

Somos Martina

COLLECTIVE
TRANSFORMATION,
ONE PAIR AT A TIME

PRESENTAED BY
SOMOS MARTINA



Our *Essence*

We are a Colombian brand with a social mission that, for the past seven (7) years, has been working to transform the way we experience **menstruation, incontinence, and postpartum**.

We **design absorbent, reusable underwear** that *provides comfort, protection, and well-being* at every stage of life — from the first period through adulthood.

We aim to break the stigma around bleeding, advocate for menstrual justice, live without restrictions, and celebrate diversity.

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EVERY PURCHASE CREATES REAL IMPACT:

You support initiatives that increase access to **menstrual products** and make it possible to host workshops teaching how to make reusable cloth pads, promoting menstrual equity in our *communities*.

SECTOR: FASHION – UNDERWEAR REACH:

+36,000 customers in Colombia and LATAM - Through our *social impact* project, we have reached approximately **3,800 girls and women** through workshops across different regions (Chocó, Antioquia, La Guajira, Amazonas, Meta, Valle del Cauca).

Our *Essence*

Mission:

To transform **menstrual culture** through awareness, sustainability, innovation, and quality.



Vision:

To become a leading brand in **absorbent underwear**, impact-driven innovation models, and menstrual justice in Colombia and LATAM.



Values:

Gender equity, dignity, environmental sustainability, and circular economy.



THE GAP WE'RE CLOSING



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MENSTRUAL INEQUITY:

Colombian data reveals that **15.1% of women** face financial difficulties purchasing sanitary pads or tampons. In vulnerable communities, this figure rises to **94%**, and approximately **34,869 women** resort to using rags, old clothes, socks, or toilet paper to manage menstrual bleeding. **(DANE, 2024)**

ENVIRONMENTAL IMPACT:

Worldwide, the use of disposable *menstrual products* generates approximately **1.2 million tons of plastic** waste annually.

ECONOMIC COST:

In Colombia, people living in extreme poverty spend between **6.2%** and **14.8%** of their monthly income on *menstrual management*.

SCHOOL ABSENTEEISM & INTERRUPTED ACTIVITIES:

In Colombia, **66.04%** of women have had to interrupt their daily activities due to menstruation, and **51.89%** have missed school. **(DANE, 2024)**

Enviromental

Massive waste generated by disposable menstrual products.

What we have achieved with our menstrual underwear

+11,9M

**PADS AND TAMPONS
AVOIDED.**

-54

**TONS OF WASTE
AVOIDED**

-95

**TONS OF CO₂
AVOIDED**

THE PROBLEM WE ADDRESS AND OUR SOLUTION



Social

Menstrual inequity, lack of access, and misinformation.

Our solution with sewing workshops and menstrual education

3.545

**GIRLS AND WOMEN
BENEFITED.**

14

TERRITORIES

+10

**SPACES FOR OPEN
DIALOGUE.**

THE PROBLEM WE ADDRESS AND OUR SOLUTION



Beyond de product

We open our digital channels to deliver expert-backed education on women's health — because informed women make better decisions.

120 k

INSTAGRAM FOLLOWERS

30

GYNECOLOGIST COLLABORATORS

+10

EXPERT TALKS HELD





Our Solution

Reusable Absorbent Underwear

High-quality **absorbent underwear** with **4 quality certifications**, full traceability, zero chemicals, 100% **organic BCI cotton**, *sustainable design, seamless, and a 2–3 year lifespan*. They provide absorption for all flow types (*light, medium, heavy*) and each unit replaces around **300 disposable pads and tampons**, which take up to 500 years to decompose.



Your Period your Style

no compromise

Every style. Every color. Every flow.

