

## **The Limitless Life Experience Podcast**

### **The Convo About Periods and Product Based Businesses with Lauren Derrett Transcript**

I had to continually to be show up and sell a product that I had no fucking clue whether it was going to work or not. I remember my mantra was, this is not about you Lauren, this about your business. Get the fuck up and do it.

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach, and believe in miracles. My superpower is helping female entrepreneurs like you create six figure breakthroughs in your business fast, so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the Limitless Life Experience Podcast.

#### **Suzy:**

Welcome to this episode of The Limitless Life Experience Podcast. You are going to love this episode. So so much. I am talking to founder and creator of Wear 'Em Out, which are reusable, sanitary towels, Lauren Derrett. Now I introduce her when we get into the podcast, but we first met seven years ago when we were in the same hypnobirthing organisation and we became friends, frenemies. She became my doula. She's been a client of mine. I have coached her. We have been in the ringer and back. And what I love about this conversation, I think I hold it together enough, but listening to her story and what she has created with this brand, my heart was just exploding. And I cried, I think like three times listening to her talk about her journey for anyone who has a product based business. I know that you're going to love this chat and for anyone who's in business, which is the majority of my listeners - you, gorgeous human being - that listens to this. I just know, or I really hold the intention that you're going to find this conversation incredibly inspiring. So without any further ado, introduce the incredible Lauren Derrett - welcome!

#### **Lauren:**

Jesus. My heart is racing. That was beautiful. And it's so true. Like these entanglements, it's so bizarre isn't it, but we just keep getting pulled back together. Can I just firstly, say on behalf of everybody that listens to this podcast, thank you for bringing it. I rely quite heavily on it as a business owner every week and I do it on my power walk and it just brings me back into alignment every single time. So I just want

to acknowledge and appreciate what you're giving out for free to all of us, and know that it's not wasted babes.

**Suzy:**

Oh, thank you so much. I appreciate that deeply. I didn't know how much fun I was going to have creating this and knowing that people are actually listening, just really warms my heart. So thank you so much.

**Lauren:**

You're welcome. Thank you.

**Suzy:**

I would love for you to introduce yourself to the world. Who are you and what do you do?

**Lauren:**

Hi, I don't, I still don't really know who I am. I'm working on that. I'm a constant work in progress. You know that Suzy, so I'm Lauren Derrett. And currently I am founder of Wear 'Em Out, which is a new brand of reusable period pads made in the UK and shipped worldwide. But internally I'm a bit of a dick and a mess. Most of the time to be fair, which you've seen firsthand.

**Suzy:**

I have seen you grow and grow and grow. And I think that what I love about your story and what you shared the first time we did Limitless Life together is your background really means that honestly, most of the stuff that you have created and achieved, if you had to say, who is most likely to do this, maybe your name wouldn't be top of the list. And so whilst I really recognised and acknowledged that you know, that there is so much more for you to step into as a human being. I also think it's really, really important to acknowledge where you've come from. And so if you don't mind, I would love for you to share a little bit of your backstory. Like, what am I talking about when I say that?

**Lauren:**

Mm, well, I think my go to key points of reference for when I'm feeling like I'm not achieving enough, or I haven't done enough or that I'm not enough is, my dad left

when I was three. I left school at 14, I'm completely unqualified. Um, I was married with a child at 23. We were married for 10 years and then that ended, and I don't know to this day, whether it was just whether it was postnatal depression... My baby was 10 months old. Well, our baby, our third child. And I just felt immense feelings of being trapped and just an inability to see myself in my life at all. And I don't feel that motherhood has ever come naturally to me. I have to work at motherhood all day every day, and I'm not talking about just the physical mundane I'm talking about internally. I find that a real battle.

Anyway, I left that marriage and really quickly met someone else who was good to be true. And we were married within a year and within four years, it became a domestic violence situation that culminated in his arrest and he was charged of assault by beating. So then I was now a single mother, twice divorced of three kids. And like I said, at the limitless live, I feel like if you look at my life story, it's surrounded and embedded with limitations. And I think I just got to a point where I had a choice of feeding into that story and making that my story. And that's where my life ended and the rest of my life would just be about regurgitating those stories of domestic violence, and divorce, and maybe postnatal depression, and my dad leaving and no school education and yada yada yada, or... I kind of parked it all and opened my mind to, well, you know, maybe there's more, maybe there's something waiting for me. Maybe there's more that I'm here to do. I'm now third time married. I've had another kid, which is bizarre when you think about my relationship with motherhood, Ace is eight now. And I feel like for the first time, I'm allowing myself - which is a massive transitional period - to allow yourself to be open to the idea of greatness or a worldwide contribution. And this is where I feel. I sit now in this position of shit. I'm not just here for the bad stuff. You know, I must be here for a bigger purpose and I'm open to what that might look like.

**Suzy:**

I actually feel a little bit emotional listening to you say that I am curious, where did the awareness that you had a choice come from?

**Lauren:**

This is going to sound really kiss ass, but Suzy, I just don't think you have, you have an understanding of the impact that you play in people's lives.

Now to give some context to that, we've had rows, haven't we, I mean, we we've went up against each other quite a few times, and I have so much respect for you for doing that anyway for like, you know, pushing me into those points of pain and knowing in your heart that there would be a transition on the other side, which I didn't

know at the time and I've pushed back against it and I fought you hard for it, but you sat resolute in the fact that you have to go through these pain barriers. And now when I feel the pain, I feel I can be in pain, but a certain excitement mixed in with the pain, knowing that there will be something on the other side of this pain that it's not just happening because it's me and that's just my life.

