

Movement for change

2025/26 Impact Report

natracare®



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This impact report refers to the operations of Bodywise (UK) Ltd and Natracare LLC, which together form the Natracare brand. All data comprises both organisations unless otherwise stated. The data in this report covers our 2025/26 financial year which ran from 1st April 2025 to 31st March 2026.



A LETTER FROM SUSIE

I started Natracare in 1989 because I was looking at the period care industry, and I didn't like what I saw.

Plastic waste. Synthetic fibres in tampons. Toxic chemicals being used to bleach materials for pads – despite the dangers of dioxin poisoning being well documented. These chemicals weren't just polluting the air, land and water around the factories, they were being used to make products worn in and around one of the most sensitive and absorbent parts of the body – the vagina.

It didn't seem right to me. So I decided something had to change. I set up Natracare to provide an alternative: totally chlorine-free period products. We then went on to create the world's first organic cotton tampon in 1992.

The last 37 years have been a personal mission to change the period care industry for the better. I've faced threats and resistance along the way as I challenged this multi-billion dollar industry. But I kept going, and we've moved the needle through our dogged commitment to doing things the right way, for health, for people and for our planet.

Natracare products are now available in 81 countries and thanks to our campaigning, we've successfully changed certification standards to make them more rigorous.

Although we were the first, others have since followed our lead, with many brands now claiming to offer 'natural and sustainable period care'. But greenwashing persists. Be discerning with the claims companies make – do they have certifications to back them up?



Susie receiving her MBE in the King's Birthday Honours List 2023, recognised for services to women's health and the environment.

For us, this has never just been about selling products. The business grew out of the campaign – and we've done things intentionally, with people and planet in mind, since day one. But this is Natracare's first impact report, where we bring all those stories together in one place. We're releasing it in a time of transition: after 37 years running the business together, my husband Steve and I are beginning to take a step back as we hand the ownership of Natracare over to its employees.

We could have sold to the highest bidder. But the employee ownership route has always felt like the only option that's truly aligned with our values. It feels right that the people steering Natracare into its next chapter are the people working in it every day. I'm incredibly proud of what we've achieved – and yet, there is still more to do. So I'll keep pushing, keep raising awareness of the importance of organic and more sustainable period care.

I may be handing over the company, but this will always be my campaign – and something I'll never stop fighting for.

Susie

Susie, Natracare founder

"I didn't start a business,
I started a campaign."



OUR MISSION AND VISION

At Natracare, our vision is simple:
**a world where people feel informed
and empowered to choose period and
personal care products that are better
for their bodies and for the planet.**

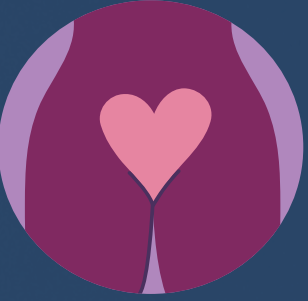
In 1989, our founder, Susie Hewson, challenged a broken industry and launched the world's first organic and sustainable period products – specifically designed to protect our health and the environment. She sparked a movement that continues to grow today.

For over three decades, we've pushed our sector forward — creating organic, natural alternatives, speaking up about what's in conventional products, supporting communities, and championing a healthier future.

And now, in a world overwhelmed by toxins and plastic waste, our mission matters more than ever: to drive systemic change for the good of people and the planet.

LIVING OUR VALUES

Since day one, Natracare has been built on four core values:



Trustworthy

We set the bar high for trust and transparency – in our products, our processes, and the way we show up in the world. We carry dozens of independent certifications and validations for our products and operations.



People-focused

We're committed to an inclusive, supportive workplace where wellbeing comes first, and everyone has the chance to grow. 73% of our team say Natracare is a great place to work.



Purpose-led

We put purpose before profit. Every decision we make is aligned with our mission to create positive, lasting change. We've always been led by our purpose, and our recent B Corp certification was the cherry on the cake.



Sustainable

Since day one, we've refused to compromise on ethical and ecological standards – sustainability isn't an add-on; it's who we are. We made the world's first organic cotton tampon and we continue to lead our category with integrity.



SHAKING UP OUR INDUSTRY SINCE 1989

1989

Susie Hewson launches Natracare in the UK, creating the world's first totally chlorine free period products



1990

Our first shipment is dispatched – two pallets of Natracare tampons are sent to ethical wholesaler Suma, who still stock our products today



1991

Natracare launches in Canada, bringing toxin-free periods across the Atlantic



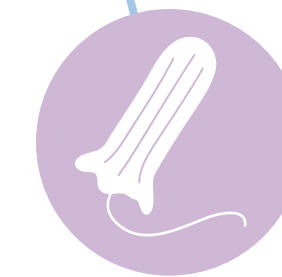
1992

Natracare creates the world's first certified organic cotton tampon



1993

Susie co-develops the world's first organic regulation for period products with the Soil Association; Natracare launches in the USA



1994

Our tampons feature in a landmark study on Toxic Shock Syndrome (TSS), showing that our 100% cotton tampons do not produce the bacteria linked to TSS



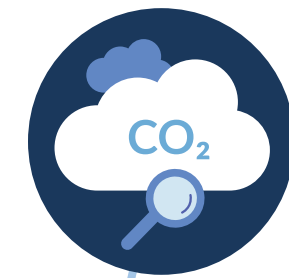
1995

We permanently eliminate petroleum-based plastic from our period products - our entire range has been plastic-free and compostable ever since



