



INTERNATIONAL INC

Media Kit

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Diva International Fast Facts

Who are we: Maker of the **DivaCup®** and **DivaWash®**.

Where we sell: Over 35 countries including US, Canada and Mexico.

When did we start: 2001

Head office: Kitchener, Ontario, Canada

Type of company: Privately owned, Consumer Packaged Goods (CPG).

Company size: Under 50 employees.

Industry Leader: The DivaCup is the top selling menstrual cup in the world.

Growth: Over the last three years Diva has experienced double-digit growth, selling over one million cups annually worldwide.

Leadership: CEO and Co-Founder Carinne Chambers Saini. Executive Director Rick Saini.

Corporate Social Responsibility: **DivaCares®**.

Mission: To be the most loved brand in our industry.

Vision: We provide solutions that help people live life without limits.

Challenge the period status quo.

At Diva International Inc. (Diva), we manufacture the [DivaCup®](#), a revolutionary, industry-disrupting period care product sold in over 65,000 North American retailer outlets. Outside North America, DivaCup is available in over 35 countries and counting.

So, what's the DivaCup?

It's the economical, eco-friendly and leak-free way to experience total period comfort – the brainchild of our co-founders, Francine Chambers and her daughter, Carinne Chambers-Saini.

In a landscape of disposable tampons and pads filled with plastics and other undisclosed ingredients, this mother-daughter duo dreamed of a better way to period – of something innovative and of the highest health standards. Something that provided more comfort, more protection, more freedom. Something made of an ingredient that was tried and true, compatible with the human body – 100% medical grade silicone.



It took 11 years for DivaCup to get its first mainstream distribution deal – but now it's here to stay and is the #1 selling product in its category on Amazon, as well as the fastest growing sanitary protection SKU in North America! The DivaCup isn't something you can *only* find in a health food store anymore. It's available wherever menstrual care products are sold, and it's transforming the period experience.



DivaCup®

- Three model sizes for different life stages
- Reusable and leak-free for up to 12 hours
- 100% medical-grade silicone, with no latex, dyes, rubber, plastic or BPA
- Ultra-hygienic, comfortable and convenient
- Economical and eco-friendly
- Cruelty-free and vegan
- Made in Canada

DivaWash®

- Made only of 100% plant-based ingredients
- Naturally pH balanced
- Fragrance-free formula; ideal for sensitive skin and the silicone of your DivaCup
- Cruelty-free and vegan
- Made in Canada

The case for reusable menstrual care:

- More than 12 billion pads and tampons are used and disposed of annually.
- Menstrual product waste over a lifetime: 250-300 pounds.
- Product use over a lifetime: Between 12,000 and 15,000 pads, tampons and panty liners.
- Average annual cost for menstrual care when using disposables: \$70.

On the other hand...

- A DivaCup can be used for up to one year, making it eco-friendly, economical and super-efficient.
- Comfortable and convenient.
- DivaCup MSRP: \$39.99, leading to cost savings.
- 91% of DivaCup users report that they prefer the DivaCup over traditional products and would recommend it to others.

Don't take our word for it...

DivaCup has a combined social media following of over **1,000,000 fans**.

"Between running my own business and travelling 24/7, the DivaCup is a game changer. I have total freedom. Best invention ever!"

~Toby, DivaCup user

"The DivaCup allows you to get personal with your period, empowers you with self-knowledge and helps you learn to love your flow."

~Sarah Nicole Landry, @TheBirdsPapaya

"DivaCup is not just a product, it's a revolution in how I practice, compete and travel while on my period. As a professional athlete, I will never forget the first time I wore a DivaCup. At the end of the day, I just kept thinking 'Wow, this is what freedom feels like.'"

~Layshia Clarendon, Connecticut
Sun Point Guard, WNBA



Average number of disposable products diverted annually from landfills through DivaCup use:
240 million.



@thedivacup

@divaintl

Where to find us:

Visit divacup.com to find a store near you, or buy online!



Beyond the cup

We know, the DivaCup is a game-changer. But we're so much more than just our products. We've come a long way. What began as an idea, became a product that started an Inner Revolution that has taken the world by storm. We've gone from underdog to top dog. From a local company to a global one. And we're just getting started.

