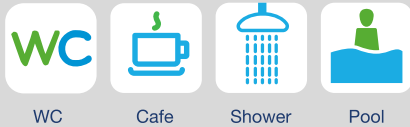




### Main findings



The places most important when it comes to hygiene concern are the WC, cafés, showers and public pools. Menstruation causes social discomfort for **more than 50%** of women in Brazil, China, Mexico, Russia, South Africa, and the Netherlands.

### Main findings

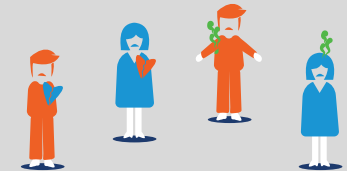


Women are believed to be almost **four times more** affected than men by poor hygiene in society. Women play a crucial role as change agents when it comes to hygiene standards.



**6 out of 10** female respondents feel that poor hygiene in public spaces limit their lives. **52%** of the women state that poor hygiene has made them refrain from using public restrooms. In Brazil, Mexico, China and South Africa, **more than 50%** of the women and men worry about falling ill due to poor hygiene.

### Main findings



**16%** of the respondents have ended relationships due to their partners' poor personal hygiene. In Brazil **24%** have done so, in Mexico **21%**. Telling someone about their poor hygiene is hard – only **13%** of the respondents have told a stranger if that is the case.

Internet is an increasingly important source for information on hygiene. **57%** of female and **54%** of male respondents use it to find information on personal hygiene. **78%** of all respondents use it to find general hygiene information.



At SCA we believe that everyone should be able to live their lives to the fullest. That is why we provide essentials for everyday life.

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SCA is a leading global hygiene and forest products company with brands such as TENA, Tork, Libero, Libresse, Lotus, Tempo and Vinda.

### Restroom habits

– What do you do when you go to the restroom (apart from the obvious)?

