

Name OHNE
 Website ohne.com
 Year Launched 2019
 Area Menstrual Health



OHNE is an organic period product subscription service, challenging the menstrual health industry and reshaping the way people shop for their period products. OHNE certified by the leading organic certifying body in the UK, The Soil Association.

OHNE is focused on the sub-goal 12.5 by offering a plastic-free alternative to the traditional period products. At OHNE, 65% of all period products are manufactured at a hydroelectric plant, and all tampons are 100% organic and biodegradable, including their packaging.

OHNE is the only brand supporting people throughout their entire cycle, offering support well beyond the period and being there for customers through content, community, and hyper-personalised support.

OHNE also contributes to sub-goal 3.7 by offering 100% organic cotton period products, customised to each customer's unique cycle length, delivered in letterbox-sized packages right before they need them.



IMP Analysis

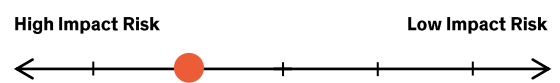
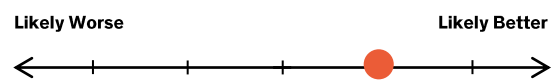
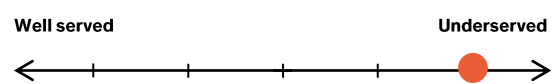
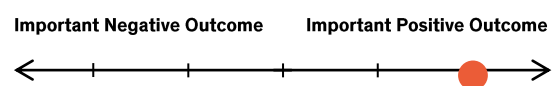
What: The most important outcome of OHNE is the decreased usage of plastic- and chemical-free period products by women each month. The more OHNE products are used, the less plastic waste exists from feminine hygiene products that end up in landfill and oceans.

Who: The impact of OHNE is environmental at its core. While any woman can benefit from customised, organic period products, the outcome metric most significantly affected by OHNE's success is the underserved planet, through more responsible consumption and production of period products.

How much: The impact of OHNE is represented by tonnes of plastics saved as a result of consumers switching to their product. A key proxy is the number of period products sold – pads, tampons, cups, discs.

Contribution: There are other organic brands in the market that are providing similar products to that of OHNE. The planet is underserved in terms of organic alternatives to plastic-based products at scale, so OHNE's contribution is still likely same or better, and will improve as OHNE (and any competitor) achieves scale.

Impact Risk: OHNE faces a Drop-Off Risk, due to the subscription nature of the revenues, which means that women can replace OHNE by another incumbent (plastic-based) at any point in time. OHNE also faces an Alignment Risk, if add-on products that have no or low environmental impact become the majority of products sold by the Company.



● Today ○ Projected

Conclusion

According to the [IMP Framework](#), the impact classification of OHNE is a “B” (Benefiting Stakeholders) by offering a 100% organic cotton and biodegradable period products, including packaging, based on a subscription model and customised to each customer's unique cycle.