

40^{of} 100**Zama
Nokubonga
Mbatha**

Here to be Conscientious

Raising the standard of menstrual care: Zama Mbatha is turning lived experience into a solution for women.

After experiencing a different standard of feminine healthcare products while studying abroad, Zama Mbatha returned home determined to help make quality, comfortable and affordable menstrual care more accessible to South African women and girls.

For Zama, the idea behind Maureen Sanitary Towels began with a simple observation: women and girls in South Africa deserved better choices when it came to something as fundamental as menstrual care.

While studying Laboratory Medicine and Biotechnology at Tzu Chi University in Hualien, Taiwan, Zama was exposed to high-quality healthcare and consumer products. When she returned to South Africa, she became increasingly aware of the difference between the sanitary products she had experienced abroad and many of those available locally.

Instead of simply accepting that gap, she saw an opportunity to change it. Her scientific background gave her a valuable perspective, but it was her own lived experience that helped turn an observation into a business with a clear purpose.

At the heart of the brand is the belief that menstrual care should never be treated as an afterthought. Access to appropriate products can affect comfort, confidence and dignity, making the quality and affordability of those products important considerations.

For Zama, however, creating a product is only one part of addressing the challenge. Her work also extends into menstrual education and empowerment through initiatives such as Menstruation University.

By creating opportunities for greater awareness and conversation around menstrual health, she is working to address the knowledge and confidence that should accompany access to products.

This combination of entrepreneurship and education gives her work a purpose beyond the commercial success of the brand. Zama is challenging existing standards while helping to create a space where menstrual health can be discussed with greater openness and dignity.

Her journey demonstrates the value of bringing global exposure home and using it to respond to local needs. Rather than seeing a difference in quality and moving on, Zama chose to ask why South African consumers should expect anything less.

Through Maureen Sanitary Towels, she is turning that question into action and helping build a future where women and girls can access menstrual care that reflects the quality, affordability and respect they deserve.

Combining her background in Laboratory Medicine and Biotechnology with an unwavering dedication to social impact, Zama's leadership through ZDVM Holdings and Maureen Sanitary Towels showcases how scientific expertise and localised innovation can advance health equity, dignity, and empowerment for women across South Africa.

Your
story
matters

