



The menstrual cup has become a global success. Now, the Danish company behind it will revolutionize more essential habits

OrganiCup made the menstrual cup go mainstream and sold close to 2 million cups worldwide. Now, the Danish company changes its name to AllMatters — and expands its business to include even more easy-to-use, sustainable and recyclable personal care products.

Danish start-up AllMatters (formerly OrganiCup) revolutionized a conservative menstrual market which had stood still for the past 50 years. They succeeded in making the sustainable and reusable menstrual cup a worldwide alternative to disposable pads and tampons. As a result, they and their users have saved the planet 1,300 tonnes of waste.

At the same time, AllMatters created a strong global community that openly discusses menstruation and the availability of menstrual products for women around the world. AllMatters works with 60 NGOs and health organizations in 27 countries to break down taboos around menstruation. The company also donated over 30,000 menstrual cups to women with limited access to menstrual products.

The company has made everyday life easier for millions of women around the world. Now, AllMatters will once again challenge the status quo around everyday habits when they launch water-free personal care products.

“Together with our community, we used a small cup to fight an enormous stigma. We made many people realize that menstruation is a beautiful and natural part of our lives. We changed people’s habits and replaced disposable products with a sustainable alternative. We want to continue to do this in areas beyond menstrual products; there are many essential habits that can be challenged and changed,” says Gitte Dalberg-Larsen, co-founder of AllMatters.

With the name change from OrganiCup to AllMatters, the company gets the mandate to develop products beyond the menstrual cup.

“We want to help people make small changes to their daily routines that make a big difference. That’s why we think the name AllMatters suits us really well,” says Gitte Dalberg-Larsen.

Water-free products are the future

With the launch of new water-free products — for now, a hand wash and a body wash — AllMatters is jumping on the bandwagon of revolutionary products that are gaining ground all over the world.

Several trend reports* have predicted that water-free products will be one of the biggest trends in 2022. For AllMatters, there are several reasons that explain why it makes sense to produce personal care products that only need water once they’re in consumers’ hands. Personal care products often consist of 60-85 percent water and are stored in disposable packaging that’s shipped around the world. If you cut out the water, you can reduce the amount of packaging — and minimize the CO2 emissions that result from shipping.

AllMatters has developed a gentle soap in powder form. When customers bring it home, they can easily mix it with water in the recyclable aluminum bottle that it comes with. The bottle reduces the number of disposable products people have in their bathrooms. In the long run, AllMatters will also produce gentle cleaning agents that only need water once they're in consumers' hands.



„It has always been about more than the menstrual cup for us. We want to make it easy for people to make a difference for the planet in their daily lives. Making the sustainable choice shouldn't be difficult: it should be simple and a no-brainer. Every little change matters,“ says Gitte Dalberg-Larsen.

About AllMatters

The Danish company with approximately 20 employees was founded in 2012 under the name OrganiCup. Since then, it's managed to sell close to 2 million recyclable menstrual cups in more than 40 different countries and 7,000 stores. AllMatters also engaged in the social movement to break down taboos around menstruation worldwide and donated over 30,000 menstrual cups to women with limited access to menstrual products. AllMatters' purpose is to enable people to make changes to their everyday routines that make a difference for the planet.

Facts:

- AllMatters works to de-stigmatize menstruation across the globe and fight period poverty. The company does this through many initiatives, such as TABOO: Global Periods — a project which focuses on the implications of menstruation for teenagers around the world. In addition, they collaborate with nurses and gynecologists in Denmark, and work with more than 60 NGOs and health organizations in 27 countries.
- Through a project called CampusCup, AllMatters works with American educational institutions to reduce their use of disposable menstrual products
- AllMatters has donated over 30,000 menstrual cups to people in vulnerable parts of the world. The company also taught people how to use the cups.
- In two years, one AllMatters menstrual cup can save the globe 528 disposable pads and tampons per user. AllMatters' menstrual cups have already saved the planet 1,500 tons of waste from disposable pads and tampons.
- AllMatters is now expanding to sell water-free personal care products. Ordinary care products consist of about 60-85 percent water, which increases the carbon footprint that results from transporting products around the world. AllMatters' new powder-to-foam products are made water-free; they only need water once they're in consumers' hands. Moreover, the products come with recyclable, beautifully designed aluminum bottles; in contrast to disposable packaging, these can be used again and again.
- Later, AllMatters will launch reusable menstrual underwear and water-free home care products.

* <https://www.thezoereport.com/beauty/waterless-beauty-products-may-just-be-the-future-of-the-industry/>
<https://www.cbinsights.com/research/report/beauty-trends-2021/>