

— the — FLEX COMPANY

Fact Sheet

Website

flexfits.com

Social

facebook.com/Flex

twitter.com/Flex

instagram.com/Flex

tiktok.com/@weirdflexbutok

youtube.com/TheFlexCompany

Launch date

October 2016

Location

Venice (Los Angeles), California

Notable Investors

Circle Up

Amplify.LA

BOW Capital

Halogen Ventures

Ellen Pao

Paul Buchheit (creator of Gmail)

Quest Venture Partners

Y Combinator

Team

40 employees

Snapshot

The Flex Co. creates innovative period products that are better for menstrual health and the environment. The Company is known for its period products, including its namesake Flex Disc, Softdisc®, and Flex Cup™.

The Flex Co. exclusively manufactures its patented products in the United States and in Canada. Its products are sold online and through major retailers in the United States with more than 25,000 points of sale.

Led by Founder & CEO Lauren Schulte Wang, The Flex Co. team is working to create life-changing experiences through the products they make and the conversations they spark.

Created by Customers for Customers

Lauren had been suffering from yeast infections caused by her use of organic tampons for 15 years and was seeking a better solution. In 2014, she started hosting monthly dinners at her San Francisco apartment to ask her friends intimate questions about their periods. Most of her guests shared that they hated their periods.

Weekly dinner conversations turned into a movement. Today Flex takes feedback from everyday customers to develop new product ideas. Through its quickly-growing research arm, **The Uterati** — a community of close to 15,000 humans invested in improving the future of period products — The Flex Co. proactively asks questions, invites feedback and listens to its customers.

Global Market for Period Products

Expected to reach \$42.7B by 2022¹

¹ https://www.researchandmarkets.com/research/9nnpv6/world_feminine

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FOUNDER BIO



Founder and CEO Lauren Schulte Wang launched The Flex Co. in 2016 with the dream of transforming the lives of people with periods. After suffering from chronic yeast infections for 15 years related to tampon use, it dawned on her that it was time to change the status quo — not just for herself, but for menstruators everywhere. She set out to create period products that were more innovative, sustainable, and made for the 21st century.

Lauren frequently speaks on the topics of women's health and entrepreneurship, and has been featured in TechCrunch, OZY, The New Yorker, WIRED, The Washington Post and NPR. Before founding Flex, she spent over a decade building leading consumer brands for companies including Coca-Cola, Upwork and IBM. Lauren is the first in her family to graduate college, working full-time while earning her business degree from Georgia State University. Follow her on Twitter @lmschulte and Instagram @laurenschultewang.

PRODUCTS

The Flex Co. stands behind the quality of its products. All Flex products are FDA compliant, hypoallergenic, vegan, and made **without** BPA, phthalates, and natural rubber latex. They are exclusively manufactured on Flex's proprietary equipment in the United States and Canada.

Flex Disc™

Menstrual discs are the longest wear disposable period product on the market with up to 12 hours of comfortable protection.

- Flex ComfortSeal™ technology molds to the unique shape of the user, blocking leaks
- Can be worn during sleep, swimming, and vigorous exercise
- Can be worn during intercourse for mess-free period sex due to its unique shape and positioning
- Reduces cramps in up to 60% of users
- Reduces vaginal dryness in up to 80% of users
- Convenient disposal for on-the-go, yet reduces waste by 60% compared to traditional products
- One size fits all
- Made in Canada

Flex Discs are not a contraceptive nor will they protect against sexually transmitted infections.

Flex Cup™

Flex Cup™ is the only menstrual cup in the world that can be removed the same way as a tampon due to its patented pull string design.

- Patented ReleaseRing™ stem makes Flex Cup the only design made to help everyone finally remove their cup as easily as pulling a tampon string; simply place a finger into the soft loop on the stem and tug to effortlessly break the cup's seal without the cup getting stuck
- The only menstrual cup with a customizable, ultrasoft stem that can be made shorter or longer to fit every body type
- Inclusive design was inspired by inventor Jane Hartman Adamé, who was unable to remove her menstrual cup due to her loss of mobility in her early 20's after the onset of a rare, debilitating genetic connective tissue disorder, Ehlers-Danlos syndrome (EDS)
- Designed to be the easiest cup to insert and remove for both beginners and experienced cup users of all ages
- Can be worn for up to 12 hours
- Stain-proof and lasts for years when used as directed
- Can be worn during sleep, swimming, and exercise
- Made in California from 100% medical grade silicone
- Available in two sizes