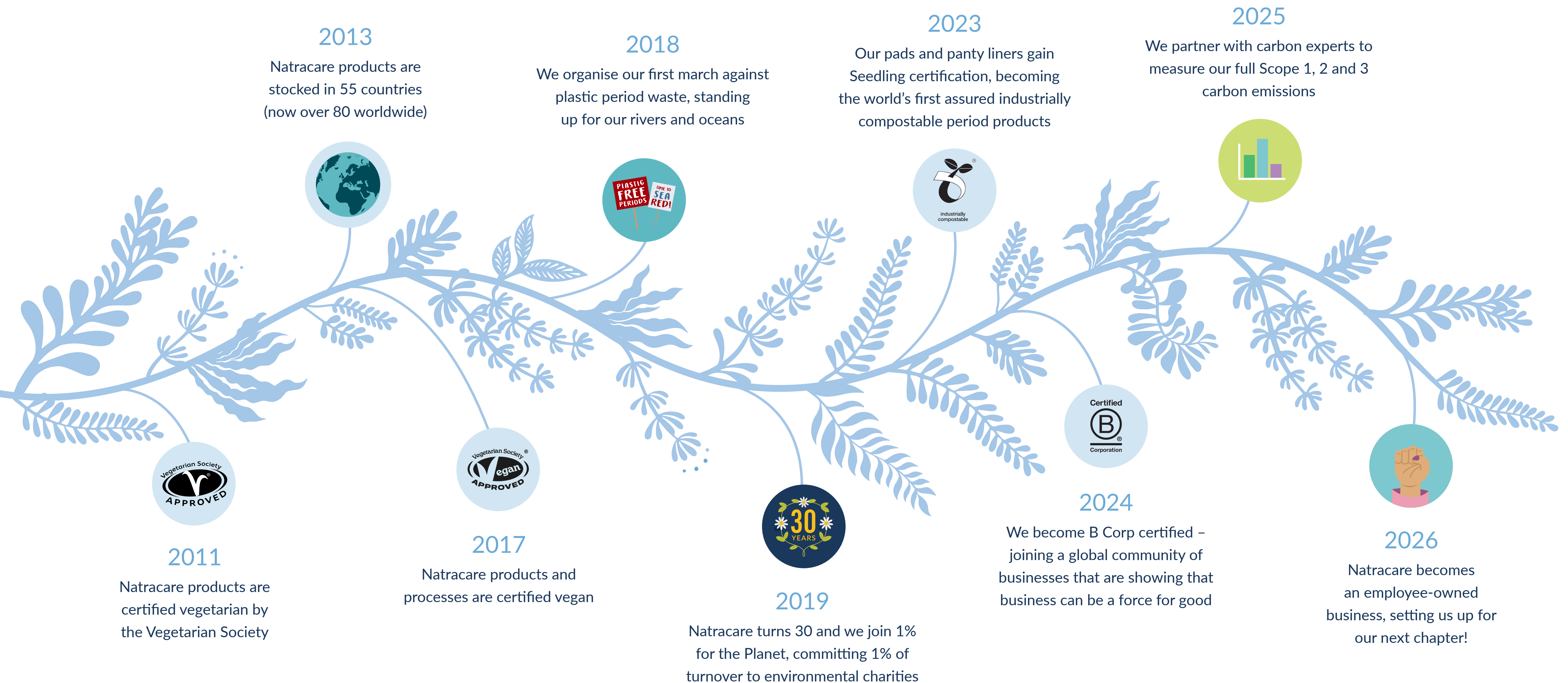
2005

We launch the Natracare School's Programme, to support education on puberty, menstruation and reproductive health



2008

We secure an Environmental Product Declaration (EPD), making our pad the world's first period care product to have its carbon footprint measured and verified



**188**

tonnes of cardboard saved
this year thanks to our
packaging redesign efforts

**11.5M**

packs of Natracare
products sold around
the world this year

**80+**

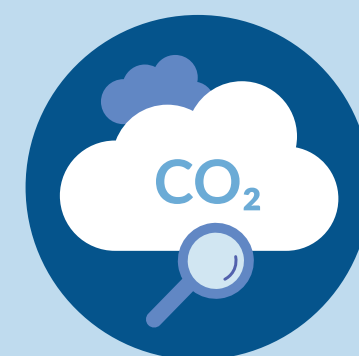
countries where
Natracare products
are available

**10M**

plastic applicators
avoided this year with
our cardboard applicator

**24M**

plastic bags equivalent
avoided in the supply chain
in the last year with our
plastic-free products

**44%**

reduction in CO₂
impact of our pads
since 2010

**87%**

of our people are
proud to work
at Natracare*

**£220,000**

given to good causes
this year

OUR IMPACT HIGHLIGHTS

2025/26

PROUD TO BE A B CORP™

In 2024, we became a certified B Corp, joining a global community of over 10,000 businesses committed to balancing purpose and profit. For us, it's a meaningful milestone - and a natural progression of the values we've held since day one.

We're energised by the introduction of the new B Corp standards and the opportunity they create for deeper systemic change. As the bar continues to rise, so will we – and we have already carried out a gap analysis to understand what we need to do to maintain our B Corp status. Our certification marks not an end point, but a commitment to continually evolve, improve, and lead with integrity.

“I founded Natracare with a laser-focus on designing for environmental and social change. Achieving B Corp certification is an acknowledgement of how well we got our principles, practices and processes right these past years. We are proud to have met the B Corp criteria by staying committed to the values our company was founded on.”

Susie Hewson,
Natracare founder



- 50.9 Median score for ordinary businesses
- 80 Qualifies for B Corp Certification
- 115.1 Natracare's overall B Impact Score



THE CHALLENGE:

WHAT'S WRONG WITH PERIOD CARE PRODUCTS?

Quite a lot, actually. On average, one person uses more than 11,000 disposable period products in their lifetime. And most conventional products are loaded with:



Plastic

A dirty secret hidden in plain sight. That pack of 14 pads sitting in your bathroom? It contains the same plastic as five carrier bags. In fact, conventional pads are up to **90% crude oil-based plastic** – that's 36g per pack, every pack, every month*.

Multiply that by the **3 billion plastic-filled products** used in the UK alone each year, and the scale of the problem becomes hard to ignore. Most end up **incinerated or in landfill**. Or worse, they are **flushed into rivers and oceans**, polluting our beaches and harming precious wildlife.

90% of conventional pack of pads contain crude-oil based plastic



Chemicals

And plastic is just the beginning. The average person gives little thought to what's actually in their period products. But they should.

Conventional tampons and pads can contain **pesticide residues** from non-organic cotton. Plastics are softened using **BPA, parabens and phthalates** – hormone disruptors that have no business being anywhere near a body. Many products are fragranced unnecessarily, adding another layer of chemicals that can irritate sensitive skin and interfere with hormones. These aren't trace amounts on a surface you briefly touch. These substances sit directly against – or inside – your body, every single month. **That's not something we're willing to accept.**



And the worst part? There is a serious lack of transparency.

Most people don't know any of this. And that's not an accident. Brands are not legally required to fully disclose what goes into their period products. Many lean on vague, feel-good language and greenwashing claims that obscure more than they reveal. And without consistent standards to hold them to account, environmental and health claims often go unchecked and unvalidated.

The result? People are left in the dark about what they're putting in and on their bodies, month after month.



Our role

That's where Natracare comes in. We've spent decades raising awareness of these issues, campaigning for change – and offering a genuine alternative. Every Natracare product is certified, plastic-free, and made without chemicals of concern, because we believe people deserve to know exactly what they're using, and to trust that it's good for them and for the planet.

**No vague claims. No hidden ingredients.
Just honest, more sustainable period care.**



DRIVING CHANGE IN THE PERIOD CARE INDUSTRY

Since day one, we've been fighting for change. What began as a one-woman campaign has grown into a global brand that refuses to accept the status quo — challenging outdated standards, calling out greenwashing, and pushing the industry to do better.