And it's all just shit on me, but because there's a transformation that's going to happen on the other side of it, however that may look, but I'm really at ease with the pain now. And I think it was constant battles with people like you, that forced me into the position of pain to be able to realise that there's more to it. Does that make sense?

**Suzy:**

It makes sense. Like I said, I already felt emotional. I was just like, I had to like suck the tears up. When we met, you were a doula and a hypnobirthing instructor. And so you had already decided at that point that you, you were going to create something for yourself.

**Lauren:**

It was still kind of loosely around the family though, because those roles were flexible enough that I could still put my family first and me last. It was still very, it was still secondary to what I was given to everybody else. I think in all honesty, I'm 46 now. And this is the first time where I really am saying, I'm sorry guys, but I'm coming first and it's taken me a long time to get there. But yeah, I think now is the only time I can truly hand on heart say that without too much backtrack from my ego.

**Suzy:**

I would love for you to share your story, your journey, to getting to this point in business, because you've tried things, you've had success, you've tried things, you've had failure, and now you're in this really incredible position. And I think that for a lot of people, they will look at you from the outside 13,000 followers on Instagram, you're doing your thing. You know, you have Darcy there, you know, everything looks great and we kind of touched upon the backstory, but I would love for you to share your journey in business.

**Lauren:**

Hmm. Um, okay. So yeah, I was a doula and a hypnobirth teacher. My only because I had such an amazing birth with Ace, that it kind of reevaluated my whole thinking

around birth. And I wanted to offer that level of support to other mothers because I understood the importance of a positive birth, however, that birth, my look. So I went and I trained and I'd done all that. And I was supporting the women and I just felt this real pull to like, well, you're not supporting enough of them because you're only supporting pregnant women or birthing women. And I also wanted to have a product based business. I wanted something that was tangible. I felt that, that I don't know why I was pulled to a product. And especially now I've got a product based business. It's certainly not the easy route, but, I started a business called The Whole Nine Months as you well know, and it was a gift service for subscription boxes for pregnant women who would get a box, every trimester of related gifts that were relevant to what they would be going through at that point in their pregnancy.

And within the space of one to nine months, ironically, I birthed this business and then shut it. And in the process of that, I lost 10,000 pounds of our money and learned a hell of a lot. You were there around that time as well. And I think, I think I was very, very naive back in that day in the simplest form in that I had product based business, but I was sending out products that were huge with very little commission on them that ended up costing me money to send out. So if I'd continue with the business, I would have just been getting more and more debt. There was no, because it was so ill thought out, the idea was brilliant, but me putting it together with shit.

**Suzy:**

Was that your biggest lesson?

**Lauren:**

No, I had to be more humble. I felt like I thought I knew it all. And that was me as a person really I'm just across the board. I thought I knew it all. And I think it wasn't until I was about 36, that my then now husband says to me, you know, not everyone thinks like you Lauren, and it was a revelation. So it was just, I just had no understanding at all that everybody had a different viewpoint and I wasn't writing everything that I was saying and doing. And that was a real humbling experience because I had to really look at myself from a really objective way and think shit, Laura, and actually you have not got all this sussed. And then obviously from that point, the learning begins, which is as hard as it is beautiful. So I learned about mindset, the importance of mindset. I learned the importance of being humble and knowing that I always, I'm still now on the first rung of being a business owner, even though that was six years ago.

And I've been so in between the whole nine months then and where I am now, then I just thought, fuck it. I'm going to set up something that supports all women in all walks of life, in all gender, um, gender roles, in everything, everything that's going on and came up with this blog that had no business attachment to it. It was just going to be me outpouring my lessons in life and what I've sort of come through and learn from. And then This Girl Is Enough, was born this blog where I started talking about my experience of domestic violence. Now that story I'd kept in me for eight years, even my own children didn't know I had protected everybody from that story bombed me and my very close friends and my sisters. And it just came out of me like it was, it was almost like he just had to be released.

So I wrote a blog for The Huffington Post and it just went off. I just had so many women messaging me saying they were experiencing the same thing or they had experienced it. Or in fact, they were experiencing other horrible things that were becoming their defining moments and that they couldn't get away from. So then I had this bright idea that I was going to publish a book and release all their stories into a book called Filter Free. And it was real life stories of real women, because I wanted to have a kind of opposite opinion to what we were being fed through the media, through social media and general media,, and put a private story. So they had a place to kind of dump their stories and say that I don't, that that story doesn't define me. It doesn't own me. And that kind of project from This Girl Is Enough to Filter Free, just grew on its own thing.

And then I got to a point where I was like, either I'm going to monetise this persona that I've created because she was a persona towards the end.

**Suzy:**

What do you mean by that?

**Lauren:**

Well, I kind of, the problem is if you, if you start something on you, by the end of this girl was enough, which was running for three years, I think, this person you've kind of become a caricature. So everything becomes kind of bigger and you can't move away from where it started. So I was still talking about domestic violence, even though I had way moved on past it, I dealt with it. I had dealt with what I needed to deal with. I'd done a lot of work around it, therapy wise. I was now in a new relationship. I didn't want it to keep encroaching on what I had. I felt like it was holding me back, keep relaying these stories. Even though there were stories that I was well aware people needed to hear, and that they were really supportive to a lot of people, but what was happening was it was taking over my life because the DMS I

was getting were people's outpourings and I wasn't equipped to deal with. So, you know, I'm not the specialist in that field. I'm just somebody who's experienced it firsthand. So I was just doing a lot of signposting, but I would, as an empath would take on a lot of those stories and it kind of kept me held. So I felt like I was out of alignment, in that what I was doing in my day to day, I had already moved beyond.