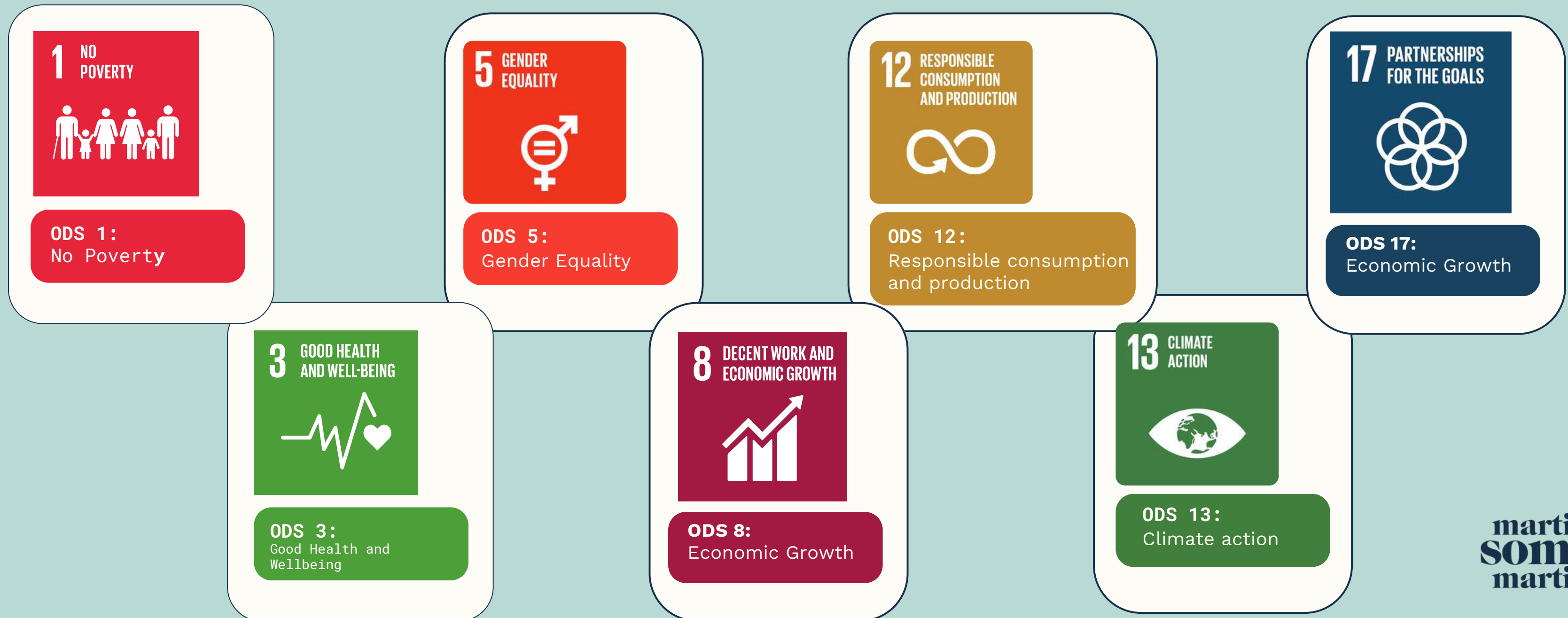
Finally, period underwear without the bulk. Seamless design, full absorption, and styles you'll actually want to wear — because managing your period shouldn't mean settling for less



Regulatory and Global Context

(09)

- RELEVANT SDGS:



Regulatory and Global Context

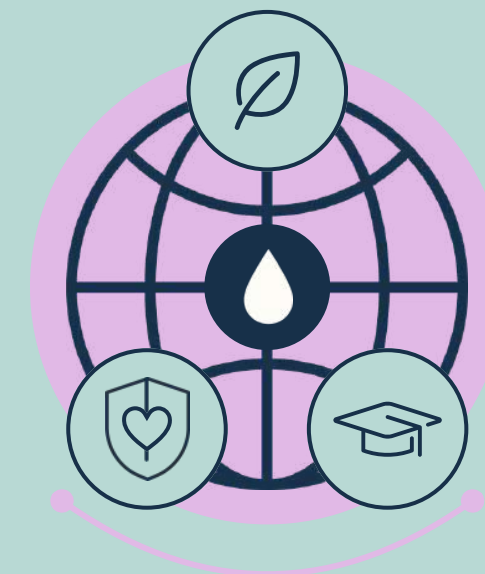
Global Trend: Growing inclusion of **reusable menstrual** products in public procurement systems and **menstrual equity programs**.