- We're advocates for menstrual health and education.
- We're environmentally-focused global citizens, providing education and awareness to help decrease the menstrual carbon footprint.
- We're period warriors, fighting for menstrual equity through our corporate social responsibility program, [DivaCares](#).

DIVACARES™

Since 2003, Diva has supported those in need with period products, financial gifts, in-kind marketing support and advocacy. In 2019 we officially launched [DivaCares](#), our corporate social responsibility program, to help expand our impact even further through DivaCares, we are propelling the menstrual equity movement forward.

We want to create a world where menstruation is a fact of life, not life-limiting. Over the last two years alone, we have donated 30,000 DivaCups to help people who menstruate, supporting 360,000 periods. By April 30, 2021, we've committed to donating an additional 15,000 DivaCups.

Our documentary film Pandora's Box, produced in partnership with MediaOne, tackles the issue of period stigma and period poverty around the globe.

For more information, please visit pandorasboxthefilm.com.

We're innovators, disrupters and boundary-pushers. As a Certified B Corp, we are motivated not by profit, but by the people whose lives we are transforming with our menstrual health innovation. Diva International will continue to proudly defy convention in everything we do. We'll lead, never follow. Be the voice most heard, and respected.

Elevating the work of others:

We provide our financial support to social and environmental causes that align with our values, in Ontario, throughout Canada and across the world. Some of the organizations we've supported in the past include:



Periods supported through
DivaCares donations:
Over 360,000.



Awards & Recognition

Diva International's awards reflect rapid growth and innovation – a complete disruption of the menstrual product category as it existed 20 years ago.

Rapid Growth



Company Culture



Entrepreneurship



Telus Trailblazer Award (2019)



EY Entrepreneur of the Year - National Citation: Industry Disruptor (2016)

Environmentally Sustainable



Diva's COO, Roxanne Law recognized as one of Canada's Clean50 Contributors to Clean Capitalism (2019)



Ethical and Environmental Responsibility - Green Initiatives (2019)



EY Entrepreneur of the Year (Ontario) - Sustainable Products (2016)

Designations and Certifications

Clearing a menstrual cup for sale in over 35 countries, while adhering to the highest quality standards, is no small task, but it's our priority. The DivaCup is recognized as an exceptional menstrual care product, certified as one of the best menstrual cups on the market, reflecting our high-quality standards as a global leader.



Diva is the world's first ISO- and B Corp-certified menstrual cup manufacturer. Our B Corp certification means that we uphold the commitment **to use our business as a force for good**, helping people and the planet. In addition, we're cleared for sale as a registered medical device by Health Canada and the US FDA, Digemid from Peru and in Mexico through COFEPRIS, helping to give our consumers the peace of mind they deserve.

Headlines

[The crusade for menstrual equity](#)



[DivaCup aims to start a period revolution – Strategy Online](#)



[Menstrual cups are just as safe as tampons – here's how they work – Global News](#)



[This Fight Is Our Fight: How Diva International is taking on period poverty – Ms. Magazine](#)



[The Best Menstrual Cups on Amazon, According to Hyperenthusiastic Reviewers – New York Magazine](#)



[How Long Do Menstrual Cups Last? – Romper](#)



News Releases

[Kitchener-Based Diva International Inc. Recognized as One of Canada's Greenest Employers for 2020](#)

[Diva International Reinforces Commitment to Support Consumers and Communities During COVID-19 Crisis](#)

[Diva International announces unique menstrual education partnership with Plan International Canada to reach Indigenous youth—January 2020](#)

[Carinne Chambers-Saini receives RBC Canadian Women Entrepreneur Award for 2019 – November 21, 2019](#)

[Diva International executive Roxanne Law recognized as one of Canada's Clean16 – October 3, 2019](#)

[Diva International ranks #272 on the GROWTH 500 – September 12, 2019](#)

[Diva International tackles period poverty with its new CSR initiative, DivaCares – June 4, 2019](#)

[DivaCup introduces new menstrual cup size – Model 0 – April 15, 2019](#)

[DivaCup asks consumers to “join the Inner Revolution” – February 21, 2019](#)

[Diva International celebrates B Corp Certification – April 30, 2018](#)

[Diva International Inc., Lead Sponsor of the World's First Menstrual-Activism Conference – October 16, 2017](#)



Leadership

Carinne Chambers-Saini, CEO and Co-Founder



CEO of Diva International Inc., makers of the DivaCup, Carinne Chambers-Saini knew from an early age that she wanted to follow in her mother's footsteps, both as an entrepreneur and an advocate for women's health. As a teen in the 1960s, her mother Francine was frustrated with the menstrual products available and knew there must be a better solution to handling her period.

