



**NAFDAC
CERTIFIED**



ALORA REUSABLE PADS

INNOVATIVE, SUSTAINABLE
ECONOMICAL MENSTRUAL
HEALTH & HYGIENE SOLUTION

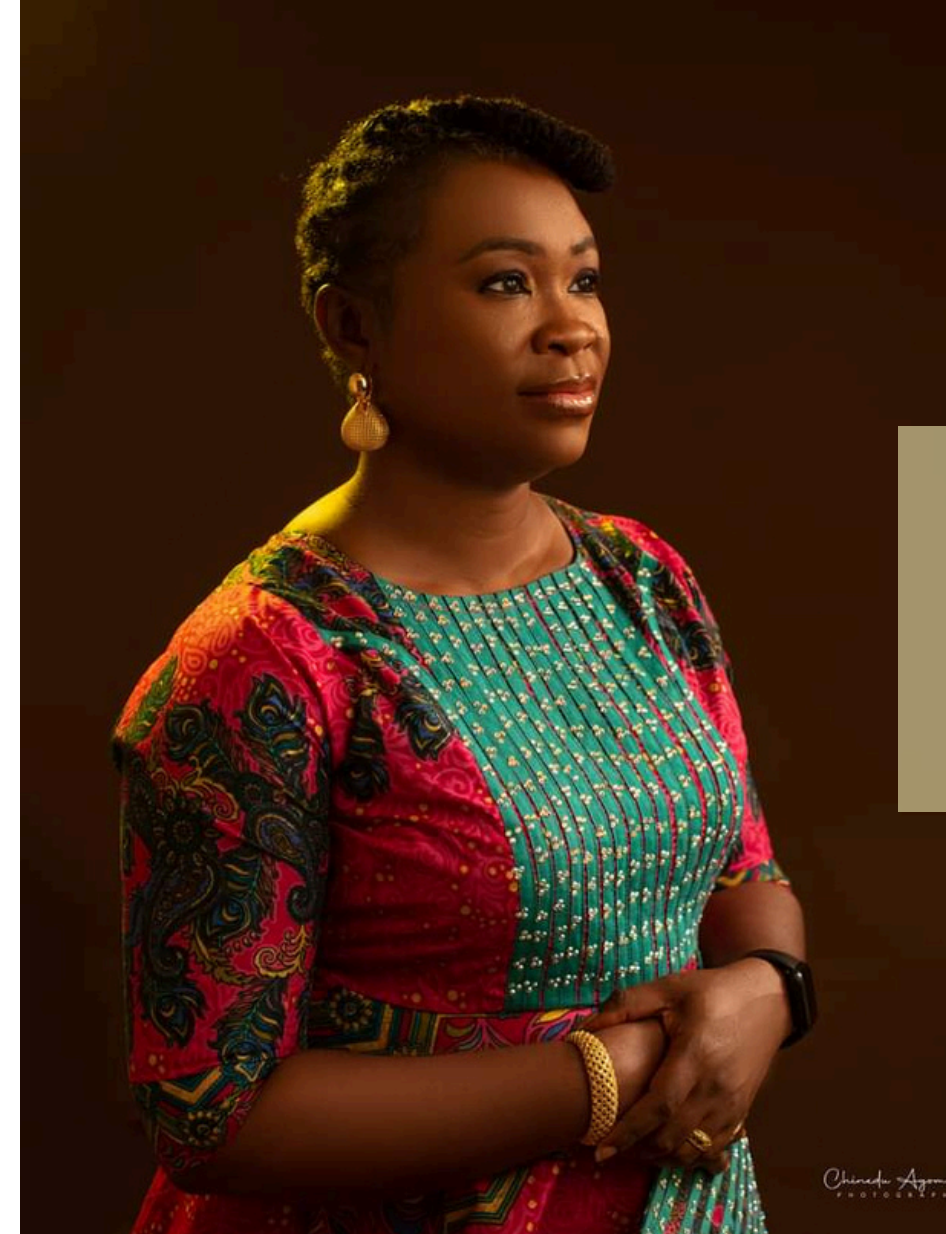
TEAM MEMBERS



SARAH KUPONIYI
Founder & CEO



OLATUNDE VICTOR ADEOLUWA
Production Manager



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Gender Consultant



INTRODUCTION

Welcome to Alora, where sustainability meets comfort. Our reusable pads offer an eco-friendly alternative to traditional disposable pads, providing women with an economical and comfortable menstrual solution while reducing environmental impact.





PROBLEM WE ARE SOLVING

In Nigeria, over 30 million women and girls face the dire challenge of limited access to proper menstrual hygiene products due to poverty and the high cost of disposable pads. Despite a thriving feminine hygiene market, this underserved demographic resorts to unhygienic practices, representing an untapped market opportunity. Our direct regional market consists of 20 to 26 million rural women and girls of menstruating age, with a national market projected at \$779 million by 2025.