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• NATIONAL POLICIES:



Law 2261 of 2022: Mandates the State to provide free menstrual hygiene products to **women deprived of liberty**, ensuring dignity and equity.



Law 2047 of 2020: Ensures **menstrual health** in schools, promoting dignified access and education.



Intersectoral Menstrual Health Strategy 2023–2031: A national policy framework integrating health, education, and sustainability in menstrual management.

Traction *and* Results

+27.5 M Pads and tampons avoided

-47.9 Tons of waste *reduced*

3,543 **Women and girls** reached in 12 territories through workshops
343 received *donated underwear*
3,200 participated in *sewing workshops*

+40,000 **Customers** in Colombia and LATAM

1% **Portion of revenue** donated to workshops and community projects

3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



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• TRIPLE IMPACT MODEL



Environmental

Reduce waste and GHG emissions

Social

Ensure dignified access to **menstrual products** and education.

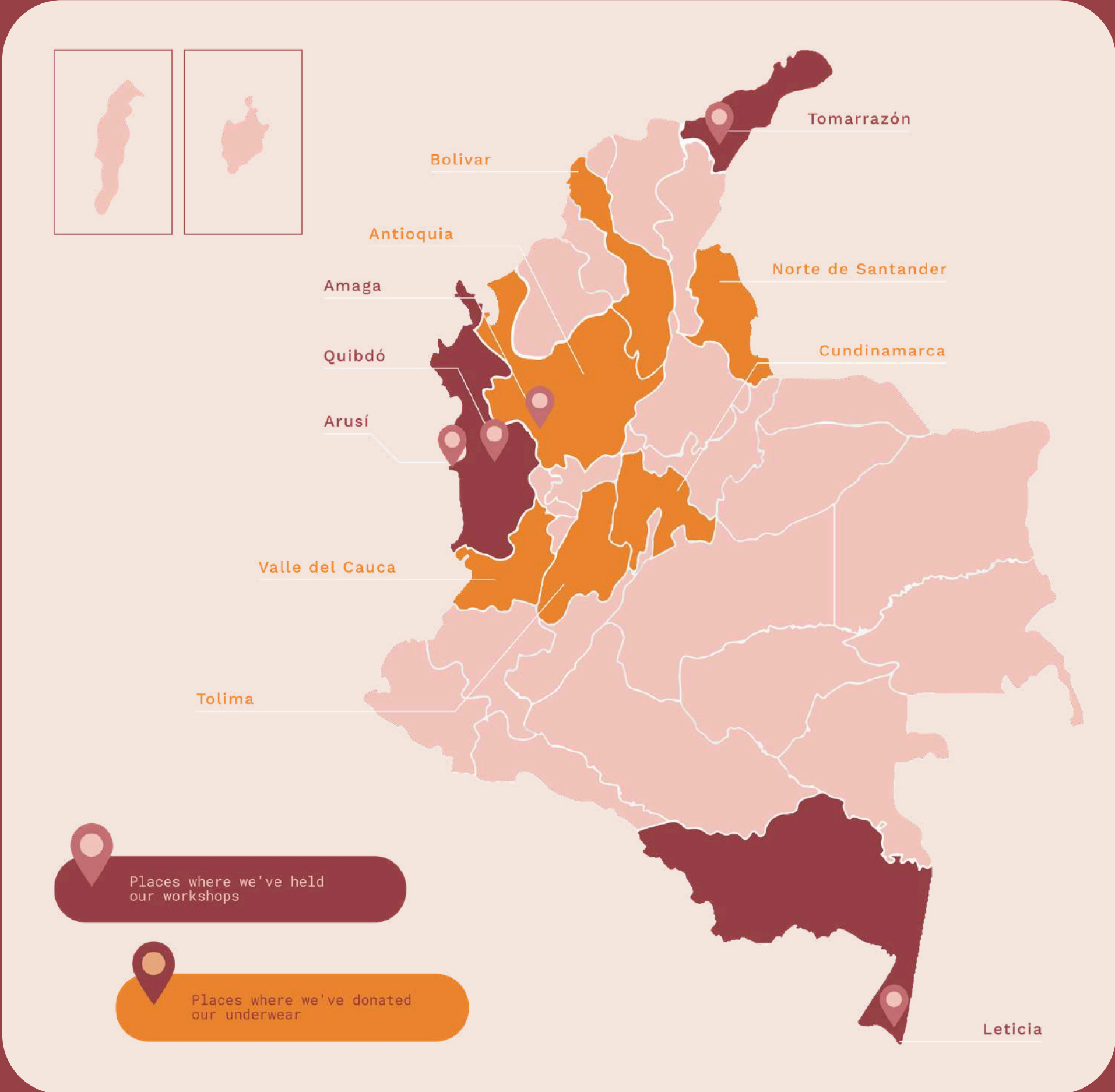
Economic

Promote **green jobs** and fiscal savings

Social *impact project*

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**SOCIAL
IMPACT**

CREATING VALUE FOR
THE COMMUNITY
ACROSS 4 KEY AREAS

(14)

Physical Impact – Access (1)

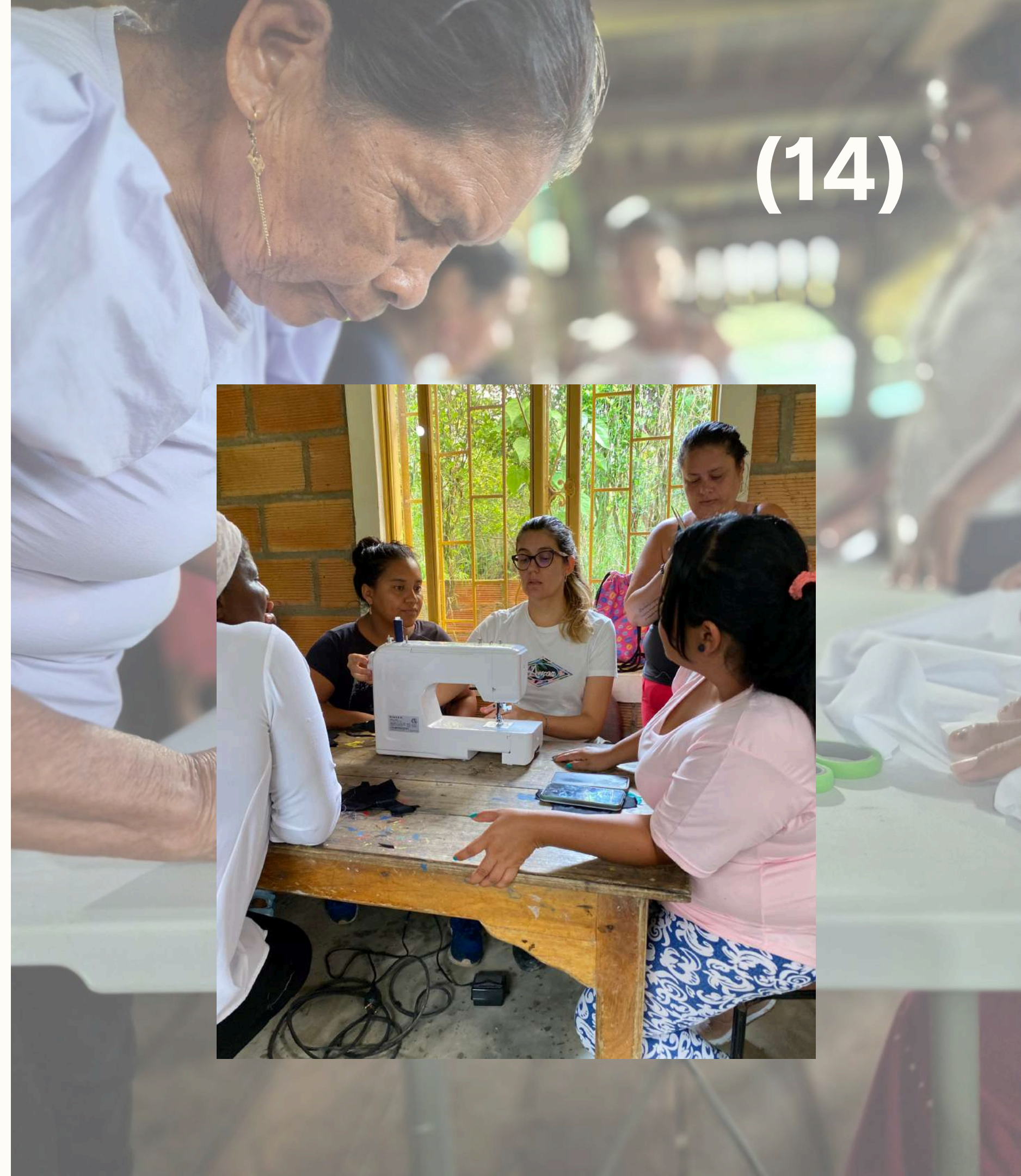
Sexual and menstrual Knowledge Impact (2)

