THE SOLUTION

THE NOBLE CUP

The flexible bell shaped cup is folded and inserted into the vagina, catching menstrual fluid.

The cup can be removed, emptied, rinsed and re-inserted.

- Time saving & Cost effective
- Can be safely worn for up to 12 hours.
- Eco-friendly medical grade silicone
- Can be reused for 5 years
EVERY SISTER
EVERY MOTHER
EVERY FRIEND
EVERY DAUGHTER
EVERY ETHNICITY
EVERY TRIBE
EVERY COUNTRY
EVERY RELIGION

EVERY QUEEN BLEEDS.
25% of girls in Ethiopia do not use any MHM products to manage their periods and isolate themselves during menstruation.

54% of respondents were not able to discuss menstrual issues due to:
- Fear (30.6%)
- Shame (20.8%)
- Taboo (17.3%)
- Religious reasons (4.9%)

70% of girls does not have access to disposable pads due to their high cost.

95% of school girls noted they did not have access to safe toilet facilities with water access in their schools.
HOW DOES IT WORK?
Noble Cup answers the needs of Ethiopian women by combatting the emotional, financial and achievement toll associated with menstruation, and making life while bleeding easier, safer and more productive.
• 9 units - Current annual average of commercial menstrual product use for most Ethiopian women

• Potential growth to 7-9 Billion MHM units per year. Increase to 310 units per woman annual use in line with current consumption rates in the US or China

• Despite 84% of Ethiopia’s population living in rural areas, approximately 80% of the commercial market is limited to Addis Ababa, with limited to no coverage in rural areas.
Having a period once a month is not a luxury. Having period products shouldn't be, either.
Develop a trusted mark of quality & public safety.

Break the stigma and change the cultural taboo surrounding menstrual health.

Expand distribution across Ethiopia, then the continent.
"AT THE BEGINNING IT WAS SCARY, BUT IT WORKED, IT’S SO COMFORTABLE. NOW I DON’T NEED TO BUY PADS EVER AGAIN."

● Haymanot, 22, Dilla Medical University
Come Say HI at the NOBLE CUP booth downstairs!

www.noblecup.org