Here are just a few examples of how we've been advocating for change in recent years:

1

Closing loopholes in the GOTS Organic Standard

In 2020, we identified a troubling trend. Certain organic menstrual products were entering the market with unnecessary plastics - including plastic veils and so-called 'bioplastic' applicators.

At the time, GOTS (Global Organic Textile Standard) allowed fossil-based plastics in their organic certified products, enabling misleading 'plant-based' claims for materials that were in fact polyethylene (i.e. made with crude oil).

We campaigned for change, providing evidence and lobbying for tighter criteria. And it worked! As a result, the updated GOTS standard now requires organic tampon brands to use only **paper or cardboard applicators** that are genuinely plastic-free, biodegradable or compostable - closing the door on greenwashing and raising the bar for the entire sector.

“Having spent over 30 years campaigning for chemically clean and environmentally considerate cotton tampons, I was greatly disturbed to see the potential for the organic principles to be damaged by flagrant greenwashing. I am proud that our evidence and lobbying helped close those loopholes in the updated GOTS standard.”

Susie Hewson,
Founder



2

Plastic-Free Periods with City to Sea

For several years, we partnered with City to Sea CIC – a campaigning organisation dedicated to tackling plastic pollution at its source. Together, we championed plastic-free period products, exposed hidden plastics in conventional pads and tampons, and raised awareness of the environmental impact of flushing period care products.

We also donated products for City to Sea's Rethink Periods demonstration boxes used in schools, helping to educate the next generation. And between 2021 and 2025, 10p from every pack of Natracare applicator tampons sold in the UK directly supported their Plastic-Free Periods campaign.

In 2025, City to Sea closed after ten remarkable years of impact. We're proud to have played a small part in the powerful legacy they leave behind.

3

'Sanitary products' in Aisle 12? No thanks.

Words matter. That's why we spearheaded ['Rename don't Shame'](#), a petition calling on UK retailers to stop using terms like 'feminine hygiene' and 'sanitary products' – subjective language that reinforces the myth that periods are dirty, unhygienic, and only experienced by women.

The campaign gained real momentum, taking social media by storm, gathering over 18,000 signatures and driving a number of retailers to change their language.

While progress has been made, there's still work to do - particularly in physical stores, where outdated terminology persists. That's why we [continue to encourage people](#) to write to their local supermarkets, sign and share the petition, and help keep the conversation going.



OUR APPROACH TO DOING BETTER BUSINESS

We believe in making products and running our business in ways that are:



Kind to health

In an ever-more toxic world, we believe in minimising everyday exposure to toxins.



Kind to the planet

In everything we do, we want to have the smallest environmental impact possible.



Kind to people

We respect and uphold the rights of people in our supply chain, our team, and the people who use our products – and strive for inclusion in everything we do.

Kind to health

Back in 1992, we created the world's first organic tampon – because we believed toxic chemicals have no place in or near a vagina. More than three decades on, that conviction hasn't wavered. Every product we make is designed with the same intention: to give people a safer, gentler choice for their body.

A TRUSTED CHOICE FOR YOUR BODY

When Susie founded Natracare in the 1980s, she set out to create totally chlorine free period products, as none existed at the time.

She spent years researching the best raw materials that would be a healthier choice for the body without compromising on quality. The products we make today have all been carefully considered for their impact on human health as well as the health of our planet and people in the supply chain.

Did you know?

A [1994 study](#) found that Natracare organic tampons produced no measurable amounts of the superantigen TSST-1, which causes toxic shock syndrome.



Our pad promise

- ✓ No super absorbent gels or polymers
- ✓ Natural materials
- ✓ Surfactant free
- ✓ Chlorine free
- ✓ Perfume free
- ✓ Unscented
- ✓ Plastic free
- ✓ Latex free
- ✓ No dioxin
- ✓ No dyes

Our tampon promise

- ✓ 100% organic cotton
- ✓ Surfactant free
- ✓ Chlorine free
- ✓ Perfume free
- ✓ Plastic free
- ✓ No fibre loss
- ✓ No rayon
- ✓ No dioxin
- ✓ No dyes

Sustainable plant
cellulose core

Cardboard
applicator
(zero plastic)

Soft organic
cotton cover

100% organic
cotton tampon

Paper wrapper

Waterproof plant
starch backing



IN THEIR OWN WORDS

We love knowing our products are out there making a difference to people around the world every month. Don't just take our word for it. Here are some of the things people have said recently about how Natracare products support them.



saran.rhea I've pretty much always used them (shoutout to my environmentally aware mum 🙋). I refuse to use any other disposable period products because they feel so sweaty/chemically/plastic compared to natracare!

eessenceuk I've been using these for maybe 6 years now as well as other eco brands and I've always found the natracare ones to be more affordable

kayleighegerton I switched to natracare the cycle before last and I wear the pantie liners, amazing, no irritation, rashes or chemical smell, great absorbency x

I'm so grateful I found these!! I feel like I might have a peaceful period for the first time ever without worrying about skin irritation and pain 🦋🦋🦋



alexgracehope I made the the switch last year to Natracare and wouldn't go back to any other brand. Love everything what Natracare stands for and having incredible products

Dear Natracare community,
The last time when I had my period, I started to use your products and I just wanted to say how good I felt using them. They are very absorbing and this was the first and biggest difference that I have noticed. I like them also because they are very comfy and not the last the fact that they are natural and safer for the environment 🌍
I am grateful for your work and for discovering you 🌱🙏
Thank you,
Ana 🌱

awkwardanniecat Been using natracare for 20 years, love them!

Just wanted to say thanks for doing what you do as a company. I'm so glad I have the option to buy a product that is organic and natural AND is completely biodegradable, including the PACKAGING! No other company is doing that right now. Side note: I think you guys need to advertise that point a little better, because ot took me a lot of researching before I realized that. And now I look at other similar brands that natural foods stores are stocking with yours and none of them have what you have. I love your products! Thank you!



ORGANIC COTTON IS BETTER FOR FARM WORKERS

Organic cotton is not only a better choice for the people using our products, it's better for the people working in our supply chains too.

Cotton production uses \$2.6 billion worth of pesticides each year, and accounts for 10% of global insecticide use, more than any other single crop. Tragically, pesticide use in conventional farming is linked to ill health such as infertility and birth defects in nearby communities.

This is not something we want to ever see happening in our supply chain, which is one of many reasons why we will only ever use certified organic cotton.

What's more, female farmers and cotton pickers on organic farms gain their own income at a fair wage. Independent income is important for these women and has hugely beneficial knock-on effects on the health, education and livelihoods of their children and the whole community.



Kind to the planet

At Natracare, better for your body and better for the planet have always meant the same thing. From the raw materials we source to what happens when a product is used and thrown away, we think carefully about every stage — and hold ourselves to standards that go well beyond the legal minimum.