Environmental Impact (3)

Emotional Impact (4)

**WE DONATE
5%**

Of our revenue
to **donation of underwear** and
reusable pads sewing
workshops+ sexual and
menstrual education classes.



THE PERIOD UNIFORM



The Period Uniform

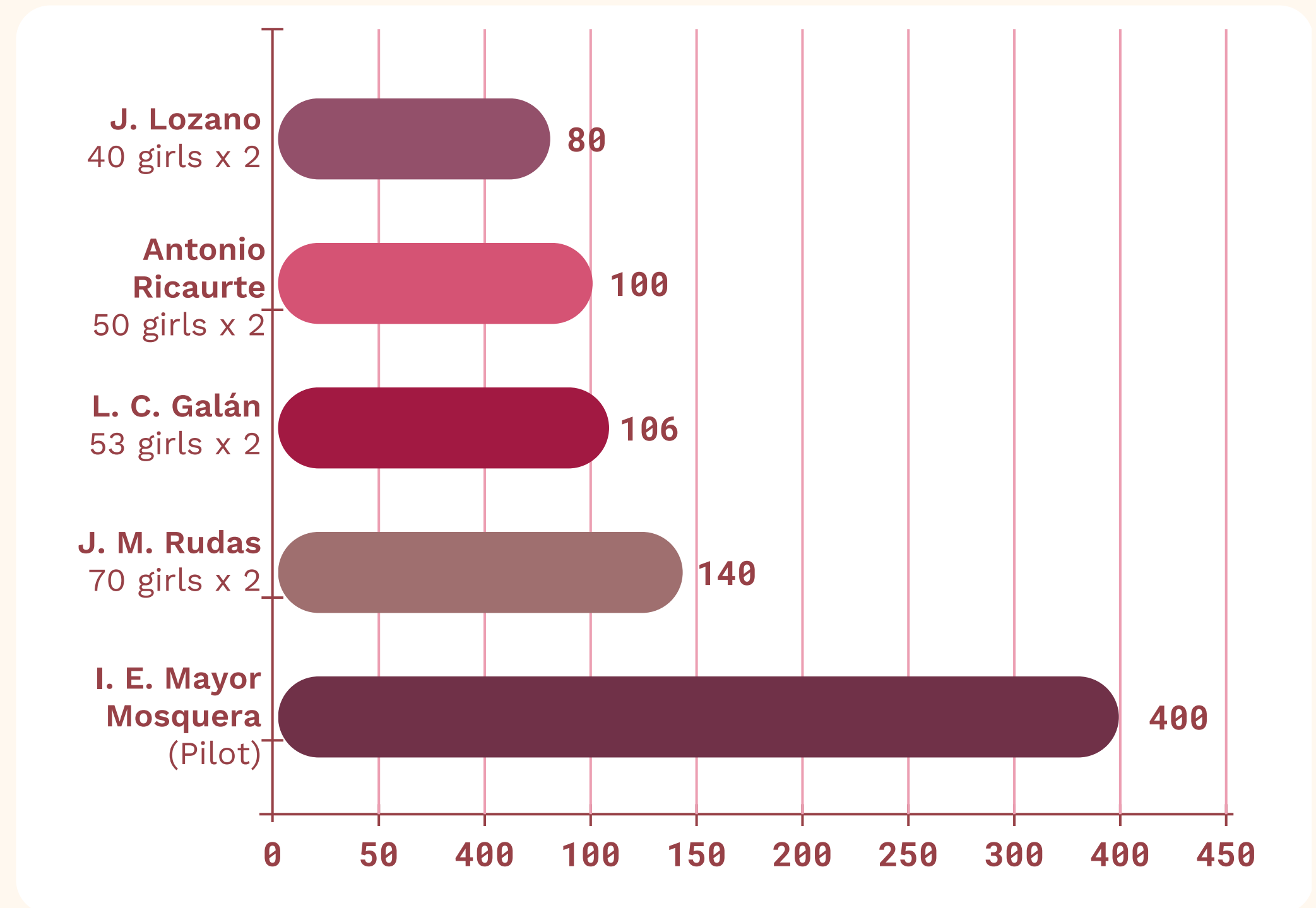
An initiative of **Service Plan and Somos Martina** that integrates period underwear into the official school uniform - making *menstrual care* accesible and normal.

1 in 4 girls in Latin America regularly missed school due to lack of period products

UNDERWEAR DELIVERED BY SCHOOL

(16)

826 Units absorbent underwear



DISPOSABLE PADS REPLACED – AND THE SAVINGS THAT COME WITH IT

Est. 20 pads/month x 12 months x beneficiaries

413

Total beneficiaries

147,121

Pads Replaced |
Year 1

294,240

Pads Replaced |
Year 2

\$45,488

Economic Savings | Year 1

\$90,082

Economic Savings | Year 2



Proposal

impact
model

Menstrual access *and Equity for five thousand women*

(19)

Goal:

- Benefit **5,000 vulnerable women** in pilot programs (schools, prisons, Women's Houses).

Indicator:

- **85% of women** receiving absorbent underwear and using them consistently.

Quantitative Target:

- Minimum coverage of **25% of the target population** in each pilot.

Accelerating local economy

(20)

Base line

- Communities with low connection to menstrual value chains.

Indicator

- **Number of women** trained and employed in garment making/distribution.

Goal

- Generate **10 temporary** textile jobs and **5 permanent jobs** in local cooperatives.

Financial goal

- Inject COP **\$200M (US \$50,000)** into local revenue during the pilot.

Return & impact opportunity

(21)

Baseline:

- Average annual spending per woman on **disposable products: COP \$210,000. (USD \$50)**

Indicator:

- Total lifecycle cost of **reusable kits vs. disposables.**

Goal:

- Reduce public spending on **menstrual supplies by 30%** through reusable kits.

Quantitative Target:

- Estimated savings of **COP \$315M COP / \$90,000 USD** in a pilot serving **5,000 women.**

Advocacy Strategy

National: Engage with laws, ministries, congress members, and public procurement policies.

