

Supplying Her with Essentials

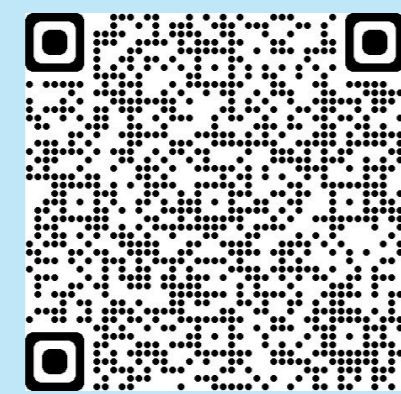
The Rationale

Sanitary napkins support women during their period. However, not everyone has enough knowledge of the period and sanitary napkins. Hence, there comes the “She Can” foundation!

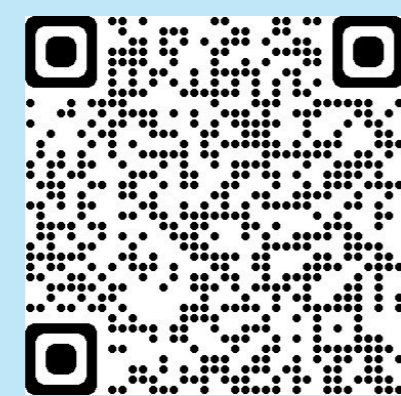
The Process

• Data collection :

1. We know about “She Can” Foundation from Kimberly Clark website.



2. We found the real story from “She Can” Foundation, Indonesia.



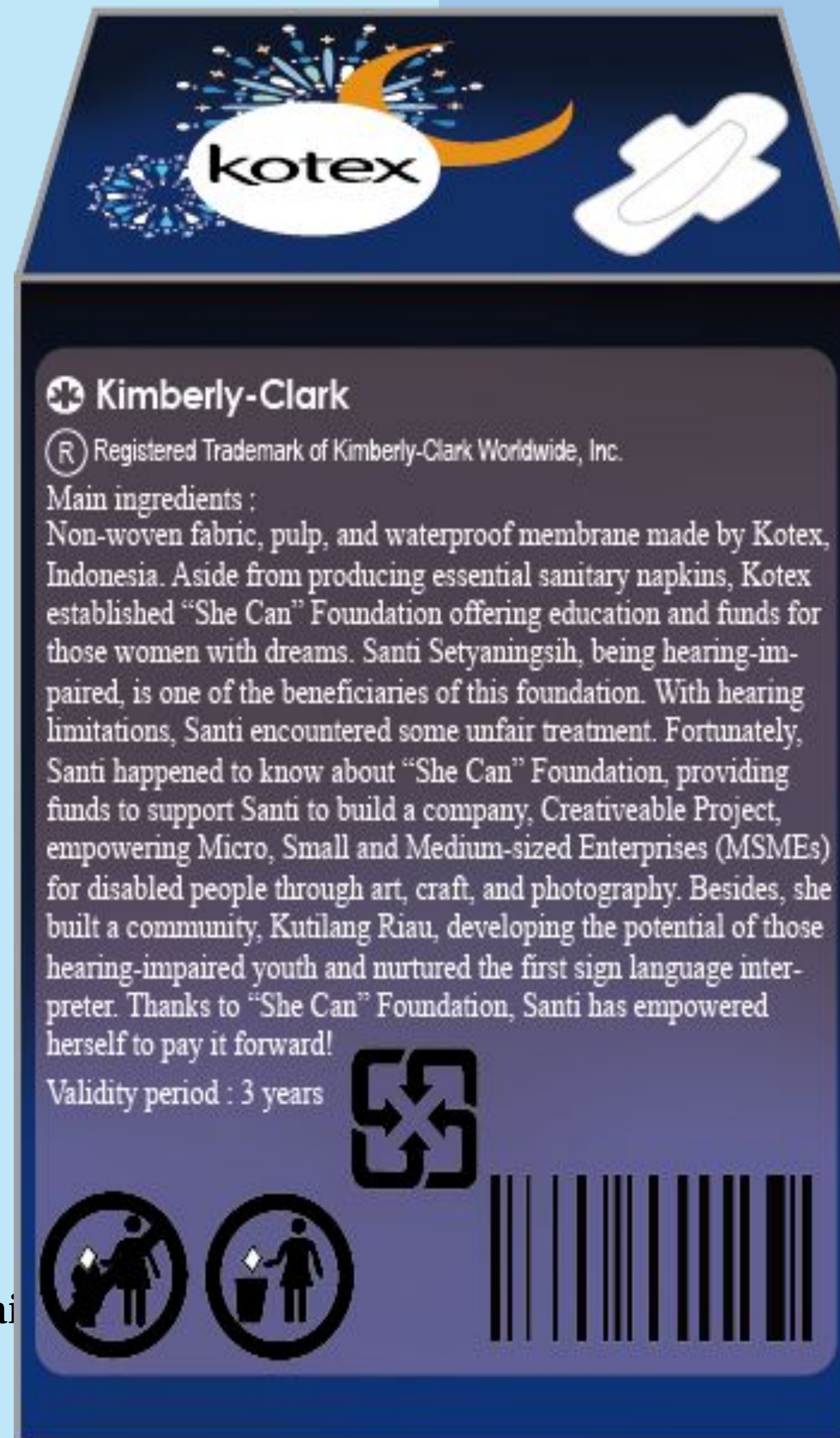
• Problems & solutions :