WE’VE GOT A CERTIFICATION FOR THAT

Beyond our product and materials certifications, we hold a number of accreditations at the company level, which are all about the way we do business.



B Corp is a company level certification showing that we are committed to managing and continually improving our social and environmental performance



We are proud members of the Employee Ownership Association, providing a resource for employees to learn about employee ownership and their benefits and rights.



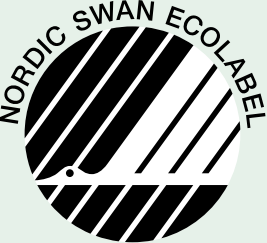
1% for the Planet is a certification and global network of businesses donating at least 1% of their annual revenue directly to environmental organisations.



WE’VE GOT A CERTIFICATION FOR THAT

We know our stuff, and we can’t stand greenwashing. Independent validation is very important to us – so our products carry multiple logos, validations and certifications. But what do they all mean?



Certification										
What is it?	All the cotton we use is 100% certified organic to the Global Organic Textile Standard (GOTS). This guarantees it's grown without toxic pesticides, is non-GMO, and is processed safely.	Our tampons and wipes are certified organic by the UK certification body, the Soil Association.	Natracare Makeup Wipes are COSMOS-certified organic. The highest standard for organic and natural cosmetics.	Guarantees that Natracare Safe to Flush moist tissues are free of chemicals of concern, GM ingredients, parabens, phthalates, synthetic colours, dyes or fragrances.	Natracare Ultra, Ultra Extra, Maxi pads and panty liners proudly carry the Seedling Mark logo, meaning they can be composted industrially where facilities are available.	All our products are certified vegan, meaning none of them are tested on animals, contain animal derived ingredients or have animal ingredients in any part of the manufacturing process.	The official voluntary sustainability certification for products across the Nordic countries, guaranteeing that products meet stringent environmental and health requirements across their entire life cycle.	Environmental Working Group Verified is a trusted US-based certification that guarantees our wipes and moist tissues are free from chemicals of concern and designed with your family's health in mind.	Natracare holds the highest possible rating for period care with the best score a company can achieve: 100. The score is measured across 15 different criteria, including the environment, human rights and animal welfare.	Products certified by Made Safe have undergone vigorous screening to ensure they do not contain known or suspected toxic ingredients that could cause harm to your health.
Tampons	✓	✓				✓			✓	✓
Wipes	✓	✓	✓			✓		✓	✓	✓
Period Pads	✓				✓	✓	✓		✓	✓
Liners	✓				✓	✓	✓		✓	✓
Moist Tissues				✓		✓		✓	✓	✓
Maternity and Incontinence Pads	✓					✓			✓	✓
Nursing Pads	✓					✓			✓	

LIFECYCLE THINKING

At Natracare, we consider every stage of the lifecycle of our products — from how raw materials are grown to what happens at end of life. This holistic approach ensures we minimise environmental impact at every step.



Sustainable sourcing

We carefully select raw materials to minimise environmental impact from the very beginning.

- Organic cotton, grown without synthetic pesticides or herbicides
- FSC® / PEFC™ certified wood pulp
- Renewable, biodegradable materials wherever possible



Manufacturing

We partner with trusted European manufacturers to ensure high standards of environmental performance.

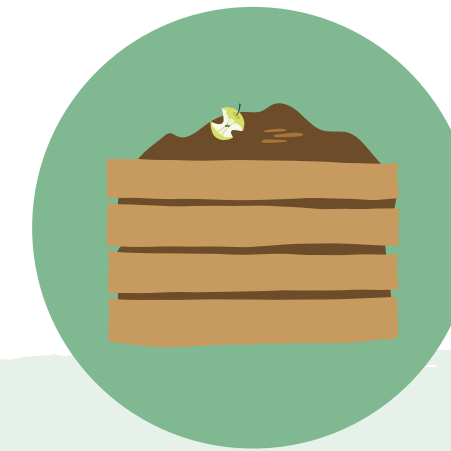
- All but one* of our 29 products are made in Europe
- Using renewable energy, including solar and hydropower
- Long-term manufacturing relationships



In use: thoughtful design

Every design decision is made to reduce impact without compromising safety or performance.

- Compostable cardboard applicators and no-applicator options
- Plastic-free wipes made with organic cotton or sustainable paper
- Bio-based and compostable materials
- Minimal, purposeful packaging



End of life

We design products with their end in mind — reducing waste and supporting a circular future.

- Over 45 billion menstrual products are used globally each year, many containing plastic and persisting in the environment
- Natracare was the first brand to pioneer a circular approach in this category
- Our pads are industrially compostable to European (EN 13432) and North American (ASTM D6400) standards
- Designed to return safely to the soil where facilities exist

*Our nursing pads are manufactured in China to the same high specifications as our European-made products

CASE STUDY: HOT COMPOSTING

We don't just claim our products are compostable — we put them to the test.

Hot composting breaks down organic waste in just six to twelve weeks, using temperatures of 40–65°C to accelerate the process. We wanted to see how our products performed in real conditions, so we ran a pilot with community gardens across the UK and the US.

Four UK community gardens each received a hot composting bin and six months' supply of Natracare pads and tampons to compost alongside their regular garden waste. In the US, we partnered with a composting co-operative in the Bronx, New York, which collects food scraps from local businesses and returns the finished compost to nearby farms.

The results spoke for themselves — our products broke down fully under the right conditions, and the community gardens were able to use the compost successfully.

Want to try it yourself?

Check out our [guide to hot composting](#).



“We have now been using our Natracare hot bin for approximately 3 months and the compost is looking very good indeed! We are very happy with the speed and quality of the compost produced so far. A huge thank you to Natracare for providing us these life-changing materials!”

Community Garden Volunteer



A member of GreenFeen OrganiX - a women led, worker owned composting co-operative in The Bronx, New York - with one of our hot composting bins.



OUR APPROACH TO PACKAGING

We design our packaging with the same care as our products — prioritising lower-impact materials, reducing waste, and considering impact at every stage.

As part of this approach, and as set out in our [Environment & Ethical Policy](#), we have established a series of clear commitments that guide how our packaging is designed, sourced and continually improved.