Local: Implement pilots in medium-sized cities, establish municipal agreements, and integrate into local development plans.

**MENSTRUAL
RIGHTS**

Include reusable products in national guidelines.

**LOCAL
PILOTS**

Deploy mixed kits (reusable underwear or pads + educational workshops) in large or medium cities.

EDUCATION

Workshops on product use, menstrual health, and sexual health.

**LOCAL
AUTHORITIES**

Partner with local authorities in both national, regional and department level

Why this project *is profitable?*

(23)

BUSINESS CASE – FISCAL EFFICIENCY

PRODUCT	UNIT COST	LIFESPAN	ESTIMATED ANNUAL COST	WASTE GENERATED
Disposable Kit (pads/tampons)	\$4.29 – \$5.72 USD / month	1 month	\$51 - \$68 USD / year	~100 units/year
Reusable Pad Sewing Workshop	\$57 USD / prs (usually conducted with at least 20 girls and women)	3 days	Depends on number of participants	0 disposable units
Sexual & Menstrual Health Workshops	\$2 USD / prs	1 day	Depends on number of participants	0 disposable units
Reusable Absorbent Underwear	\$10 – \$23 USD	2–3 years	\$4.29–\$8.6 USD /year	0 disposable units

COMPARATIVE COST

Fiscal and *enviromental* savings

(24)

BUSINESS CASE – FISCAL EFFICIENCY

FISCAL AND ENVIROMENTAL SAVINGS

- **60–70%** cost savings on public supply if disposable kits are replaced with *absorbent underwear*.
- **80–90%** cost savings on public supply if replaced with *reusable pad-making workshops*, with medium- and long-term impact.
- **20%** reduction in *plastic waste* in public programs by including at least 30% reusable products.
- **Local economic impact:** Textile value chains create green jobs and reduce costs for managing hospital and penitentiary waste.

RESPONSE ON TWO FRONTS

1. Donations
2. Reusable pad-making workshops

We have worked *with*

PARTNER ECOSYSTEM

Kits & Wellbeing



Compensation Funds



Discounts with collaborators



Strategic distributors



Sustainability Partnerships for workshops



(25)

Who we have *work with?*

COMPENSATION FUNDS

SINCE 2022

8.006

absorbent
underwear sold

WHY PARTNER WITH COMPENSATION FUNDS?

Reaching low-income women and girls with sustainable menstrual health products.

TRUSTED INFRASTRUCTURE

Deep-rooted network in lower-income communities across Colombia, with established trust among families.

SUBSIDIZED PRICING MODEL

Cajas' existing subsidy mechanisms allow us to offer absorbent underwear at significantly lower prices — making sustainable period care financially within reach for low-income families.

The logo for Comfama, featuring the word "comfama" in a bold, pink, lowercase sans-serif font.

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Who we have *work with?*

(27)

PARTNER ECOSYSTEM

DONATIONS



REUSABLE PAD-MAKING WORKSHOPS





Roadmap

How Would It Look?

MONTH 1-2

Regulatory analysis, stakeholder mapping, technical narrative.

MONTHS 3-6

Partnerships with ministries, NGOs, and municipalities; pilot definitions.

MONTHS 6-12

Pilot implementation, results measurement.

MONTHS 12-18

Scaling to more cities, advocacy in legislative initiatives.



Expected Results (*Pilots 2026–2027*)

WHAT WOULD WE ACHIEVE TOGETHER?

- **5,000 women** benefited with kits (*menstrual underwear*).
- **20% reduction** in plastic waste in *public programs*.
- **50 textile jobs** created, 15 maintained in *textile satellite programs*.
- **30%** fiscal savings in *lifecycle costs*.
- Updated sectoral guidelines on sustainable *menstrual health*.



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www.somosmartina.com

@somosmartina