**Suzy:**

What I'm hearing is that a big part of that was your healing. You had this thing that you've been carrying around with you for years, you let it out and at the start, you letting it out was great. You built this platform. But by the end of it, you there, people were still talking to you like you were still at the beginning of that story and ultimately you were done.

**Lauren:**

Yeah. And I think it, not that it triggered me, but there's nothing, you can't feel any more helpless than when someone's reaching out for help and you're not equipped to do it. And when you've got, say, 10 people reaching out for help a day, and some of them could be, you know, this is, this happened to me last night, I was in the immediate throws of domestic abuse, the helplessness that you feel. And I kind of never positioned myself there to be their ally or not their ally, but to be there, to be able to help them. I'm not equipped to do that. And also, yeah, I felt I'd kind of healed. And then you get this real kind of juxtaposition where you're like, well, hold on. Because you know what it feels like to be them and you know how desperate they are right now. And you're going to say, 'I'm kind of done with this now'.

**Suzy:**

You're missing out a bit actually. And it feels quite important because you did decide that you were going to try to monetise This Girl Is Enough. So can you share that bit of the story?

**Lauren:**

Yeah, true enough. I was going to do women's mentoring because I thought, and, you get this, this is a business podcast. We all need to pay bills. Right? So I've got this platform. I've poured out my heart and soul into it, however I never made any money from the book. That was a vanity project that I'm probably still indebted to, to be honest. Cause I don't know the numbers. I've not looked at any more, it's still on Amazon, but I don't look at the money on it. But it was kind of like, well either I've got to get a full time job or I've got to make some money off this, which feels really

horrible anyway. Cause you're catching in on people's pain again. But especially when it was a personal mentor, not a business coach, kind of a personal mentor.

So I did try that out for size. And again, to be honest, I didn't feel equipped to do it. I didn't feel that people were in a position to attribute money to their pain. Some people didn't, well obviously, you know, everybody's got the money to pay, to make the pain go away. It would just feels really icky to me. And I didn't know how to deal with that whole situation around money and that - not necessarily domestic violence - but women who were struggling to feel like they're enough in general to, to see their good points.

**Suzy:**

Because you tried it in a couple of ways, didn't you? You had your mentorship, but you also did like a subscription offering as well, didn't you?

**Lauren:**

What was that? I can't even remember Suzy.

**Suzy:**

I feel like the subscription was...

**Lauren:**

Oh a Facebook group.

**Suzy:**

Yeah.

**Lauren:**

Yes - the Facebook group. Yes. Okay. So I started a Facebook group and again, the money felt really icky to me. So I done it like you pay what you want to pay from one pound to 25 pound a month. I had some in there for one pound. I had some in there for 25 pounds. It was growing. I just couldn't facilitate that space. It was just taking everything out of me. It kept me in a place that I had left. So I felt out of alignment. And I called time on it. I just, I said, I'm just not doing, I just need to stop doing all the emotional work. I think that was it. I was just done, I was emotionally spent and just wanted to do something that... when I started this now business, I wasn't even going



to be the face of it. You know, when I stopped This Girl Is Enough. The next thing that I done, I was going to be completely removed from because I felt massively overexposed by that point because I had given everything of me. I was just emotionally spent in that area. So I had, yeah, I had to just call time on that as well. And I was just like I can't do this anymore.

**Suzy:**

I think that it's just really, really helpful for people to hear how many things that you tried. And what I also think is helpful is that the advice often people are given is do the thing that you feel passionate about or do the thing that you are really good at. And I don't think that that's bad advice. I also think that the missing part to that equation is do the thing that you're passionate and good at that also there is a market for.

Now, I do think it's really interesting listening to you talk about it because you say, some people aren't able to invest in that pain and I would say some people are not ready to invest in their transformation. So, you know, and totally at that time I get why - even listening to it. It feels icky and like, Oh, I don't want someone to invest in their pain. I want somebody to invest in their healing and their transformation. And those two things are very... you come at them from a very different standpoint, but I really want to encourage people to not give up. And you know, I don't know if before you became a doula, you thought that you were going to be a business owner and we've had conversations in the not so distant history, you know, where you've questioned, whether you should be a business owner.

But when I hear all of this, I'm like, babe, of course, like you might not want to do it all of the time, but the universe definitely had a plan for you. And everything that you have been through obviously is leading you to where you are now. So what happened after you finished This Girl Is Enough?

**Lauren:**

Well I was just in a position where I thought if I'm going to monetise, by that point, the next monetizing plan I had. And also just for the record, I've probably tried and given up on things that I can't remember because my brain works so fast. I'm always on to the next plan. I don't really spend any time sitting where I was. I just want to keep moving forward. What can I do next? So by this point I was like, okay, well really all I've got is Instagram. I'm going to have to do hashtag ads and ad campaigns, or use it as a vanity, just vanity numbers. What do you want to do, Lauren? Do you want to sell out on Instagram? That sounds terrible, but that's how I

felt. Or do you want it just to carry it on as like a hobby and what's your numbers go up and get off on that? Neither of those choices felt right for me.