P1. The first story we found was missing.

S1. We found another story from Indonesia.

P2. Santi’s information isn’t detailed enough.

S2. We viewed more websites to dig out her details and even translated her story from Indonesian to English.



The Findings

1. Period stigma:
 - lack of hygiene education
2. Different assistance:
 - in Malaysia → providing funds
 - in South America → giving hygiene education
3. Social Cooperation
 - cooperating with Alliance for Period Supplies to provide period essentials and improve lives

The Conclusion

Kotex devotes itself to female’s rights. It established the “She Can” foundation, providing women the essentials, health education, and even the opportunities to build their dreams. In order to tell the world, “Period or not, she can! ”

Q & A



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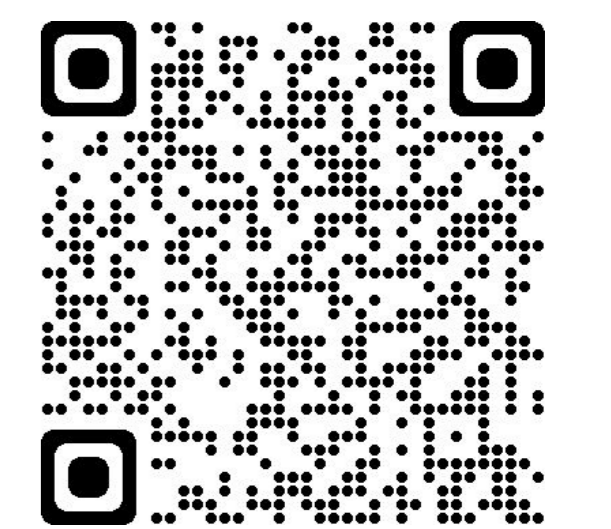
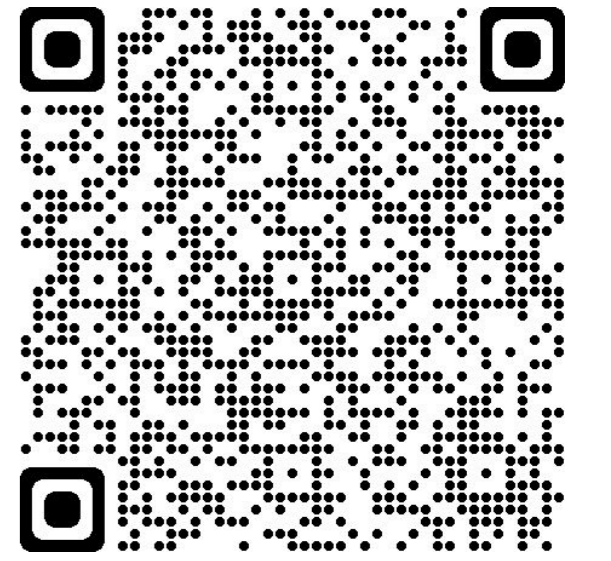
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