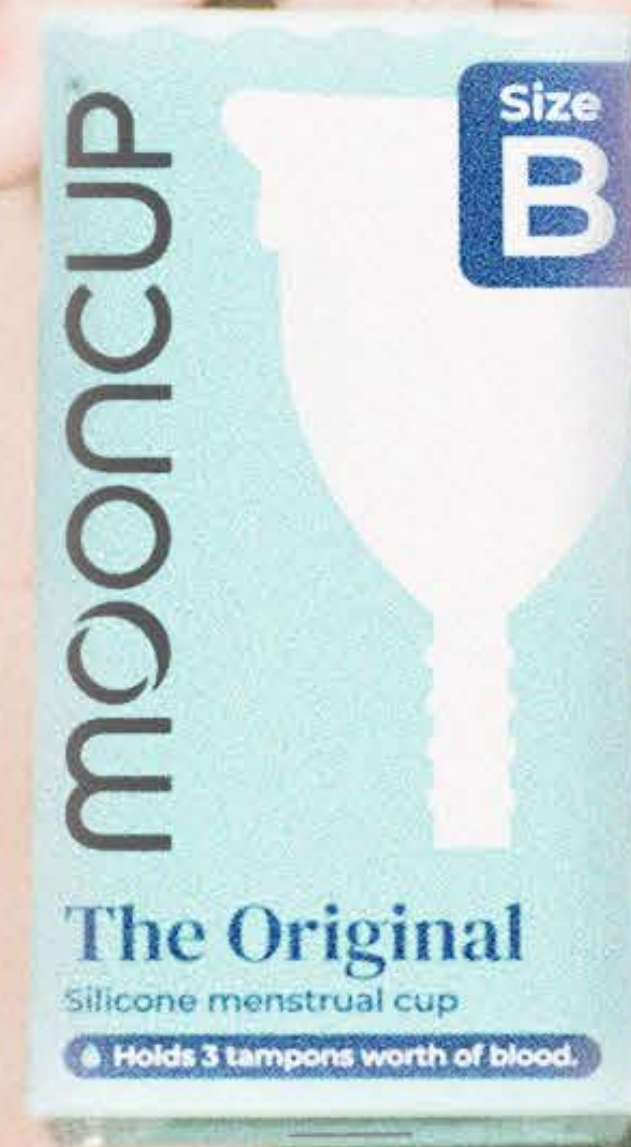
Period care must perform without compromising your health or the planet's. So, we never stop refining. This year we:

- ✓ Boosted softness for all-day comfort.
- ✓ Reduced adhesives for planet protection.
- ✓ Optimised materials for better absorbency.

All without compromising on absorbency or biodegradability.

Innovation isn't a moment. It's our habit. We're obsessed with making period care that works harder, feels better and refuses to compromise on what's important.





COMPANY UPDATES.

**We're levelling up.
Properly.**



From our HQ...

Paulina Szklarek stepped into the role of Managing Director this year and we couldn't be more excited. After transforming operations since 2023, Paulina has built the engine that lets us **move faster, think bigger, and execute better.**

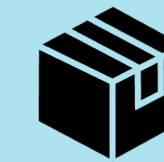
Our next chapter is bigger, bolder and bloody brilliant, and Paulina's steering it.



...to our books...

We achieved profitability in 2024. This makes us **one of the very few profitable brands in sustainable period care.**

In a category where many challenger brands struggle to scale, we see profitability as power. The kind that builds long-term resilience and influence, so we can keep changing the industry, not just surviving in it.



...all the way to your doorstep.

We're now partnered with a **Soil Association-certified 3PL** and moved into their Wrexham warehouse. They hire locally, invest in apprenticeships and ship your orders with paper tape, FSC-certified cardboard boards, and no unnecessary paperwork.

Because how products reach you matters as much as how they're made.

**We're officially the UK's
highest scoring B Corp
in period care.**



This is so much more than a badge for the wall. This is proof that ethics, transparency, and impact aren't slogans - they're our operating system.



We're proud of the score but we're excited for what comes next. Because certification isn't the finish line: it's the baseline. We'll keep pushing, auditing, innovating, improving, and holding ourselves (and our industry) to account. And it's just the start.

