

Attn: Grace as it Lands Spot on Fast Company's Annual List of the World's Most Innovative Companies

Achieve B Corp status



Boston, Massachusetts Mar 10, 2022 ([Issuewire.com](https://www.issuewire.com)) - Attn: Grace, the challenger brand behind the world's first sustainably-sourced, designed and packaged line of incontinence products for women, secures its B Corp.™ Certification as it lands a spot on Fast Company's list of the World's Most Innovative Companies in 2022

Attn: Grace has been named to *Fast Company*'s prestigious annual list of the [World's Most Innovative Companies](#) for 2022 as it earns its B Corp.™ Certification.

Attn: Grace Secures its B Corp.™ Certification as it Lands Spot on *Fast Company*'s Annual List of the World's Most Innovative Companies.

[Attn: Grace](#) is disrupting the \$32-billion-dollar personal care market for older women with modern, more sustainable, high-performance solutions for the affectionately-termed "inconvenient truths of aging". Based in Boston, the company launched in 2020, starting with the first-ever line of responsibly sourced, designed, and packaged incontinence products for women. Attn: Grace replaces the plastics, petroleum, and other toxins used in conventional [incontinence products](#) with powerful, plant-based alternatives to create an unparalleled user experience, free from the painful skin irritation and other discomfort legacy products so often cause.

Co-Founder Alexandra Fennell: "We had seen so much innovation across other categories in women's health, but it was painfully clear that this same innovation wasn't headed for this older demographic fast enough. We're changing that- using sustainable materials and responsible manufacturing practices to revolutionize this category. It takes roughly 1 cup of crude oil to make a single disposable adult incontinence pad or brief. We replace petroleum with renewable, plant-based materials to create a product women can trust, while cutting down on pollution and minimizing our environmental impact. Our products are also made without fragrance, dyes, chlorine, BPA, latex, VOC's, phthalates, and parabens, and everything that comes in contact with the user's skin is made from safe, gentle, plant-based materials. They've been game-changing for more than those who have made the switch so far, many of whom have been quietly struggling for years, not just with bladder leaks, but with painful skin irritation caused by the petroleum, bleaches, dyes, and other harsh chemicals used in conventional products." In a recent consumer research survey, over 95% of women who tried Attn: Grace's products found them to be more absorbent, more comfortable, and cause less irritation than competitors.

Existing nonwovens technology has not yet allowed for the creation of disposable products that are fully recyclable or biodegradable. Attn: Grace is bridging the inevitable gap, looking to make an impact where it can by replacing petroleum-based materials with plant-based materials and working exclusively with best-in-class partners across its supply chain. All of the company's production partners are deeply committed to sustainability and innovation in the larger nonwovens space. The company manufactures its incontinence line in Europe, where quality, sustainability, and safety standards are among the most rigorous worldwide.

Beyond continuing to innovate at a product level, Attn: Grace is deeply committed to its larger mission of destigmatizing aging for women. "We've been trained to keep our aging bodies to ourselves and chalk most changes in our health and wellness up to "simply getting old,"" says Co-Founder Mia Abbruzzese. This cultural truth has led to many of women's changing needs being unaddressed. The majority of women don't know that urinary incontinence is often treatable, and on average, it takes women six years to go see a medical professional about their bladder leaks.

These realities inspired the launch of Attn: Grace's [Resource Library](#), a safe, trusted space for women to learn more about urinary incontinence, and a searchable, nationwide directory of specialists skilled in treating or mitigating bladder leaks, including urogynecologists, urologists, pelvic floor specialists, and acupuncturists. "We hope that our Resource Library will help women better understand what's causing their UI, seek help, and take steps toward improving their condition," says Abbruzzese. "We know how much stress and anxiety bladder leakage can cause, and we hope to help women get the information they need to improve their quality of life. They deserve that. We all do."

This year's Fast Company list honors businesses that are making the biggest impact on their industries and culture as a whole—ultimately thriving in today's ever-changing world. These companies are creating the future today with some of the most inspiring accomplishments of the 21st century. *Fast Company's* editors and writers sought out the most groundbreaking businesses across the globe and industries. The World's Most Innovative Companies provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy. The companies that are selected are playing "an essential role in addressing the most pressing issues facing society, whether they're fighting climate change by spurring decarbonization efforts, ameliorating the strain on supply chains, or helping us reconnect with one another over shared passions," said *Fast Company* Deputy Editor David Lidsky.

The rigorous B Corp.™ certification process recognizes for-profit companies who utilize business as a force for good through exacting standards for social and environmental performance. Attn: Grace joins over 4,000 certified B Corps™ to date, from more than 60,000 applicants across 150 different industries and 74 countries, with one unifying goal: to redefine success in business. Their B Corp.™ Certification builds on Attn: Grace's larger mission to destigmatize aging for women in a culture that has historically equated a woman's value with her youth.

To achieve B Corp status, Attn: Grace's operations were reviewed by B Corps' independent third-party team to evaluate their commitment to meeting high standards and verify performance, accountability, and transparency. With its B Corp certification, Attn: Grace is actively building a world where women are seen and celebrated as they age. "We are so proud of this milestone and to be joining this incredible network of like-minded companies who are committed to using business as a force for good," says Co-Founder, Alexandra Fennell. "It presents a huge opportunity to harness the power of more conscious decision-making across every aspect of our business, and will serve as a rigorous framework within which to measure our progress towards our larger, longer-term goals."

Fast Company's **Most Innovative Companies** issue (March/April 2022) is available online [here](#), as well as in-app form via iTunes, and on newsstands beginning March 15. The hashtag is #FCMostInnovative.

Attn: Grace will hold B Corps™ certification for three years before submitting to a renewal process.

ABOUT ATTN: GRACE

Attn: Grace is the first personal care brand for (and by) women as they age, designing modern solutions for age-old problems. They create high-performance solutions for women's evolving personal care needs, combining cutting-edge technology with powerful, plant-based ingredients that are skin-safe and kinder to our planet. For more information, visit attnGrace.com and follow us on LinkedIn at <https://www.linkedin.com/company/attn-grace/?viewAsMember=true>

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