Like I said, I wanted something tangible. I wanted something that would take up most of my time because I was so done with being a housewife or a stay at home mom and a part time business. I was done with that. I was ready to leave all of that at the door and kind of throw myself wholeheartedly into in something else. And neither of those options offered that for me. So I thought, well, I've got this audience and I've got this platform, predominantly female. Well, that's kind of irrelevant now. Let's make a product that will serve my community. And I've been using reusable pads for a few years, but I had never met a brand or found a brand that resonated with me or that I wanted to shout about, or that I was proud to wear or that I would talk to my girlfriends about, because it still felt a bit like, Oh, it's a bit hippie or a bit out there or they're all a bit weird and people are gonna think I'm gross. And then I just had this moment where I was like, there's a massive gap in the market for this product that is not being seen by this audience.

**Suzy:**

Sorry. I feel like this is also how hypnobirthing was like the modern day hypnobirthing was born. You had like the crunchy, the not call the like, and there's a huge base in the market for people who just wanted to be spoken to like a woman who wasn't into knitting her own knickers.

And that is exactly what we did with, The Calm Birth School at the time. And I feel like it really resonates. I hear all of the parallels when you were talking about Wear 'Em Out.

**Lauren:**

Yeah. Because it's just, you know, people come and say to me, God knit, did you come up with this idea? This isn't new, you know, we've been doing this forever. And actually if you Google it, there's a million companies that are doing this, but there is a really, really massive hole in the marketing area of this product. So when I created our brand, my biggest investment at the time of time, money and brain power was the brand itself.

**Suzy:**

So interesting. And can I just correct myself? I said, Wear Them Out and it's Wear 'E, Out.

**Lauren:**

Yeah. Wear 'Em Out babes. I'm Essex ain't I.

**Suzy:**

I correct myself. I think that's really interesting. Obviously you'd gone through business and you had had, in inverted commas, a lot of failures. Why did you feel like you were equipped to this one work?

**Lauren:**

I think it's because I'd done the Headspace stuff. I think I had got myself to a place where I believed and you know, how long it took me to get to a place where I believed that I could make shit happen. And that, um, for anybody who is on the fence about manifesting and things like that, vision boards and all of this Woo hoo stuff, I was, I put Suzy's back against the wall with that. Like prove it, prove it, prove it. Um, I don't think it can be proved. I think you have to prove it to yourself by doing the work, to be honest. But I felt like it was, I'm having a bit of a midlife crisis, babes is what's happening. And I felt like it's my last, it's my last roll of the dice. Right. And I'm all fucking in, so I'm just going to do it.

And something just felt right. It just felt right. I can't explain it. It felt like it was my time. And of course I had to convince my husband then because we reinvested money again. And after 10 grand gate, it was like for fuck's sake, here she goes again, reinventing herself for like the 15th time since we've been together. And I was like, I promise you, it's going to work this time. I promise you. I knew it in my guts, I could feel it.

**Suzy:**

Had you done market research and stuff?

**Lauren:**

No, mate, I just went based off what I would want in a pad, and what I would want for a brand, and my audience. And being aware of who I connected with and how I could talk to them, and not convince them - but empower them to see this as a viable option for them.

And I think I got a lot of confidence through This Girl Is Enough. You know, you get a bit of fan girling going on. Don't you, you start believing your own hype at some point.

So I knew that my audience were really, really strong. I knew how strong they were because of my interactions on Instagram and stuff like that, that I knew these people trusted me. And with that came a certain trust with myself. Like they trust me. I trust me, let's do this.

**Suzy:**

Wow! What's interesting though is that rather than a switch, your Instagram handle to where I'm out, you actually started from scratch.

**Lauren:**

I did. I shut it down. And that was one of the biggest things. Everybody was like, no, you've built that audience. Don't let it go. And I was like, do you know what I'm ready for this fresh start?

Because like I said, I didn't want to be the face of the brand. I remember talking to someone early on, who was she? She was doing Facebook ads and stuff or something and I'm to her. It's not going to be my voice. I'm not going to be on Instagram. I don't want to be seen, I want the brand to have its own voice, but after it's just become me again. And I think, I think that's because there's power in the connection between the person who runs the brand and the audience that's so strong and really can't be underestimated. One of the most powerful things I can do in my business every single day is to go onto my stories and show up as myself. And I know that because on the days when I've not done it and I've allowed myself to have the time off my sales go down, there's a direct correlation between me not showing up on Instagram and the sales of my business.

**Suzy:**

So, so interesting. So yeah, I think that what we're talking about is the Kardashian effect.

**Lauren:**

Are you likening me to a Kardashian? 'Cause I'll take that all day long.

**Suzy:**

Yeah. I am. Kyle Jenner eat your heart out.

**Lauren:**

Can I be Kendall? I love Kendall.

**Suzy:**

But Kylie's the rich one.

**Lauren:**

I know. I know, but I forgot that to be Kendall, but anyway, yeah, they've done well them girls, but you know, she was named a billionaire and her business is run with something like eight to 10 staff members. And all she has done is use Instagram to build out her brand. And it sounds like this is exactly what you have done. How did you know that you were first onto something that was going to have legs? So you've talked about that gut feeling and you just knew, but when did you start getting the evidence and the affirmation that people were going to be interested in this?

