PERIOD.

Built for women, not for advertisers.

A cycle tracking app that refuses to sell you out. No ads, no data selling, no tracking. Built and hosted in the EU.

PRESS KIT

myperiod.app / hi@myperiod.app

ABOUT PERIOD.

PERIOD. is a menstrual cycle tracking app that helps women understand their bodies, without turning that knowledge into someone else's business model. Founded by Lisa Volkers and Diederick Trampe and live since March 2026, PERIOD. runs on a single principle: your body is not our product. It carries no advertising, no tracking technology and never sells user data, and its AI never trains on what people log. The app is bootstrapped, built and hosted in the EU, available on iOS and Android in 19 languages, and its basic features are free and stay free. PERIOD. also offers PERIOD. at work, a private and anonymous way for employers to support women through their cycle.

THE STORY

It started with an app she did not even like.

At 29, Lisa Volkers had no idea what her body was telling her every month. Luteal phase? No clue. So she downloaded a period app. It was drenched in pink, because apparently anything built for women has to be, which already felt a little ridiculous. And ridiculous or not, it still wanted to know everything: when she had sex, when her mood shifted, every private detail of her body.

It was only later that she understood where that kind of data can end up, and what it is worth to advertisers.

Her partner, Diederick Trampe, half joked that if she was this frustrated, she should build her own. So they did. He is the engineer who built the app. She runs the concept, the brand and the business. Together they built the app they wish had existed: one that helps women actually understand their bodies, and refuses to sell them out to do it.

WHAT MAKES PERIOD. DIFFERENT

- Built for women, not for advertisers. The founding principle, not a tagline.
- No data selling, ever. No advertising, no tracking SDKs, no analytics trackers in the app.
- The AI never trains on user data.
- Built and hosted in the EU, with no US subprocessors for user health data.
- Free stays free. The basic features remain free for everyone.
- Honest by design. Open about what it does and does not do with your data.

FAST FACTS

Founded by	Lisa Volkers (CEO) and Diederick Trampe (CTO)
Live since	March 2026
Platforms	iOS and Android, 19 languages
Home market	the Netherlands, expanding across Europe
Users	tens of thousands
App Store	reached number 1 in Health and Fitness in the Netherlands multiple times, rated 4,9 stars
Model	bootstrapped, no external investors
Pricing	basics free. PERIOD. plus is 3,49 euro per month or 34,99 euro per year
For employers	PERIOD. at work, myperiod.app/period-at-work

THE STAT WE CITE

More than four in five working women experience reduced productivity during their period.

Radboudumc, study of 42.000 women. Supporting: around nine productive workdays lost per year, roughly 14 percent occasionally call in sick.

FOUNDERS

Lisa Volkers, co-founder and CEO

Lisa is the face and voice of PERIOD. She conceived the product and runs the brand and the business, including PERIOD. at work. She comes from a background in media, and speaks from lived experience and frustration, not from a medical background. She is not a clinician.

Diederick Trampe, co-founder and CTO

Diederick built the app and leads everything technical. He comes from a background in music, and handles the engineering and the architecture behind PERIOD.'s privacy promises.

Lisa and Diederick are co-founders and life partners.

QUOTES YOU CAN USE

> *"It cannot be that my body is someone else's business model."*

> *"I had been walking around frustrated with cycle apps for years."*

> *"At some point my partner joked, then build it yourself. And I thought, okay, I will call it PERIOD."*

> *"We are built for women, not for advertisers. That is the whole point."*

IN THE PRESS

VICE / Het Parool / BNR De Grote Tech Show / Flair / NH Nieuws / Plan International / Women of Wearables / Inc. / Het Financieele Dagblad

BRAND AND ASSETS

Colours cream #FCF8F2 beige #F7E7CB red #C91E02
Font Montserrat

Available to download:

- High resolution portraits of Lisa Volkers and Diederick Trampe
- The PERIOD. logo
- App screenshots in high resolution
- This press kit as a PDF

Let's talk.

For all press enquiries, reach us at **hi@myperiod.app**. Lisa Volkers is the press contact and spokesperson for PERIOD.

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