Materials and circularity

- All our packaging must be **compostable or recyclable**, and made from **plant-derived or recycled** materials wherever possible
- Most of our packaging is cardboard, and any cardboard used is 100% recycled material
- Wholesale packaging is made from recycled corrugated cardboard

Reducing plastic

- We've removed all unnecessary single-use plastic and our packaging is now **free from petroleum-based plastics** unless the safety or preservation of the product is at risk
- This exception applies only to non-applicator tampons and wipes packaging, where currently no viable alternative exists to maintain product integrity and hygiene

Product-specific materials

- Pad and liner wraps are made from **Totally Chlorine Free (TCF) paper or bioplastic**
- Our Ultra extra pads and wrapped panty liners use a **certified industrially compostable bioplastic** wrapper

Responsible sourcing standards

- All agricultural raw materials are **GMO free**, preferably **organic**, and **ISO certified** or meeting equivalent good manufacturing standards
- Forest-based materials are certified to a minimum of **PEFC™**, preferably **FSC®** standards

Continuous improvement

- We have achieved **source reduction** on packaging for five products in the last two years, saving more than 188 tonnes of cardboard this year alone.



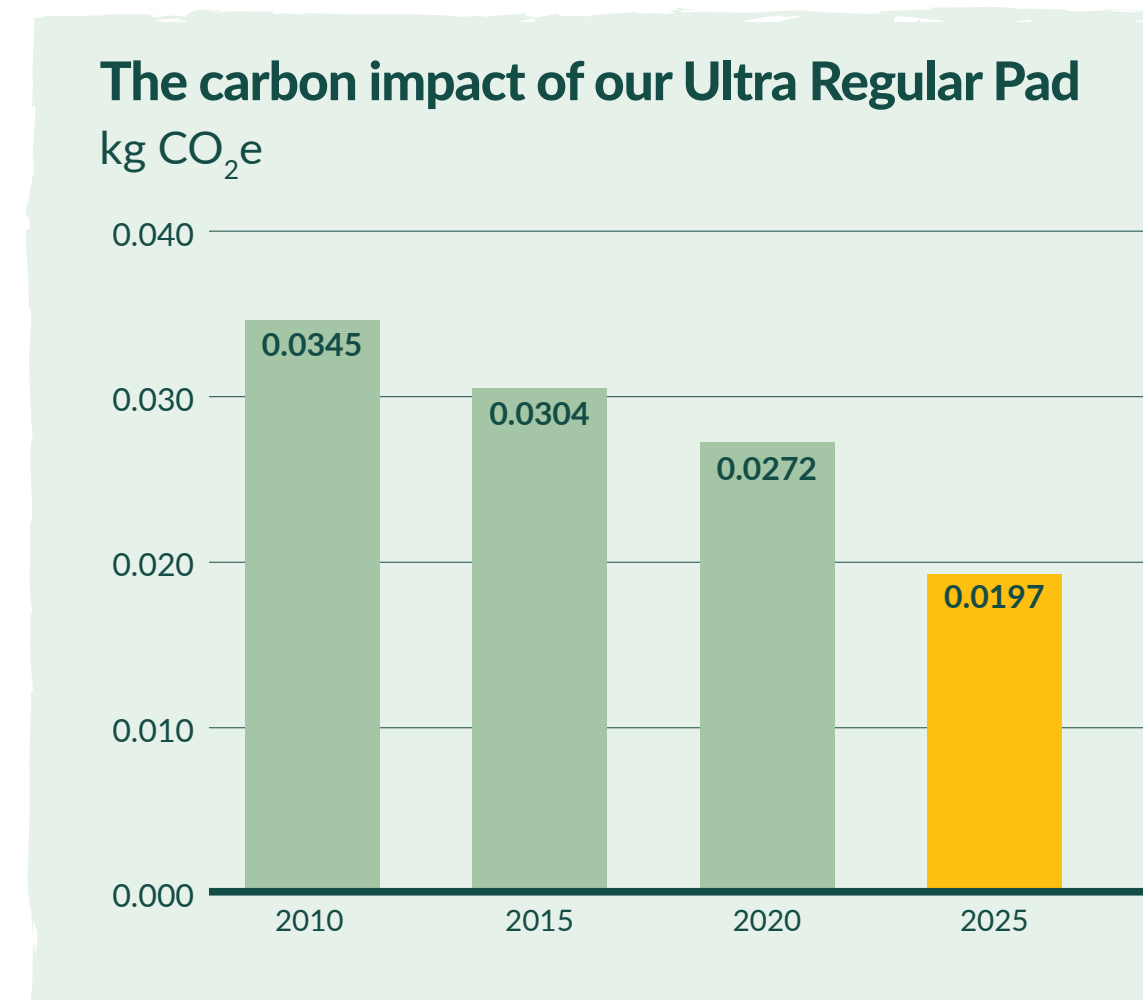
KNOWING OUR CARBON IMPACT

Understanding our carbon impact is an essential part of taking responsibility for the products we make.

Over the last year, we've been taking a deeper look at our supply chain to better understand our full carbon footprint — and identify where we can reduce our impact.

Natracare was the first period product brand to obtain an International Environmental Product Declaration (EPD) in 2008 for our Ultra Regular pads, which provides a helpful average score that we can apply to many of our pads. This independently verified assessment – obtained every five years – shows that we've been able to reduce the carbon impact of these pads by 44% since 2010.

An EPD is a scientifically validated, independently assessed lifecycle analysis of a product, used to determine its carbon footprint. You can view our latest EPD [here](#).





