

Mooncup teams up with photographer Amy Currell to mark its 20th anniversary



Pioneering British brand teams up with a top London photographer to mark two decades of sustainable periods.

Leading British menstrual cup brand, Mooncup®, has partnered with top beauty and lifestyle photographer Amy Currell to create new photography fit for the pages of a fashion magazine. An accomplished still life photographer, Currell's photos are shot through a distinctively female lens, with each frame composed with thoughtfulness and grace.

Mooncup®, the world's first silicone menstrual cup, has been setting the standards for sustainable periods for 20 years. By perfecting the silicone menstrual cup, Mooncup embarked on creating a third category in the Sanitary Product industry, once monopolised by multinational companies. Dismissed in the early days as a hippy alternative, menstrual cups are today used by 5% of all women aged 16-50 in the UK and up to 9% of 16-24 year olds*.

Kath Clements, Mooncup Ltd. Director, comments:

“Having pioneered sustainable periods and brought menstrual cups into the mainstream, we wanted the world to see the Mooncup in all its beauty! Made in the UK from soft, platinum cured medical grade silicone, the beauty of the Mooncup is its simplicity. You only need one.

There is no reason why an essential period product couldn't be portrayed and sold as something as beautiful as Chanel perfume! We were impressed with Amy's work with its playful and feminine approach. She'd shown real skill in capturing the magic of international heritage brands like Liberty London, YSL and Chanel, so we thought she was a perfect fit for the Mooncup. It's time we all aspire to a better period – both for ourselves and the planet.”



Mooncup release



Amy Currell comments:

"It was fantastic to work and collaborate with such a pioneering brand on this new campaign. Working with such an outward looking and sustainable brand is a real privilege"

For more information about Mooncup, and hi resolution images, please contact Ginny at pr@mooncup.co.uk.

*Source: Mintel report on Intimate hygiene and sanitary protection products 2021.

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About Mooncup®

Based in Brighton and manufactured in the UK since 2002, the Mooncup menstrual cup is made from platinum-cured medical grade silicone and made to the highest regulatory standards. The Mooncup was the first silicone menstrual cup in the world, leading the way in transforming the sanitary product category, once monopolised by throwaway tampons and pads. Thanks to Mooncup® users worldwide, over 2.9 billion tampons and pads have been diverted from landfill and our oceans. The Mooncup® is widely available in the UK including via independent health food stores, Boots, ASOS, Holland & Barrett, Amazon and mooncup.co.uk with an RRP £20.95. £1 from every Mooncup® sold goes to environmental non-profit City to Sea. The Mooncup is available in two sizes; A (for those who are 30 and over, and all who have given birth vaginally regardless of age) and B (for those under the age of 30 who have not given birth vaginally.) For more information about Mooncup® please visit www.mooncup.co.uk.

About Amy Currell

Photographer and Director Amy Currell was born in East London, where she lives and works. Her still life photography and moving image is shot through a distinctively female lens, and each frame is composed with thoughtfulness and grace – artfully juxtaposing colour and texture, shape and shadow. Amy has created striking images for Vogue, Selfridges and Liberty London, and award-winning campaigns for the likes of IKEA, each brimming with creativity and a sense of playfulness.

Mooncup release

Amy was recently awarded the role of Leica's Emerging Ambassador, as chosen through the partnership with the Association of Photographers (AOP). For more information about Amy's work please visit www.amycurrell.com.