

No Ordinary Rules Apply: get to know NORA, the reusable period wear brand

We spoke to Sarah Clark is CEO of the Frugi Group - of which NORA is a part - about the importance of reusable period wear, the manufacturing challenges, and meeting the needs of the environmentally conscious.

What was the catalyst for launching NORA?

NORA was born out of the need to create the perfect solution to end the negative and wasteful cycle of disposable period wear. NORA is a forward-thinking period wear brand targeted towards a young and passionate Gen-Z audience who not only care about our planet, but also about gender equality and other relevant social issues today.

Given the pressing concerns about climate change, consumers have sustainability at the forefront of

their minds.

It's shocking to know that the disposal of single use menstrual products generates 200,000 tonnes of waste per year in the UK alone – just one disposable pad can sit in landfill for 500 years – and so reusable period products have never been more important for the health of our planet.

NORA appeals to the growing *eco-minded* and planet-friendly consumer who is determined to make the switch from disposables to reusables not only to cut back on unnecessary waste going to landfill but to reduce overall plastic production as well.

What is NORA?

NORA promises to be a movement for change – a change in how we treat the planet and how we treat one another. With a sleek range of reusable liners and pads, period cups and period pants, this forward-thinking brand is primed to foster a community who believes in uniqueness and individuality regardless of gender, age, ethnicity, or sexuality.

NORA aims to break this negative cycle, creating a solution for period wear where 'No Ordinary Rules Apply'. The NORA range is soft, easy-to-use, and super absorbent, ensuring effective use throughout the menstrual cycle. As comfort, performance and hygiene are a priority, the range includes features that ensure confidence as well as sustainability.

NORA's pads are slimline and contoured to fit the body, as well as having waterproof clever binding construction to guard against leaks. Manufactured in NORA's Glasgow factory, 100% of the range's waterproof materials are made from recycled fabrics. The single pads and Try Me Kits allow consumers to find the perfect solution for them before making the switch to sustainable period wear.

NORA launched to consumers on an ultra-modern, Shopify website. The fast, unique, mobile-first design will make it easier for users to explore and buy direct from the website. NORA will also be available to purchase from Ocado and independent retailers.

How has the business evolved since its launch?

NORA launched on 9th June 2022, so this is a very exciting time for the brand as we start our journey of becoming a movement for change and go-to reusable period wear solution!

How are you funded?

NORA, as part of the Frugi Group, is backed by True, a B-Corp registered private equity company aimed at reshaping business as a force for positive change and showing the world a better way to succeed.

What has been your biggest challenge so far?

Finding the right fabrics for each layer of the NORA pads was a significant challenge and we spent many months researching and testing the right fabric combinations. We specifically needed a waterproof layer and an absorbent core to maintain absorbency long term as well as a top layer that feels soft against the skin but also keeps the blood locked in the core for maximum comfort.

The unique combination was a design challenge but we got there in the end with recycled and sustainable materials. The fabrics we chose have history – the waterproof and absorbent layers have been tried and tested in TotsBots reusable nappies for years, so we know how well they work. The top layer was developed by our fabric supplier and has bamboo charcoal ionised in the non-recycled part of the fabric which helps give it the 99% anti-bacterial properties.

How does NORA answer an unmet need?

It's a sad reality that periods, with the continued use of disposable pads and tampons across a person's lifetime, are having an unsustainable and noticeable negative environmental impact on our planet.

One person alone will use an average of 12,000

disposable period products through their lifetime.

In the UK the disposal of menstrual products generates 200,000 tonnes of waste, much of which will end up in landfill, taking over 500 years to decompose. NORA wants to help eliminate this waste, offering a sleek range of reusable period wear products that you throw in the wash, not in landfill.

On top of this, the ongoing manufacturing processes of disposable period products use chemicals like resins, binders, and bleaching agents, and just continue to add more and more plastics into the product cycle.

NORA is an affordable, modern solution to prevent both these issues. All NORA period pads and period pants have gone through a rigorous sourcing and manufacturing processes to ensure they are OEKO-TEX® certified, meaning they do not contain toxic chemicals. That way, NORA is gentle on bodies, as well as the planet.

Sarah Clark is CEO of the Frugi Group, which launched [NORA](#).

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