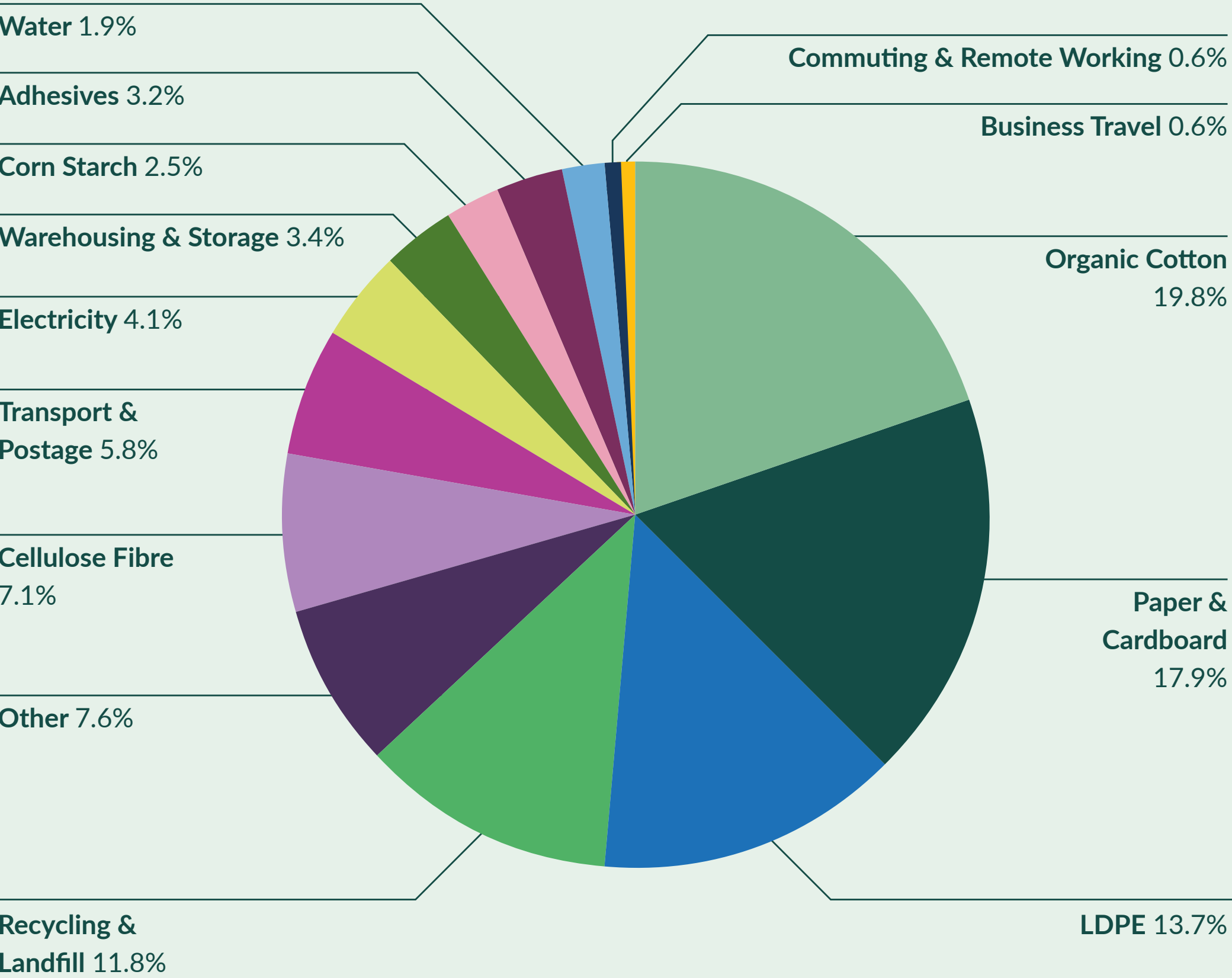
In 2025 we begun measuring our full Scope 1, 2 and 3 emissions — going beyond our products to include our operations and wider supply chain — and are proud to report these for the first time here. These relate to our 2024/25 financial year because due to data availability we are reporting our emissions one year in arrears.

Our data shows that our highest sources of emissions are organic cotton (19.8%) and paper and cardboard (17.9%) with the LDPE material we use for pallet wrap at 13.7%. We can also see that our transport and postage makes up just 5.8% of our footprint with commuting and business travel less than 1% each. As part of our commitment to the new B Corp standards, we are working to develop a Climate Action Plan with targets, to ensure we continue to reduce our footprint in line with global emissions reduction efforts — and look forward to sharing more next year.

Total emissions (2024/25)		
2,663.88 tCO ₂ e		
	tCO ₂ e	Percentage of total emissions
Scope 1	2.01	0.1%
Scope 2	5.09	0.2%
Scope 3	2,656.77	99.7%

Carbon intensity	
	tCO ₂ e
Per £m revenue	128.19

Our Carbon Footprint Scope 3 (2024/25)
2,663.88 kg CO₂e



GREENING OUR OWN OPERATIONS

We've always been careful with resources not just in our products, but in how we run our business day to day.

Using 2020 as our baseline year, we measured our Scope 1 and 2 carbon emissions and have since reduced our Scope 1 by 100% – well ahead of our 2030 target.

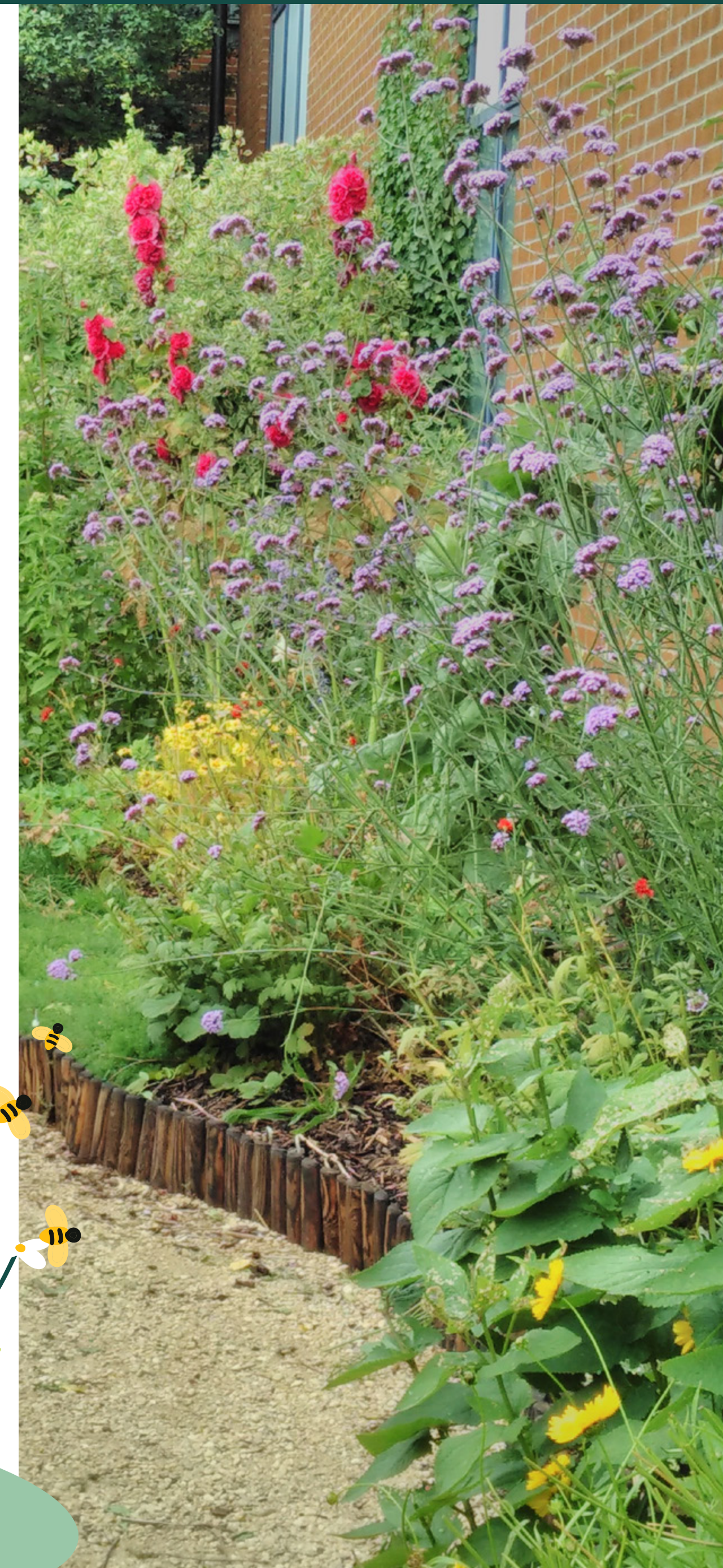
We achieved this through a number of carbon reduction activities:

