

# Lily of the Valley

FEMTECH  
ASSOCIATION  
ASIA



**LILY OF  
THE VALLEY**

Lily of the Valley is a pioneering Philippine innerwear brand, creating inclusive, adaptive high-performance solutions that cater to diverse health needs across life stages. The first in Asia to create menstrual & intimate wear for transgender men & queer people. Champions inclusive workplaces, enhancing productivity & performance through menstrual mastery.

**FOUNDED IN**  
2020

**HEADQUARTERS**  
Philippines

**MARKET PRESENCE**  
Philippines

**CATEGORY**  
Intimate Health Wearables

**FUNDING STAGE**  
Pre-seed

**COMPANY MISSION**  
To redefine innerwear & wellness for women & underserved communities at any stage of life.

## FOUNDER BIO

- Visionary leader in menstrual health, created the Philippines 1<sup>st</sup> sustainable period underwear (2013)
- 14+ years in product development
- Regionally-recognised Femtech founder
- Balanced Life Mentor



**Camille Escudero**  
Founder

**54M+**

From 2020-2024, has potentially diverted over 54M period plastic waste from landfills.



Created Asia's first inclusive menstrual & intimate wear for the LGBTQIA+ community.

**21.6k+**

Number of women & girls supported through our products & education.



Actively collaborates with country-wide femtech through co-branded campaigns & products (Unprude, Hati Health, Beacon, Nala Woman, Halia, Sinaya, ++).