

43% CATEGORY MARKET SHARE

*based on annual sales figures

Driving the most revenue in the category, surpassing the combined sales of all direct competitors.

61% RETAIL MARKET SHARE

*based on annual units sold

Nearly 2 out of 3 sustainable period products sold in retail last year came from The Flex Co. portfolio of products.

#1 SUSTAINABLE PERIOD CARE BRAND

Surpassed 20-year leader DivaCup in August 2020 in both units and dollar volume sold.

+49% YOY GROWTH

Contributing the most dollar growth for the segment.



WHY THE NEXT GENERATION MAY NEVER USE TAMPONS

The Flex Co. is transforming the lives of people with periods while soaring past competitors to become the leading sustainable period care company. Every day, more menstruators switch to Flex and choose 12 hours of leak-free, odor-free protection, fewer cramps, and mess-free period sex™—period freedom™.

PATENTED FLEX REUSABLE DISC™ LAUNCHES AFTER 2+ YEARS IN R&D

Providing the world's only offering of both disposable and reusable menstrual disc solutions.

80 MILLION DISCS MANUFACTURED

as of October 2021

Flex Disc™ offers the only menstrual disc subscription service, available at [Flexfits.com](https://flexfits.com).

25,000+ RETAIL LOCATIONS

Tripled retail distribution across the U.S. within just 5 years.

RENEWED CAPITAL FUNDING DURING THE PANDEMIC

Support from marquee investors continues to fuel product innovation, strengthen sustainability efforts, and drive ethical growth.