- Our office has had LED sensor lighting, eco flush toilets, double glazed windows and cavity wall insulation since 2013
- Our office and warehouse have been on a renewable energy tariff since 2013, supported by a 40kWp rooftop solar array
- In 2023, we replaced our gas boiler with an air source heat pump, removing our offices entirely from the gas grid and reducing our Scope 1 emissions by 100% and able to sell electricity back to the grid
- We also introduced a Cycle to Work scheme in 2020 and an EV salary sacrifice scheme in 2023 to help reduce travel emissions
- Natracare products manufactured using 100% renewable electricity since 2017

Beyond carbon, we continue to look at how we can run our sites more sustainably:

- We maintain a wildlife garden and compost organic waste on site
- We actively manage water use and waste, including reducing plastic through improvements to our pallet wrapping

Small, practical actions, taken consistently, are an important part of reducing our overall impact.



Kind to people

At Natracare, people aren't a footnote to our mission — they are at the heart of it. From the team who show up every day to the customers who trust our products every month, we believe everyone deserves to be seen, supported and cared for. That belief shapes how we work, who we hire, what we make — and even who owns this company.

OUR TEAM

Our company wouldn't be anything without the people who show up for it every day.

A lot of our team came to us because our values matched their own – and that shows in how long people stay.

In our last team survey, 73% of our team feel Natracare is a great place to work, with 87% saying they are proud to work at Natracare. Several team members have been with us for more than 20 years – and that's not something we take for granted.

87% of our team are proud to work at Natracare*



*Survey of UK team

A team that feels supported

We work hard to make sure no one feels invisible. Regular 1:1s, a company-wide meeting every two weeks, an open-plan office and a genuine open-door policy with senior leadership all help keep communication flowing. Our People & Culture Manager makes sure the people side of things gets the attention it deserves.

Beyond the day-to-day, we organise team socials and informal get-togethers to help people connect across departments — not just as colleagues, but as people. And when it comes to feedback, we mean it: regular engagement surveys and an anonymous suggestion box exist because we want to hear what's on people's minds, and we act on what we learn.

Growing with us

We want people to build something with us, not just fill a role. Six-monthly performance reviews, personal development plans, and access to internal and external training are all part of how we invest in our team's growth. Cross-company skill-sharing sessions bring different parts of the business together, and leadership development is available for anyone stepping into a management role.



A global team

We have 25 people based at our Bristol HQ in the UK, alongside four team members in Guelph, Ontario and one in Colorado, USA forming our North American team. Having a global presence is a point of pride, and we are actively working on better integrating our teams across time zones and locations for example with an integrated Teams channel and more regular meetings.



PROMOTING WELLBEING

We believe that looking after our team means looking at the whole person — their health, their home life, their financial security, and their sense of belonging at work.

Walking the talk on menstrual and hormonal health

As a period care brand, it matters deeply to us that our own team is supported when it comes to menstrual and hormonal health. We have a dedicated **Period and Menopause Policy**, period products and disposal facilities in all toilets, and practical support for anyone suffering from period pain — including the option to work from home. We are also proud to be recognised as an **Endometriosis Friendly Employer**.

Supporting families

We offer enhanced maternity pay — 100% of salary for the first six weeks, plus an additional week's full pay for every year of service. We also provide breastfeeding facilities for those returning to work, and flexible, hybrid working options for office-based staff to help people balance work with family life.



Some of our team members used their volunteering days to pack up shipments for our charity partner, Beauty Banks.

Health and mental wellbeing

We have trained mental health first aiders on site, and offer annual flu and Covid-19 vaccinations. We actively encourage people to step away from their desks — whether for a walk, time in our office garden, or a walking meeting. Organic fruit is available in the kitchen, and we make it easy for people to bring and prepare their own food. Every full-time employee also receives two paid volunteering days per year — which they've used to support causes close to their heart like volunteering with Bristol Zoo and packing up shipments for our charity partner Beauty Banks.

Financial security and recognition

All team members are on permanent contracts, providing income stability. Salaries are reviewed annually, with transparent conversations about pay and what progression looks like. We also offer a cycle to work scheme and an EV scheme to support sustainable and affordable commuting.



OUR SUPPLIERS

Our care for people doesn't stop at our front door. We hold ourselves responsible for the wellbeing of everyone touched by our supply chain — not just our own team.

That means zero tolerance for human rights abuses of any kind, including modern slavery, anywhere in our business or operations. All of our manufacturing meets European employment law and organic standards — which go further than the legal minimum.

We regularly carry out full Supply Chain Analyses to make sure our suppliers uphold the conventions of the International Labour Organization (ILO), and our full [Environmental & Ethical Policy](#) is available on our website for anyone who wants to dig deeper.

As part of our B Corp recertification in 2026, we'll be strengthening our Human Rights approach further — because we know there's always more work to do.



OUR COMMUNITY

Natracare exists because of the people who use our products. Millions of people across more than 80 countries choose Natracare every month — and we feel a responsibility to show up for our wider community in ways that go beyond our direct customers.

Education that starts early

We ran a Schools Programme between the years of 2005 and 2014, helping young people navigate puberty, menstruation and reproductive health with confidence and without shame. Covering KS2 and KS3 it was designed to be part of the UK's national curriculum, and it was shared with thousands of young people to help them learn about their bodies and the impact of conventional period products.

Although that programme is no longer running, its legacy continues today as we still have public supply contracts with schools in both Wales and Scotland to provide free period products in schools. We also send free samples out to school nurses and teachers to ensure no one gets caught out on a school day.

Improving period care in sports for young people

1 in 4 girls drop out of sport when they start puberty — and sometimes this is down to lack of access to period products and support around menstruation.

We partnered with The Robins Foundation — the charity arm of Bristol City Football Club — who run free football sessions for young people to keep sport accessible. Together with their Youth Council, we helped create an educational video to equip coaches with the knowledge and confidence to support younger people who start their period unexpectedly during training. The video features teenagers from the Youth Council themselves, offering real, relatable guidance on how coaches can have supportive conversations and provide practical help.

We also donate sample packs of period products every month, available in coaches' bags at every session — so no young person ever has to leave the pitch because they weren't prepared.

