

COMPANY INTRODUCTION

Our mission is to serve, educate, and heal individuals holistically by advocating for menstrual equity, eradicating period poverty, and fostering optimal womb wellness.

ABOUT US

"Kick Cramp's Ass" is more than just a book! We are an organization delivering service, education, and holistic healing to underrepresented (people of color, women, LGBTQIA+, military affiliates, and disabled individuals) individuals who menstruate (and their loved ones), and athletes, and assist them to acquire menstrual equity, combat period poverty, and achieve womb wellness. Do you think that menstruation is a taboo conversation?! Let's dismantle this theory and do what is necessary to conquer optimal wellness.

WHAT WE DO

We provide services, products, and resources that will be beneficial in improving your menstrual cycle experience.

- **Menstrual Therapy**
- **Wellness Workshops**
- **Educational Podcast Episodes**
- **Fitness and Mindfulness Program**
- **Resource Center**
- **Menstrual Education Research**
- **Public Speaking**
- **Published Literature**
- **Period Products**



COMPANY HISTORY

OUR HISTORY

In 2017, our Founder, Brittany Walker, transitioned to a plant-based lifestyle which provided her the opportunity to lose more than 80 lbs holistically and reversed more than 10 diagnoses including Type 2 Diabetes, Bipolar II Disorder, Ovarian Cystitis, Dysmenorrhea, Menorrhagia and Irritable Bowel Syndrome (IBS). On June 27, 2020, Brittany took her last sip of alcohol and has not turned back since. This capricious period ignited a passion within that she could educate the masses with preventing and/or eliminating chronic illnesses through developing positive health outcomes and overcoming alcohol addiction.

In 2022, she released volume 1 of “NNG’s Formula to Kick Cramp’s Ass! A Blueprint to Naturally Get Rid of Menstrual Cramps.” After the feedback received and her passion to assist those who menstruate, she decided to launch **Kick Cramp’s Ass** in an effort to serve, educate, and heal those suffering from uterine ailments.





GLOBAL MARKET ANALYTICS

An overview of global market research between the media outlets that we use for our social media pages, podcast, and YouTube channel.

Global Market Reach

63,000+

views

90+

countries

1700+

subscriptions

STRATEGIC GLOBAL CAPACITY

Six out of seven continents with global reach and we forecast to keep expanding.

Africa



America Region (North, Central & South)



Asia Region



Australia



Europe Region



STRATEGIC PARTNERSHIPS

BUILDING FUTURES, TOGETHER

Collectively working with organizations that align with the mission of serving, educating, and healing the underrepresented in the health and wellness industry.



2023: 15+ Partnerships

Since April 1, 2023, we acquired more than 15 strategic partnerships globally catering to menstruators and proactively advocating for a holistic approach to achieving optimal wellness.



2026: 50+ Partnerships

We are aiming to establish a minimum of 50 strategic partnerships globally contributing to various factors that ultimately hinder our mental, emotional, physical, and spiritual wellness.



2025 GOALS



After a record-breaking 2025, we are hitting the ground running for 2026. Last year's success was just the fuel; we are fully geared up to roll out an even deeper vault of resources and cutting-edge tools to help you master your menstrual health.

Building on the success and certifications earned in 2024, our 2025 strategy is focused on scaling what works. We are more prepared than ever to provide the high-level advocacy and holistic tools necessary for every menstruator to reach a state of optimal wellness.

01. Licensed Therapist/Psychologist

By integrating my current Master's expertise with the pursuit of a Ph.D., I am bridge-building between holistic womb wellness and clinical psychological practice to provide a truly biopsychosocial approach to menstrual mental health

02. More Menstrual Research Projects

We are actively expanding our evidence-based foundation by spearheading new menstrual health research projects that investigate the intersection of physiological uterine ailments and psychological well-being

03. Dissemination of Research

We are committed to advancing global menstrual literacy by disseminating our research findings through high-impact presentations, community-led workshops, and peer-reviewed publications that challenge the status quo of uterine healthcare.

04. Season 4 KCA: The Podcast

Building on the momentum of two Spotify awards, we are thrilled to launch Season 4 of Kick Cramp's Ass - The Podcast, bringing even more award-winning, evidence-based conversations on menstrual equity and womb wellness to our global listeners



MESSAGE FROM FOUNDER

DELIVERING POSITIVE, PRODUCTIVE, AND PEACEFUL STRATEGIES

As we step into 2026, we are fueled by the incredible momentum of this past year. 2025 was a defining chapter for Kick Cramp's Ass, where we expanded our reach to help thousands more achieve menstrual equity and reclaim their womb wellness. Having solidified our foundation, we are more committed than ever to our mission of dismantling period poverty and providing the evidence-based tools necessary to eliminate uterine ailments for good.



Entering 2026, our mission is more urgent than ever. With uterine health diagnoses on the rise and a staggering 70% of individuals suffering from ailments like endometriosis and infertility, the gap in menstrual education and product access remains a systemic crisis. Our work in 2025 focused on closing this gap by challenging the cultural influences that hinder positive menstrual health. We continue to offer a rigorous, evidence-based alternative for individuals willing to remain focused and disciplined in their wellness journey. We are not just addressing symptoms; we are facilitating a total shift in how menstruators engage with the healing process.

Brittany Walker, M.S., RYT-200, CRC

Founder, Plant-Based
Nutritionist, Author





Turning Ideas into Enterprise

Our 2025 initiatives proved that sustainability and affordability can coexist. This year, we continue to scale our global impact by streamlining the production and distribution of cost-efficient menstrual tools. By focusing on sustainable practices that respect both the body and the planet, we are ensuring that the progress we made in 2025 becomes the global standard for 2026.

KEEP UP WITH US

Stay in contact if you menstruate, want to collaborate, or would like to hire us!



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