



**THE PINK  
PROJECT**

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# 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.





# Next Steps

What you can do to help.



# Thanks!

**Any questions?**

You can find us at:

✓ @thepinkprojectofficial@gmail.com

