

Palmira Camargo

Palmira Camargo is the Communications and Public Relations Director of Essity Latin America and has been with the company since October 2016. She has more than 20 years of experience in strategic communications, public-private partnerships, and sustainability strategies in Latin American markets, as well as in multilateral organizations and the consumer goods industry.

Before joining Essity, she worked for PepsiCo Latin America for more than 10 years as a strategic communications officer and as the head of the regional corporate foundations. She was also part of the team at the Inter American Development Bank in Washington, D.C. as a consultant for the Social Development Department. She's passionate about sustainability and creating public-private partnerships to face social challenges.

Among some of the initiatives she's promoted are the partnership with Essity and UNICEF México to develop a behavioral adjustment program to improve hygiene and health in schools by promoting appropriate handwashing, water treatment, and sewage. In addition, she worked on a Project centered on menstrual health and the launch of the first and second menstrual management surveys in the country alongside Menstruación Digna México and UNICEF México.

Her responsibilities include caring for and building up Essity's reputation in the region through internal, external, and digital communication strategies, as well as crisis prevention and management. Palmira is also a member of the board of Fundación Grupo Familia in Colombia, whose mission is to improve the quality of life for grassroots recyclers and promote initiatives for an inclusive circular economy.

In 2020 and 2021, she was recognized by Grupo Expansión as one of 100 of the most empowered and influential women in business in Mexico. In 2022, she was recognized as part of Leading Women Mexico by AdLatina, and in 2026 as Leader of Excellence by BTL.

She has also taught in the master's program in Social Responsibility at Anáhuac University. She studied law at Universidad Iberoamericana and holds a master's degree in international law from Georgetown University.

Gina Castellanos

Gina Castellanos is an actress, producer, and a leading figure in Latin America as an activist for mindful menstruation. She has worked with brands, companies, and organizations such as UNICEF, Essity, Condé Nast, and Popsugar, among others. She is the creator of the transmedia project “Yo Mujer”—which has won an award from Apple Podcasts—and the author of *Menstruación consciente* (Penguin Random House), now in its 4th edition.

As an actress, she has appeared in theater, film, and television—from Off-Broadway to Univision productions—including shows such as *Mamma Mia!*, *Annie*, and *Like, la leyenda*. As a screenwriter, she received a special mention at the 2019 FICG/The Film Hub for her project *Aurora*.

As for her experience in international production—Pinterest TV in Los Angeles, as well as Elefantec Global (which sold a series to HBO Max Latin America and Live Nation/OCESA in Mexico)—she combines artistic creation with projects that have a social impact.

Her new radio show, *Mis días de luna*—the first national broadcast on menstruation in Mexico—has made her a UNICEF ambassador for menstrual education among children and adolescents, cementing her status as a menstrual rights activist. She is currently developing her first play on the same topic, which will premiere in the fall of 2026.