

Scotmid to stock 'Hey Girl' products



Scotmid stores across Scotland are now the proud stockists of the innovative Hey Girls products, which offer environmentally friendly products for woman, whilst simultaneously helping to

tackle period poverty.

The new partnership will see Scotmid offer its customers the full range of Hey Girls products with each product sold supporting the 'buy one give one' model; meaning that for every pack purchased, another is donated to a girl or woman in need in Scotland and across the rest of the UK. To date, Hey Girls has donated over 5.6 million period products across the UK.

The 14 stores that will be stocking the products are Leven Street, Warrender Park, Polwarth, Stockbridge, Bielside, Pilrig, Torphins, Saughtonhall, Culloden, Balloch, Ratho Station, Barnton, Ferry Road and Newport-on-Tay.

The fast growing Hey Girls brand was founded in Musselburgh just 18 months ago by Celia Hodson with the help of her two daughters with the philosophy that girls and young women should never have to compromise their wellbeing or their health. The Hey Girl products are chlorine and bleach free, so enable customers to exercise social and ethical responsibility when they shop the brand.

Hey Girls Senior Business Development Lead Becca Bell said: "Hey Girls are moving the menstrual product whispers out from the back of the bathroom cabinet and opening up conversations that debunk menstrual myths and taboos. Our partnership with Scotmid is a vital step towards allowing us to extend our message that no girl or woman should go without support towards their health and wellbeing when they need it most."

Kirsty George, Local Sourcing Manager for Scotmid said: "At Scotmid we are passionate about supporting Scottish businesses and ones that align with our strategy of being ethically focused and environmentally friendly, and the ethos behind the Hey Girls products offers our customers exactly that. We're really delighted that our stores across the country will be playing a part in helping to tackle such a prominent issue

such as period poverty. It's exciting that our customers will now have access to these brilliant products."