

Mela  
FOR HER



## What is MELA?

**MELA is a social startup enterprise based in Ethiopia that produces sustainable and affordable menstrual products**, while creating job opportunities for vulnerable women and contributing to a plastic free environment.

**MELA empowers women and girls** across Ethiopia by providing them with access to affordable and eco-friendly menstrual products and menstrual health education.

**MELA in Amharic (Ethiopia's language) means SOLUTION.** The company was created with the foremost objective of bringing concrete solutions to Ethiopian girls and women.



*We envision a world where every girl and woman has access to sustainable menstrual hygiene products and information, and therefore, is fully empowered to have control over her own sexual and reproductive health and ultimately, her life and destiny*

## Why MELA in Ethiopia?

25%



of Ethiopian girls say they do not use any product to manage their menstruation

53%



of Ethiopian women and girls use home-made alternatives since they don't have access to any type of sanitary pads

28%



of Ethiopian women report having everything they need to manage their periods

52%



of Ethiopian adolescents girls have never received information on menstrual hygiene



## MELA, our solution

**We provide sustainable menstrual products** (reusable sanitary pads, menstrual pants, cups and tailor-made menstrual kits) that are: affordable, high quality, durable and socially and environmentally responsible.

Along with menstrual products, **we conduct awareness raising, education and advocacy activities on menstrual hygiene and health.** We also partner with others to promote sustainable menstrual solutions to end poverty period.

A percentage of the company profits is reinvested in social and environmental projects in Ethiopia.



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# We believe in:

## **Accessibility**

Our menstrual products can be found in every corner of the country thanks to our extensive network of girl and woman ambassadors

## **Holistic approach**

Here enabling environments, social support, knowledge and skills, facilities and services and products together can achieve the best results

## **Beauty**

No more taboos and stigmas! we want to change the conversation about periods and offer attractive and stylish products

## **Choice**

Ensuring that girls can make informed decisions about how to manage their periods, "she decides, we provide"

## **Innovation & research**

To put low cost and high tech products at the service of all women and girls

## **Sustainability**

Because we do not want to be forced to choose between menstrual hygiene and the environment

We want to put MELA in the hands of every Ethiopian girl and woman, so they do not miss any more education, social and work opportunities.



Do you want to  
be part of this  
revolutionary  
social business?

Visit our website  
**[www.melaforher.com](http://www.melaforher.com)**

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