In 2003, after Carinne graduated from Wilfrid Laurier University's Honours Bachelor of Business Administration program in Waterloo, Ontario, Canada, she turned away corporate offers and instead joined forces with her mother to develop the DivaCup, a modern redesign of a relatively unknown concept that dated back to the 1930s.

The duo started Diva on a shoe-string budget, working from their kitchen table as they faced an uphill battle to establish themselves in a male-dominated industry. Their product often rejected by industry experts as an unwanted threat to the disposables. But they pushed on.

Seventeen years later, DivaCup has completely innovated the industry, taking the concept of menstrual cups from niche to mainstream. As Diva International's CEO, Carinne and her company have received notable recognition, winning EY's Entrepreneur of the Year Award for Sustainable Products and EY's Special Citation Award for Industry Disruptor. In 2017, Carinne was also the recipient of Canada's Top 40 under 50. Most recently, Carinne received a 2019 RBC Women of Influence TELUS Trailblazer award, in recognition of her industry-disrupting work with Diva International. Today, Carinne is a sought-after speaker and panelist at industry events and business conferences.

"I want to motivate women to assert themselves – to find their unique voices and dare to follow their passion, facing down fear to fulfilling their true potentials. My hope is they will be inspired by our story – take chances and never give up, even when they're up against all odds."

Instagram: [@carinne.chambers.saini](#)

Twitter: [@CarinneChambers](#)

LinkedIn: [Carinne Chambers-Saini](#)

Rick Saini, Executive Director



Rick joined Diva in the early days, supporting his wife Carinne in all areas of the business. Today, as Executive Director, Rick oversees the company's strategic planning, marketing, advertising, operations, and human resources. He also directs Diva's capital investments, new products, partnerships, and acquisitions. He brings over 20 years of experience in a variety of industries including transport, real estate and investments.

Roxanne Law, Chief Operations Officer



Roxanne joined Diva in 2012 and has since then grown in her role to oversee finance, logistics, consumer care, inventory management, purchasing, manufacturing and innovation. Roxanne also oversees domestic and international regulatory compliance and ISO/quality control matters. As the company has expanded into 30+ foreign markets, she has written Diva's international medical dossiers, as she is certified in ISO internal auditing and global regulatory affairs. Passionate about environmental and human sustainability, Roxanne led Diva International through the B Corp certification process. She has since been recognized as one of Canada's Clean50 Contributors to Clean Capitalism in 2019 for her sustainability leadership at Diva International.

Kelly McGregor, Vice President Marketing



Kelly joined Diva in 2018, overseeing the Marketing and Communications team. Throughout her marketing career, she has served as a Marketing Executive at leading CPG companies including Nestle, Kraft, Ault Foods Ltd., Agropur and Beam Suntory. Most recently, she drove the marketing strategy for organizational growth for Diva by launching the Model 0 cup and the successful rebranding of the DivaCup that has inspired women globally to "join the Inner Revolution."

Annette Levean, Human Resources Manager



Annette joined Diva in 2016 and has been practicing HR since 2001. She has a wide variety of experience in HR and has worked in both the public and private sectors. Annette is proud to have led Diva in achieving recognition as one of Waterloo's Top Employers and Canada's Top Small & Medium Employers in its first application attempt by advocating for HR initiatives that strengthen company culture and align closely with company values, objectives and structure. Annette is also a member of the Grand Valley Chapter of the HRPA and has been a Certified Human Resources Leader (CHRL) since 2016.

Don Gonder, Vice President Sales



Don joined Diva in 2017. Bringing decades of executive level sales and leadership experience to the organization, he has created a best-in-class business development team that focuses on sales and domestic and international distribution expansion, as well as establishing new multi-channel markets. Don has had a direct and indirect association with Diva International for more than 15 years, and the organization's position on improving people's lives and prioritizing environmental sustainability align very closely with his own values.