**Lauren:**

Well, we started, I came up with the idea in January, 2019 and the whole of it was literally nearly a year to the day that we launched the physical products. So from January 2019 to January 2020, I worked my ass off on Instagram without a product I sold and sold and sold something that hadn't even been made yet. I always said that I wanted a must have period product. I wanted to have FOMO on my period products. And I just whipped up this enormous frenzy around this product that I didn't even know was going to work or not, because it hadn't even been, it was in the design process. I had a designer that designed the pads because each one has been designed independently so that they kept to the minimum thickness, but maximum solvency. So there's a lot of structuring going into the actual design of each pad.

And that's what took time and then sourcing the fabrics and stuff. But I had to continually show up and sell a product that I had no fucking clue whether it was going to work or not. I know. And I remember saying to myself on some days I remember my mantra was, this is not about you, Lauren. This is about your business. Get the fuck up and do it. It was a non-negotiable. I was secondary to it, to the business. And I'd tell you, when that moment came was, we opened for pre-orders on the 31st of January. And we sold out our first stock in four days. And it wasn't even that point. It was the point when I hit go on the website and Gem, my husband came running upstairs, cause my office was upstairs. And he just said, have you seen the sales? And I just, Oh my God, I could cry now because it was like a pressure cooker for a whole year.

And I remember my husband - me saying to my husband, like we invested 38,000 pounds into this business in that year. And at the last point my husband was saying to me, Lauren, I can't, we cannot do any more money. And I said, please, just 5,000 pounds. And I promise you, I'm going to get this money back. I promise you. And I had to pretty much beg at that point because he was feeling the fear in a big way. Not surprisingly because we're now talking about 48,000 pounds I've invested. And he came up and he just, he just stared at me and I just said, Oh, my heart's racing. I was just like, I fucking done it. I can't even speak. Cause it was just a moment of, and then the first four days we sold out all the stock, I think I made the investment back in about six weeks.

And I just remember saying to my husband, I told you I could do it. And yeah. Wow, huge. So, yeah. We're now eight months. Well, we're now eight months in, and we've done it three times over.

**Suzy:**

We're just having a little moment here. Yeah. It's powerful. Isn't it? I knew I'd fucking cry. It was such a breakthrough. You always get me into bloody crying. But like I said, where the pain is, there's all this good stuff. Yeah. It's been a big eight months for us and I'm kind of in some kind of vortex, like, you know, you mentioned earlier about me saying recently that 'is this for me' because every day is scary. Every day feels like a risk, every day brings a certain amount of stress with it, with just regarding logistics of bringing a product to market. And I remember a phone call recently saying to you, 'I don't know if I've got what it takes' and maybe this isn't what I wanted. Again, I felt really overexposed because there was a lot of talk about the product. It was hitting main press. It was in the Metro and Stylist and there was getting a lot of excitement around it. And then I was like, fuck, am I even going to be able to deliver, thankfully now with my Trustpilot reviews, I feel quite confident that I am delivering, but shit me, it was a long time getting to that point. It was a lot of fear.

**Suzy:**

I really, I want to talk about the fear, but before we talk about the fear, there's so much. So for me having always done service based businesses, it's like I show up and I do the thing. And in comparison to a product based business, I feel like us on the service side is so much easier.

How did you know what to do? Firstly, I would say, I don't think it is easier because I think you're much more emotionally attached in a service based business when you're working one-to-one with people or even in small groups, but that kind of

emotional capacity that you have to give to your client should not ever be underestimated.

So I think they're both equally challenging, in a different way. I mean, for us, the stress for me is the logistics is the most stressful, especially with COVID, it's just been a fucking nightmare. But how did I start? I think I downloaded a list. There's a website called, Made in Britain and I downloaded a director on there of all the factories and suppliers in Britain and for fabrics. And I literally just approached a load of them, a whole load of them.

And then this one woman came back and we chatted and she became our designer of the pads and it kind of, and then I knew I needed a branding expert. So I sourced a branding expert and she got on board. There's been a lot of people in the making of this business. A lot of, um, I knew that the two biggest investments that I needed to make was in the design because I wanted it to be faultless and high quality and the brand itself, because that was my voice.

It's just learning from the ground up all the time. Just everything is new. In lockdown, one of our supplies. So we get all our fabrics from the UK as well. And one of our supplies in Lancashire just shut down so we could not get hold of one of the fabrics where we got it delivered on Friday. And we all did it at the beginning of March. So to source it by now, I'd gone on to preorders and by the time we'd got the replacement fabric, we had 800 preorders that I had to pay.

**Suzy:**

You literally are like Kylie Jenner.

**Lauren:**

Oh, well I want to be a billionaire. But yeah, the logistics of trying to organize all, we've got about seven suppliers that we work with. So one supply for the zip, one supply for the labels, one supply for them or, you know, five material suppliers trying to negotiate them all. So they all arrive at the factory at the same time so that the factory can then do their job and then we get them delivered. So we've had staggered deliveries through the whole of COVID because it's just been so messed up. And for the first time in eight months we have a stock. Every stock that came in, sold out, came in, it's sold out... it came to the point where, when I was homeschooling Ace, fuck me, Jesus, big God. Back in those days, I had to put the book business on pause. My mental health was just at an all time low. It's probably around the time when I was crying down the phone to you, I'm saying I just can't do it. I can't do it. Or so I decided I'd put the business on pause and then whilst it was

on pause, yeah. 800 bloody orders were landing and the pressure of the orders just keep coming and I can't breathe and I've got to deliver.. For the first time in eight months, we're at a position where I have space to pack them as they come in. It's still really hard and we've just taken on our first team member because there's one of me. But I feel like I can breathe.

