

FOR IMMEDIATE RELEASE

# The **UN** MENTIONABLES

## **New Platform Makes Sex Ed Available for All**

RB, Durex, and The Unmentionables unveil innovative sexual and reproductive health resource

*October 18, 2018, Austin, TX, USA:* Global health company [RB](#) and its owned consumer brand [Durex](#) have joined forces with intimate health non-profit [The Unmentionables](#) to create an easy-to-use, comprehensive sexual and reproductive health platform. [UnFiltered](#) is a multi-level resource, introduced to the market to put the power of information and knowledge into the hands of millions via an accessible website and app, helping to reduce barriers to oftentimes stigmatized and taboo topics, anywhere in the world. It brings together information from experts on topics ranging from menstruation and reproductive anatomy to healthy relationships and LGBTQ+ sexual health, offering a valuable resource for both the general population and forcibly displaced communities.

RB and Durex's partnership with The Unmentionables began at the 2017 One Young World summit, with the aim of using Durex's existing brand equity and resources to educate people on sexual health topics. Not only does **UnFiltered** fill the gaps left by poor sexual education programs around the world, it was also designed with refugees and people on the move in mind, ensuring everyone has access to this vital health information, and a safe space in which to view it.

**"UnFiltered** is the first truly comprehensive sexual health education platform that prioritizes evidence-based health information in an engaging, user-specific platform, reaching users-- whether teens, adults, students, teachers, or community health workers-- with the information that is most relevant to them, in the ways that are most useful to their lives," says The Unmentionables Co-founder and CEO Kaleigh Heard.

While the platform is a solution for all ages and backgrounds, creating a resource that is practical for displaced populations was a key point for The Unmentionables. Only four percent of non-profit organizations working with refugee communities list sexual and reproductive health as a priority, but 89 percent of refugee women surveyed by the organization expressed interest in learning about their sexual and reproductive health. Born out of the desire expressed by refugee women for a discreet way to access such information, **UnFiltered** aims to provide potentially

life-saving information to some of the most vulnerable groups of people. Conscious that the majority of people on the move do not have access to computers, the mobile app and SMS service will be translated into multiple languages, making the information more universally accessible.

Learn more about [UnFiltered](#) by exploring the [web portal](#) or downloading the mobile app, available for both [Android](#) and [iOS](#) enabled devices. The official launch of **UnFiltered** will take place today, October 18<sup>th</sup>, at the [One Young World summit](#) in The Hague. Additional features will continue to rollout through 2019.

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#### **About RB**

[RB](#) is the global leading consumer health, hygiene and home company. Driven by a purpose to build healthier lives and happier homes, RB has operations in over 60 countries. From the foundations of wellness and infant nutrition, to the fundamentals of a hygienic home, our global brands help people live healthier, happier lives. RB has world leading Powerbrands which include household names such as Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite and Air Wick. RB's unique culture is at the heart of its success. Its drive to achieve, passion to outperform and commitment to quality and scientific excellence are manifested in the work of over 40,000 RB employees worldwide.

#### **About Durex**

Durex® is the #1 sexual well-being brand worldwide. The brand not only produces condoms which exceeds global testing standards, but also offers pleasure gels, lubricants and personal massagers. With over 80 years of experience in the bedroom, Durex is dedicated to inspiring lovers to love sex safely. That is why Durex will never stop innovating with new products that enhance the sexual experience, helping couples get closer and go further together.

For more information, go to [www.Durex.com](http://www.Durex.com)

#### **About The Unmentionables**

The Unmentionables is a non-profit organization committed to providing forcibly displaced individuals and communities around the world with safe and consistent access to sexual and reproductive health education, services, protection and empowerment programs, providing them the knowledge, tools, and skills to make well-informed decisions for their futures. Since 2016, The Unmentionables has reached 55,416 people through its work, providing 158,334 intimate health products and 366 education sessions.

The Unmentionables is a USA tax-exempt charity designated as a 501(c)(3) organization and registered charity in Canada. Find more information about The Unmentionables on the organization's [website](#), [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), or by emailing [info@theunmentionables.ca](mailto:info@theunmentionables.ca).

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