The absence of proper menstrual products leads to increased school absenteeism, decreased productivity, and heightened vulnerability to Gender-Based Violence. Desperate for pads, some resort to engaging in transactional sex with older men, resulting in early pregnancies, abortions, HIV/AIDS, and other sexually transmitted infections. This dire situation underscores the urgent need for accessible, affordable, and sustainable menstrual hygiene solutions to safeguard the health, education, and dignity of women and girls across Nigeria.



Current Alternatives



Soft Tissue Paper



Used and Re-usable Rags



Pieces of Fresh Leaves – Believed to have Medicinal Effect



Pieces of Papers





Alora

REUSABLE PADS

MISSION & VISION STATEMENT

MISSION

At Alora, we are on a mission to address the lack of access to menstrual sanitary supplies by providing innovative, sustainable, and affordable menstrual solutions.

VISION

Our vision extends beyond products; we envision a society where menstrual health is a source of empowerment, education is unhindered, health risks are minimized, and social stigmas are replaced with open conversations.

OUR COMMITMENT TO QUALITY

Each Alora pad is meticulously crafted with quality and sustainability in mind. We source eco-friendly materials and prioritize ethical manufacturing practices to ensure that our products meet the highest standards of excellence.



WHY CHOOSE ALORA?



ENVIRONMENT FRIENDLY

- Reduce your carbon footprint with our reusable pads, which eliminate the need for single-use disposable pads, reducing waste and conserving resources.
- **Customizable Absorbency:** Our pads come in a variety of absorbency levels to suit your individual needs, ensuring maximum protection and peace of mind during your menstrual cycle.

COMFORTABLE & BREATHABLE

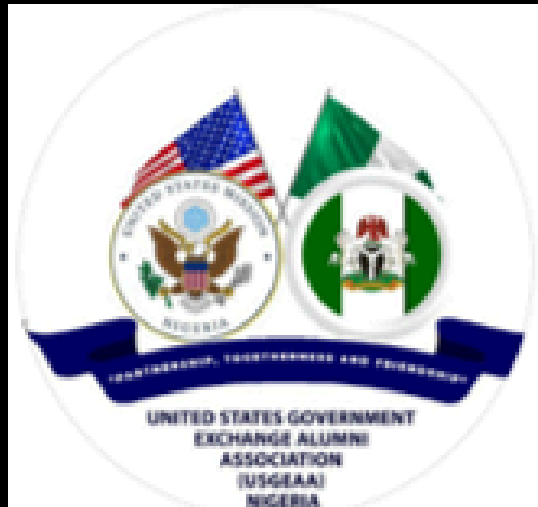
- **Comfortable and Breathable:** Made from soft, breathable materials, Alora pads offer superior comfort and protection, allowing you to go about your day with confidence.
- **Easy to Clean:** Simply wash and reuse! Alora pads are easy to clean and maintain, with care instructions included to help you extend the lifespan of your pads.

ECONOMICAL

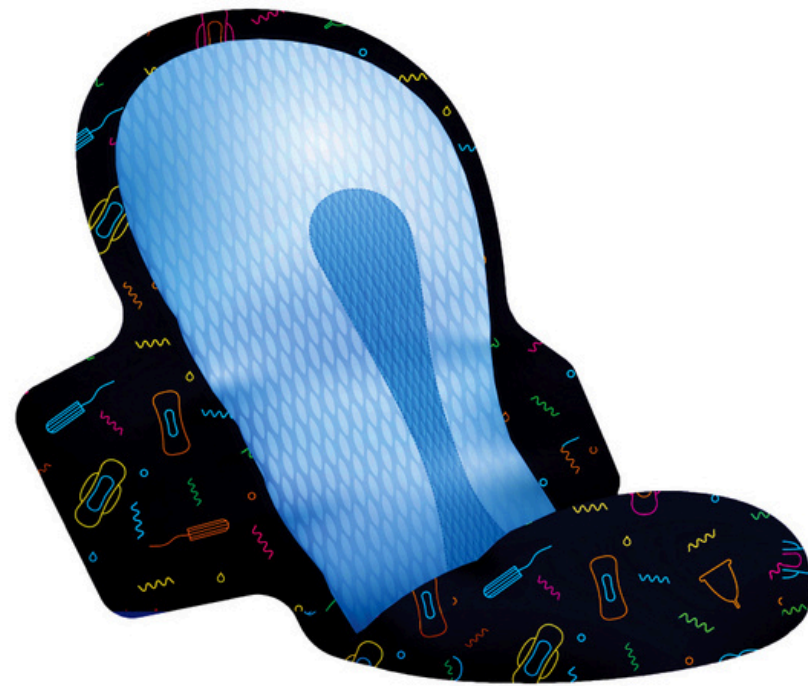
- Save money in the long run by investing in reusable pads that can last for years with proper care, eliminating the recurring costs associated with disposable pads.



Our Corporate Clients & Partners is a testament of the success of our business model & impact



USER INSTRUCTIONS



HOW TO USE

- Place the pad into the underwear with the rectangular design facing up and fasten the pad beneath the pant with the fastener.