**Suzy:**

This is the flip side, isn't it? This the flip side of your success. And I don't want to scare anybody because I think that one of the things that, and I literally just recorded a podcast episode on this, around what do you do when you're going from six figures to 250,000... And the lessons for this are still relevant for people who are going from nought to a hundred thousand and making their first six figures in business. But that support element is really, really important. And I think, and I hear it in the way that you speak. And I know it from just who you are. There is an element of, I do the shit, you know, I get shit done and it's all on me. And I think that as your time in the business expands and your confidence continues to expand. I think that you will allow yourself to be more and more supported and everything takes time. And you know, I'm sure money coming in money going out and all of that stuff will play a part in when you can allow that. But it's amazing to hear that you've got your first team member and I'm just looking forward to hearing when you've got even more support. So you can focus on the things that you want to focus on. And allow everybody else to pick up the slack.

**Lauren:**

I can't wait for those days because there's so much in the pipeline, even as we're speaking that is gonna implement and expand our business further, which can't talk about at the moment, but, um, I've got to be ready for that. So I'm very aware this is growing so much faster than we ever envisaged. You know, I didn't, I wanted, my goal was to make back the 38,000 that we'd invested and it's just gone and grown and grown and grown and grown and grown and grown.

And I think there's a real challenge there with that. Mentally. It's really hard to keep up. Like everybody keeps saying to me, Oh my God, I hope you really celebrate. Well, no, because I'm too busy packing fucking orders or trying to arrange the next delivery. Although to be fair, my husband is like the business manager. I haven't done every, I mean, I couldn't, I would've gone way under, by now. The business would have folded a long time ago. He does a lot of the logistical stuff now because I'm packing or I'm the marketing person. So I'm doing my newsletters and I'm doing all that stuff that marketing requires. I've got a woman who runs the Facebook page cause I can't abide Facebook. So that's outsourced as well now.



And yeah, I mean, we're looking like we might even need to take on a second person already. Because I've reached a point where one, the goal will always be to have work life balance. Listen, I'm always going to want to be the head of the business. And I'm always going to want to have a hand in packing and doing the mundane because I love it. I absolutely love the runnings and the inner workings of a business. And me and my husband have both said, it's very unlikely that either of us will retire because we love to do it. So the goal for me would be the work life balance so that I get to choose. Rather than spend eight hours packing thinking, well, that's a day of marketing I've lost.

**Suzy:**

Yeah. 100%. I think that it's about the vision for the business and how much impact that you desire to make, and what I'm really interested in is that what you said right at the beginning, which was, you're now in a head space of allowing yourself to think about and expand into greatness and worldwide contribution. Talk to me about that.

**Lauren:**

Well you know what, and anybody who's known me for a long time, one of the most fundamental things about me is that I am a giver. I'll give you the shirt off my back. I've no, I enjoy money, but I've had both ends of the spectrum. So I don't have the drive financially and less that financial gain that I get, I can spread out. It's really always been important to me to have a charitable contribution, but not even just that charitable contribution, but some kind of contribution others from my game that makes it feel better for me. That's how I've always been. And that's who I am. And I've done that. I listened to your podcast with Denise Duffield Thomas and I fully appreciate the relationship with money is really, really important, but I'm also really comfortable with the fact that yeah, I'll make all the money, but don't question me when I give half of it away. 'Cause that's who I am. And that's what my values are. So we could have gone into a fulfillment center. At this point, we tossed up between a fulfillment center that pack and send out the orders or we get our own office space, which we finance and we bring in our own team. And for me, that was really important that we kept it in house because that meant that I could then bring in working mothers. That's really important to me because I've sat on a checkout at 4:00 AM trying to work around my kids because I couldn't afford childcare. And because those jobs are so hard to come by the school hour jobs. So I said, if I can create jobs that are just say, I've got five people working for me, 9:30 til 2:30, that's the route I want to take rather than put it all in a fulfillment center and them cream off all the profits from it.

So that's what we chose to do. We rent a headquarters. Now we've got an office space with packing area and where we've employed a mom who can fit it in around her school hours, which we can also be flexible with. She can do some work from home, blah, blah, blah. That's really important for me. I don't want to be. And also we've partnered with a charity in Tanzania this year. So we, every starter pack that we sell, we donate a pad to, um, a young adult in Tanzania. We've got 600 pads so far going out. We've already said the first hundred out. So it's so important. And you know, my husband comes at it from the point of view, 'Oh God, but it's our business'. And we, you know, you need to think about, and I've got a hundred percent trust Suzy, and this is probably something that you've embedded in me from quite early on.

