



**THE PINK
PROJECT**



Who We Are

Let's start with the basics.

Hello!

We are Olivia Netto and Iman Nemar.

Two students and friends, turned
business partners.





Why Care?

Women's health requires attention.

\$9,000

Average spent per woman in Canada

70%

Canadian women/girls miss school or work

66%

Of women under 25 struggle to afford period products



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When you enter a public bathroom, you don't pay for toilet paper or soap.



Period Poverty is real.

- ✓ Pink Tax was eliminated by gov't.
 - Women still can't afford it
- ✓ Taboo and shame around the topic
 - At school & in workplace
- ✓ Marginalized communities are the most affected



Our Mission

What Pink Project's goals are.



4 Next Steps

What you can do to help.



Thanks!

Any questions?

You can find us at:

✓ @thepinkprojectofficial@gmail.com