Because staying in the game shouldn't depend on access to a pad.



Making sure everyone feels seen

Not everyone with a period is a woman, and not all women have periods. While the gender identities of people with periods might vary, everyone deserves equal rights — and the freedom to speak openly and honestly about their period experiences without fear or shame. But for people who aren't women, that space isn't always there.

That's why we worked with a group of incredible creators to produce **Shades of Red: The Gender Issue** — a [zine](#) that platforms the more marginalised voices of people with periods. We're proud of it, and we'd love for you to read it.

We recognise that Natracare hasn't always got this right, and that we still have much to learn. But we're committed to using inclusive language, hiring diversely, and continuing to platform voices that are too often left out of the conversation.

GIVING BACK WITH 1% FOR THE PLANET

We don't see any point in success unless we're doing good in the world.

As a member of 1% for the Planet, we're committed to donating 1% of our sales revenue to environmental non-profits around the world - because we see ourselves as being the same as - not separate from - the ecosystems that sustain us.

Many corporations take without giving back - and that mindset has caused a lot of destruction. To us, 1% doesn't seem like much of a price to pay to support the great causes helping to keep Mother Nature thriving.

To date, we've donated over £1.3 million to organisations achieving real, positive change across the globe.

Here are some examples of the projects we're proud to have supported:

£1.3M donated to organisations achieving positive change



Alleviating period poverty in the UK with Beauty Banks

Beauty Banks is a charity that gets self-care and personal products into the hands of those in need, through partnerships with registered food banks, domestic abuse charities, homeless shelters and more. Our £15,000 donation in 2025 paid for the cost of their Brighton Unit, which sent out 655 donations last year. What's more, through them we donated over 1,200 boxes of Natracare period products for people who need them.



Menstrual education and facilities in Cambodia with Just a Drop

We partnered with Just a Drop on their Schools Latrine and Menstrual Hygiene Project, supporting three primary schools in Cambodia where girls were missing lessons due to a lack of facilities, infrastructure and menstrual education.

Our donation funded the renovation and construction of new latrines, menstrual health education, and training for teachers, parents and children — as well as providing reusable pads. As a result, 399 children now benefit from clean, private facilities, and girls can attend school with the dignity they deserve. Many more are set to benefit in the future.



Championing women farmers in Ethiopia with Ripple Effect

Since 2022, we're proud to be partnering with Ripple Effect, a charity helping farming families in Ethiopia's Wonchi District build climate resilience, improve food security and empower women to drive lasting change.

By training 1,350 farmers - many of them women - in sustainable techniques like drought-resistant crops and better soil management, the project is helping households generate income from surplus crops and become more resilient to climate shocks.



A NEW CHAPTER: NATRACARE'S FUTURE IN ITS PEOPLE'S HANDS

Natracare has never stood still. From the moment Susie founded the company in 1989 – when there was no template to follow and no category to join – we have been driven by the conviction that things could be done better. That conviction hasn't changed. But the chapter we are entering looks different from any that came before.

Passing the torch

In March 2026, Bodywise (UK) Ltd completed its transition to an **Employee Ownership Trust (EOT)** – placing the future of Natracare into the hands of the people who have helped build it. It was a decision that could have gone another way. Our founder Susie could have sold to the highest bidder. But she didn't. In a world where purpose-led brands are acquired, rebranded and quietly hollowed out, Natracare has chosen a different path.

For Susie, the choice was straightforward:

“From the beginning, Natracare was built to show that the personal care industry could be better for our bodies, communities and the planet. Transitioning to an Employee Ownership Trust ensures that these values remain protected and championed by the people who live them every day.”

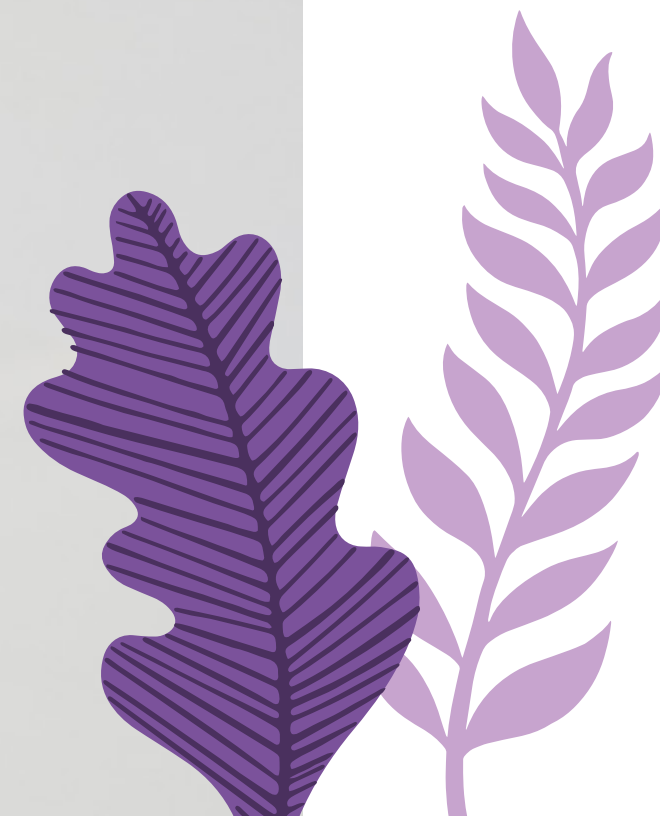
Susie Hewson MBE,
Natracare Founder

This means that going forward, important decisions will be made by the people closest to the work: those who understand what Natracare stands for, not just as a brand, but as a mission.





“The mission that started with one person’s conviction now belongs to the whole Natracare team.”



Leading the next chapter

To lead Natracare through this transition, Nina Davies has been appointed as Chief Executive Officer, bringing over 25 years of experience in purpose-driven brand leadership. Theresa White continues as Senior Executive Officer of Natracare LLC in North America.

What we’re working towards

The work is far from finished. We are deepening our understanding of our full carbon footprint across Scope 1, 2 and 3 emissions, and will be reporting our targets and climate action plan next year. The Natracare team continues to push standards in the industry, challenging greenwashing, and advocating for greater transparency in period care. And we are committed to recertifying as a B Corp under the new, more rigorous standards later in 2026.

The mission that started with one person’s conviction now belongs to the whole Natracare team.

“I’m incredibly proud to be stepping into the role of CEO at such an important moment in the company’s journey. This next chapter is about honouring the company’s founding values while building a business that grows responsibly and empowers people — both inside and outside the organisation — to be part of meaningful change.”

Nina Davies,
Natracare CEO



Get in touch

We welcome feedback, collaboration and conversation. Whether you are a customer, a partner, a supplier or someone who simply cares about the same things we do — we'd love to hear from you.

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