I have a hundred percent trust that the good that I do in this world, the world would do good to me. I believe that in my guts. So for me, it's an absolute, no brainer that I'm going to send 600 pads out. Now, when you think about how much those pads cost us, it's a massive financial contribution. And if I can't run a business that won't allow me to give back, I mean, it's a bit addictive, cause I'm like, I want to give more. I want to give more, but I have to pace myself. I'm learning. But if I can't give back to, the community of mothers or to people in those situations where they don't have access to any period of protection at all, then I don't think I'd have that much of an interest in my business. It goes hand in hand. It's one of the most important factors is what can I do to pay it forward? And also this is really weird, but I've seen I've tested and I've seen - it was quite early on. And I was gifted a pair of slippers from a big company and they gifted me on Instagram. And I was like, look, I don't want to take gifts. I will gift on. So if you're happy to send me the slippers, I'm going to give them on because I don't need slippers. I've got fucking slippers. They were nice slippers. So it was a little bit touch and go. But now what happened was they sent me these slippers, sales had been a bit steady, quiet, like they hadn't been, this was quite early on. So we were quite early doors through sales. I am not joking you. When I say I went on to Instagram and my stories, I showed the slippers. I was like, I'm going to do a giveaway on these slippers, blah, blah, blah, blah. Within one hour, my sales went ping, ping, ping, ping, ping. And it's not the first and last time it's happened. This happens a lot. Like I see patterns of when I do something for someone else or something good. My sales again, go up. It's bizarre. But it is like the universe saying to me, there's your payment.

### **Suzy:**

I genuinely believe it's the given receive cycle. And I think you can definitely be out of whack. So you can have people that take, take, take, take, take, and you can have people that give give, give, give, give, but I don't believe that either of those are sustainable. And so when you can really find that groove of giving and receiving and

giving and receiving, I think that that's what, it's the natural pulsation of the universe and that's what we are supposed to be doing.

**Lauren:**

just only just recognised that, but that's such a powerful, powerful thing to recognise and to harness.

**Suzy:**

Yes, 100000%. Can you, what does greatness mean to you?

**Lauren:**

I think for me at this time in my life, it's about legacy now. It's about that, that old cliché of what do they say about you when you're gone? Not like gone to the next room and they're bitching about you behind your back, but like, what's my legacy, you know? Oh, she was a mother - by the way, I've got four kids. I haven't mentioned that, but I'm also a mom, a four step mom of two. I didn't want that to be my legacy. I wanted that to be part of my legacy, but I wanted more. So for me, greatness is where she done this and she'd done that and she'd done that. And she done that. I don't, I see it as she worked hard and she contributed - I work really fucking hard and not just on my business, but on my mindset and my own personal stuff. I've had to climb huge mountains and I continue to do so, 'cause I think we're always forever evolving, but yeah, greatness for me is to be able to contribute, work hard, be grateful and give back as much as you can.

**Suzy:**

Well, the fact that you've just said, something else means that we don't have to finish it quite there. Because I was like that's a really perfect place for us to stop. But I don't want to stop...

What are your plans for - actually tell me what is the thing that has made you the happiest where you've thought, you know, nice one Lauren, I can't believe that this has happened. This is great. So I say putting aside the work that you do with your charities, cause I know that that's right up there, but in terms of the successes that you've seen sold out four times, amazing. What else are you like? Bloody hell girl.

**Lauren:**

Oh, I had it the other day when I was sitting in our new office space and I literally just sat there and just looked around and I've got like my big pull up banner up there,

new way to period and my branding's everywhere, all over this thing. And like I said, I'm normally too busy or too tired to even acknowledge what's going on. But Ace was sitting on the sofa in the office and just looking across and my daughter was there packing - she's 16.

So it's really relevant. And just thinking, fuck, I done it. Look I've made something from nothing. Do you know what Suzy, I listened to Holly Tucker's podcast, conversations of inspiration. And they're all, like Jo Malone's story. I don't know if you know it, but she was like, in a council flat, she was a carer for her mom. She used to do massages on the side and made her own oils. And it just, there's so many stories like that. And that is, I listen to these stories and I'm like, they filled me with, why not you Lauren? Why the fuck not you? Why would you not get the opportunity to do that? And in that moment, sitting in my office, looking around all my branding and the banner and the kids and just thinking I fucking did do that. I did it. Who knows how long it lasts, you know, that's the hard work. But I done what I set out to do. I always thought about, Oh, it started from my kitchen table and mine literally did, and now it's in an office and yeah, done it. And that was a real, that was a real moment. I try and stop and take those moments as much as I can, but there's little time to do that at the moment, but I understand the value in reflection.

**Suzy:**

It makes me so emotional to hear all of this. So, so good. I'm so happy and so proud to be able to call you a friend and just to see all of the magnificent things that you are doing in the world. I know we're not at the end of the year by any stretch of the imagination, but when you think about what you want to happen next year, what, what are the goals?

**Lauren:**

Well, we've got a new product coming out before the end of this year that I am so excited for. It's not period pants. That's all I can say. It's going to hit, it's going to hit the Christmas market. It's going to be part of the brand. It's a little sidestep, but I'm absolutely in love with this new project that we're working on with my branding lady. She's designing it. I don't want to give too much away, but we'll see, that's coming out... That'll come out in the next month or so anyway, my goal for next year is to yeah, hand over some of the work and really focus on - like tomorrow... I'm meeting with a marketing and branding specialist. So what's happened now, Suzy, this is business, right? We've made no cash from the business. Every penny that we have made in sales has been reinvested. I've not been paid a penny. My daughter gets paid. I don't. But none, none of the money has come out yet. We're keeping it in the business. And we've got to the point where I've had to go back to my husband. And I

said, right, I think we need to reinvest. And he's just like, ;Oh good God, just make it fucking stop. I said, no, I think, I think I've got it to the point where I can on my own. And I think when ready to reinvest in marketing now. So our next big thing is we reinvesting our own money again, because all our money is spent up on materials and this new project, which is the new product that we're bringing in is another, we're reinvesting in that.