HOW TO WASH

- Soaking- Soak your used pads in cold water for about 40 minutes before washing them in hot water.
- Rinse used pads completely to remove blood before actually washing them with soap or detergent.
- You can either hand- wash or machine- wash your rinsed-out cloth pads, but do use warm water.
- We recommend drying them in direct sunlight
- After drying, store them flat so that they don't lose their shape. After this, it's time to store them in their bags till you need them next month.



Place pad tags side down on your underwear.

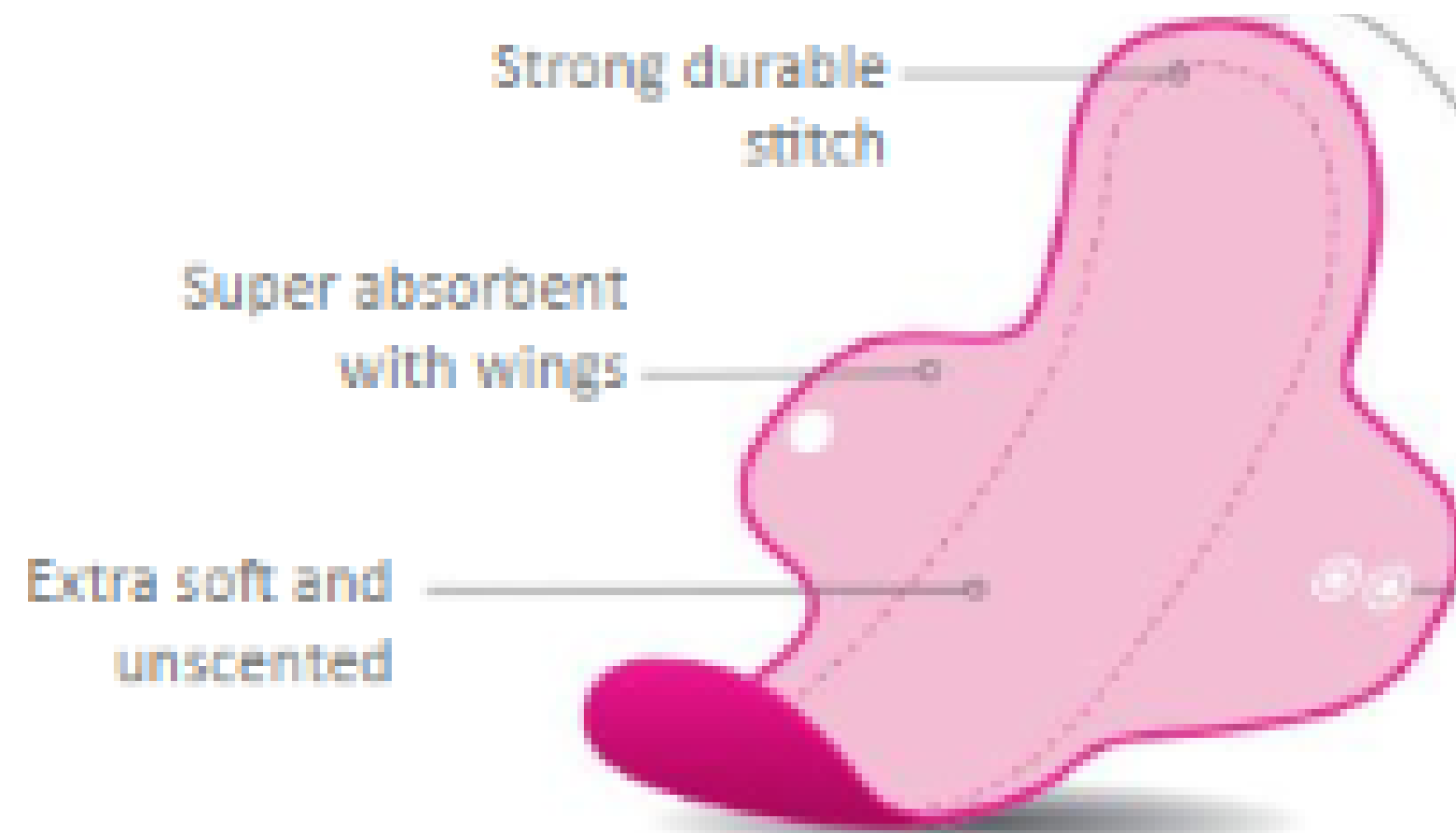
Wrap wings around panty gusset.

Fasten the snaps securely.

For more information, Contact alorapads@gmail.com
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   @Alorapads





PRODUCT FEATURES

- Ultra-soft, breathable fabric
- Absorbent core for leak protection
- Snap-on wings for a secure and comfortable fit
- Available in various sizes and absorbencies
- Stylish designs for added flair





OUR SOCIAL IMPACT - USER FEEDBACK

“Adepeju”, a single mother of three girls 12, 15 & 18 respectively tells us how buying Alora Pads for her girls have saved her more money...and can now afford to pay for their educational needs...





CONTACT US

**Make the switch to sustainable menstrual hygiene today
and join the Alora community!**

**Together, we can make a positive impact on the planet
while embracing comfort and convenience in our daily
lives.**

For more information, Contact alorapads@gmail.com
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**THANK
YOU**