2022 B CORP SCORE	
123.5	
Governance	16.9
Workers	22.1
Community	48.8
Environment	29.8
Customers	5.8

2025 B CORP SCORE	
147.5	
Governance	18.6
Workers	31.6
Community	54.3
Environment	37.8
Customers	5.0





COMMERCIAL MOMENTUM.

**We brought better
period care closer
to you.**

Better retail access.

We've **doubled the number of Boots stores** where you can purchase Mooncup. And we joined **Europe's #1 online beauty retailer** LOOKFANTASTIC - because cult classics belong on cult platforms.



Better period care shouldn't be something you hunt for - it should be something you can pick up easily.

Better local access.

This year, we partnered with local councils, including Peterborough, Cambridgeshire and Brighton & Hove, to **provide free and subsidised Mooncups for locals** - tackling period poverty, reducing waste, and giving people real choice.



Communities deserve period care that works for bodies and the planet. We're proud to help build it.



Better workplace access.

We partnered with organisations putting menstrual wellbeing on the agenda.



We launched **Mooncup workplace boxes**, making period dignity a standard for teams, customers, and communities - not an afterthought.

GIVING BACK.

**We don't do goodwill.
We do responsibility.**



When period care isn't accessible, it isn't just an inconvenience - it's injustice. So, we put our products where they're needed most.



£10,000

worth of pads, tampons, and liners donated to Crisis in partnership with Henpicked and Specsavers.



**MANCHESTER
WOMEN'S
AID**

To celebrate the launch of our Period Pants we donated to Manchester Women's Aid.



£9,000

subsidised to provide 623 Mooncups to students at Matandani School in Malawi.



SETTLE

Every purchase made on our website in December was matched with a donation to Settle.



MAKING NOISE FOR MENSTRUAL HEALTH.

We're pushing the movement forward.

We showed up, spoke out, and shook the system.

- ✓ Joined a cross-industry coalition pushing for **safer tampon regulation** because harmful ingredients don't belong in bodies.
- ✓ **Backed WEN's tampon petition**, delivering signatures to Parliament and standing outside the Home Office with receipts, banners, and zero patience for inaction.
- ✓ Called out greenwashing because **claiming "eco" without evidence harms trust, bodies, and the planet.**

We make products. But we also make pressure.
Because systems don't shift unless someone demands it.

We're driving the science.

Mooncup is being used in **real menstrual research**. We partnered with Genie Fertility's study, who are using Mooncups to collect period blood and analyse 1M+ datapoints to push reproductive health forward.

From universities to independent health teams, **we're becoming the go-to hardware for researchers**. This is where product meets proof and it's changing what menstrual research can measure.

genie

OUR BIGGEST MOMENT YET.

Break *the* Cycle.



For too many people, periods are stuck in cycles they didn't choose - pain, shame, guesswork, stigma, poor products, and silence.

Break the Cycle is a call to change that. To choose, knowledge, dignity, and care that actually works with your body, not against it. You deserve better than just 'how it is.' So, we put bodies centre stage. We shared stories, evidence, and bloody honest truths.

It all culminated at our life drawing event, a night where menstrual health became art, and visibility replaced silence.



A night of unfiltered conversations, education, and vulnerability, it proved something: when we see bodies without shame, we start treating them with respect.

And it didn't end in the room. The message from the night and the need for better education reached over 1 million people - turning one night of art into a movement shared far beyond its walls.

WHAT'S NEXT?

We're not done. Not even close.

- 01 We're deep in R&D on new materials:**
pushing performance without compromise and exploring innovations the industry hasn't caught up with yet.
- 02 We're expanding where you find us:**
in more retailers, studios, workplaces and public spaces because access shouldn't rely on luck.
- 03 We're strengthening partnerships with local councils:**
we want to make safe and sustainable period care a public good, not a privilege.
- 04 We're reaching further and speaking louder:**
bringing menstrual health into more spaces, more conversations, more places it's historically been shut out.
- 05 We're supporting you at every life stage:**
from first periods to perimenopause and beyond, dignity and access shouldn't depend on where you are in your journey.



In 2026, we'll keep smashing stigma, calling out greenwashing, building better systems, and making better period care impossible to ignore.

The movement grows from here.

mooncup[®]

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