So there's not a lot of cash sitting around. So we're reinvesting again into marketing. I'm meeting with her in a couple of days and we're going to start with the, ad campaigns on Instagram. We're going to get people involved in those. We're going to create some great campaigns to get people talking about the brand, and just focus solely on the marketing. I mean, we stocked in a lot of eco stores already and that's picking up a lot of speed. Obviously there's that side of the business as well is the wholesale and stockists and stuff, which I'm going to be reaching out more in. So we've only just scratched the surface, we're not even started.

**Suzy:**

Do you know what I think is really important to acknowledge? Is everything that you have just said about investing in your business and investing in the dream, and investing before you had any real, tangible evidence that this was going to be a success investing. Even though you had - as you lovingly put it - 10 grand gate and you continue to do that. And that takes balls. It takes real kahunas to keep saying, this is worth it. And I want to acknowledge that. And I want other people to hear that, that the reason that not everybody is in business is because it takes real balls to stand up and say, this is my thing. And this is what I stand for. And this is important to me. I am curious, are you setting this business up so eventually you will be able to sell it?

**Lauren:**

No, I don't think so. Okay. I think I'm very attached to business. You know who I look at? Gossip, and the woman who does Spanx. I don't know any of these people's names, but I look at these female led businesses who took one product and grew it and didn't stop. Now. I don't know if they've sold their businesses on now, but Jo Malone was one of them. I know she sold hers, but these women that take one idea, one simple, basic idea, one product and expand from there. I love my business so much that I keep reinvesting for a start and that I don't think I could see anybody else run it. And on the podcast, I listened to it with Jo Malone. She had a stumbling point when she wanted to start another business, but her whole, her name, her brand, everything was on Jo Malone.

So she's brought out, Jo Loves, but it's not going to have the same... So I don't think I could ever see anybody else taking it over. I think from a business perspective, that's probably the wise thing to do, but I just don't know. Maybe it's early doors and I'll get there. I don't know. But for now, no.

**Suzy:**

So is your intention then to be able to pass it down to like Darcy, when you are done?

**Lauren:**

Well, I don't know that she'd want it. She's a lot brighter than me. She's got a bright future come in. Um, I don't know what will happen. Maybe that near, maybe the kids will sell it on. Then you know, we've got six kids. Maybe they're all gonna want a little share, their own little piece once I'm gone. I don't know. I just think what else would I be doing? And I don't, there's nothing else I want to be doing. So just keep doing what I'm doing, I guess. But you know, it's early doors. I might want to just give it all up and just spend all my time on Necker Island with you babes.

**Suzy:**

I'll put it in the diary. You never know. But Lauren, where can people find you?

**Lauren:**

Our website is Wear 'Em Out - now, people see it as We Are Mount. So whatever, but, we are Wear 'Em Out [www.wearemount.co.uk](http://www.wearemount.co.uk), our website. Come and find me on Instagram and see all my bat shit crazy behind the scenes on @wearemountpads. Same on Facebook. Same on Twitter. I don't do anything on Twitter. So don't waste your time over there.

Yeah, if anybody's got any questions about reusable pads and this whole concept, just come and open the conversation with me, I don't judge. I don't care if you want to swap out one pad, 10 pads, no pads. I don't care if you want to use a moon cup, but let's have this conversation because when you start hearing me blabber on about the statistics and facts around why I made this put up, I think you'll want to reevaluate your current disposable situation.

**Suzy:**

I feel like you can't just say that. And now we're finishing the podcast. You lined that up so you can come back, didn't you?

**Lauren:**

For all the information, just Google it. In three quick ones off the top of my head, just to round it up for you, then... 200,000 tons of menstrual products hits UK landfills per year. They take up to 800 years to decompose. And 4.8 pieces of menstrual waste are found per hundred meters of British beach is being cleaned at the moment, we also know that there's reported up to 3000 harmful chemicals in disposables and up to five plastic carrier bags per packet. So think about what that's all doing to the old to hoohar... you know. It's not good, babes, it's not good. So there you go.

**Suzy:**

Can I just confess? I was looking at one of your stories. I didn't even know that you weren't supposed to put tampons down the toilet.

**Lauren:**

This is why it's terrifying. Oh, listen, I could go on and on about what it's doing to the waterways and the blockages - it costs 12 million pound per year, just for Thames Water to unblock their drones, 12 million pounds. And who's paying for that? Us fucking idiots who are flushing the stuff. Yeah. Don't flush wet wipes. Don't flush because these products, tampons, wet wipes and sanitary pads are so full of plastic that they don't break down, which is why it takes 800 years sitting in a landfill for them to decompose. 'Cause they're basically plastic bags and we know what happens with them. So don't flush anything. And if you want to start trying to switch things up, maybe try one or two pads at a time. Maybe try a cup. I don't know it's up to you, but reach out for me if you want to have this conversation,

**Suzy:**

I need my pads. I'll let you know how I get on with them.

**Lauren:**

Yeah, please do. Please do.

**Suzy:**

Right. Thank you so much. I love you so, so dearly.

And please everybody get your butts over to Wear 'Em Out, go and order your pads. Tell Lauren that you heard her and loved hearing her on the limitless life experience and we will get you back.

**Lauren:**

Thank you so much. Thanks Suzy. I've enjoyed this immensely.

**Suzy:**

Take it easy. Thank you so much for listening and please remember that...

Faith + Action = Miracles