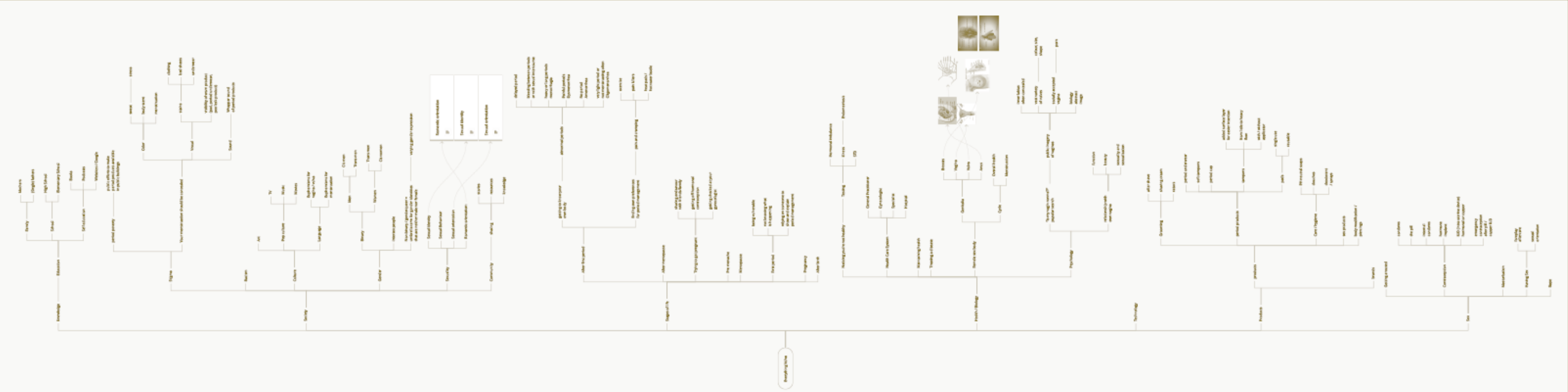


Appendix

PRELIMINARY

MINDMAP



YONI'S
COMPETITION

(1)

WHAT OTHERS ARE CLAIMING

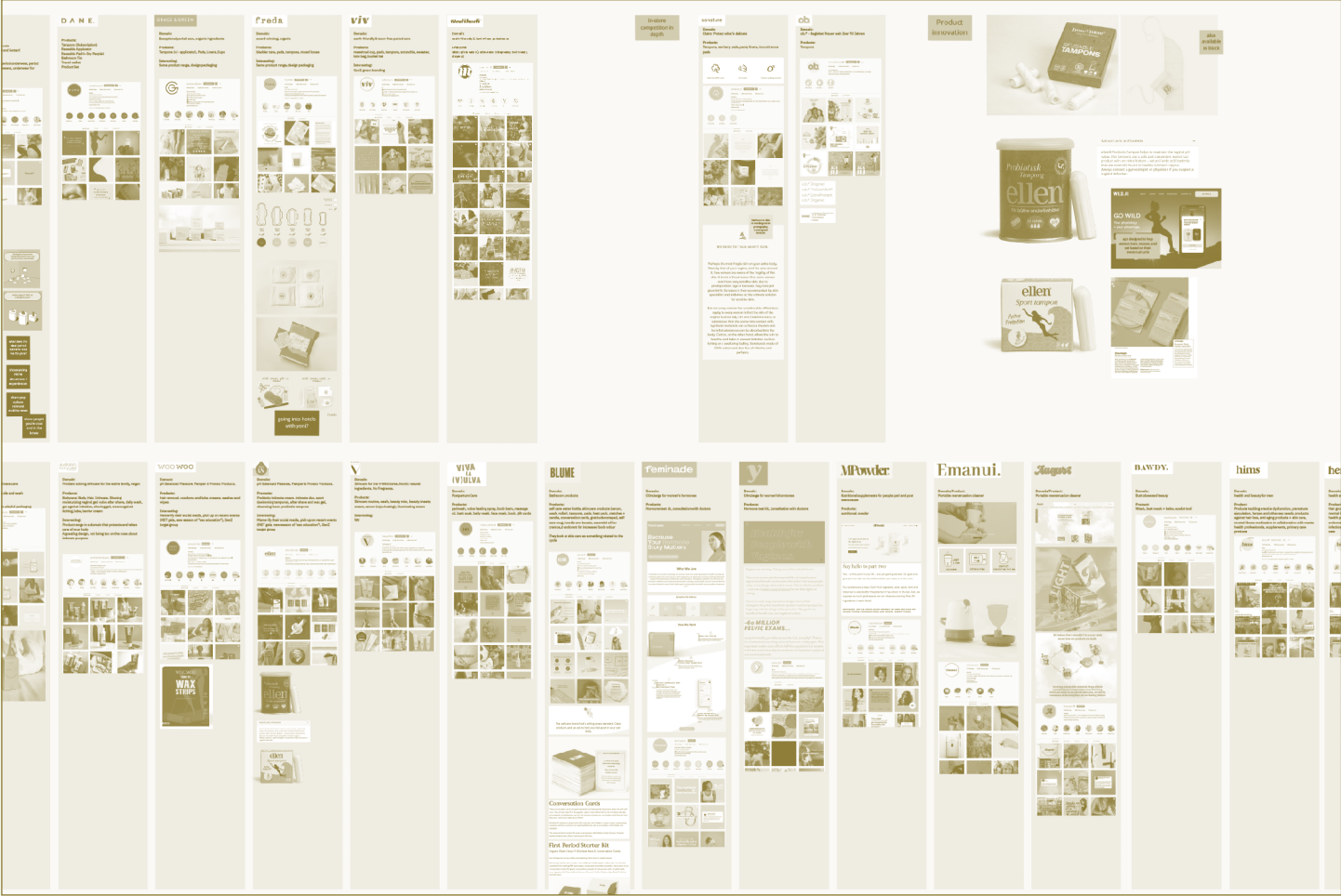
The various domains that brands claimed for themselves were particularly intriguing to investigate. For this examination, both the websites of the companies and their Instagram pages were used, as Instagram in particular is one of the first points of contact with a company for many users. Each positioning statement allows these businesses to offer a unique perspective to their audience. The declarations range from very specific product descriptions or characteristics to more abstract territories. Several noteworthy examples come from Yoni's direct competition: "sustainable condoms and period products" (einhorn), "sustainable solutions for people with periods" (thinx), "multi award winning sustainable period products" (dame), exceptional period care (grace & green). Additionally, there are some intriguing more abstract claims, such as those of sanature.: „Protects what's delicate" and o.b.: „Accompanies women for over 70 years". Interesting examples from indirect competition are: award winning organic cotton period care with a give back (freda), earth-friendly and toxin-free period care, naked and CBD tampons (Daye), pleasure care (nudco), organic intimate care (lip), premium CBD infused intimate care (Hemply), problem solving skincare for the entire family (autralian bodycare), pH balanced pleasure, pamper and protect products (woo woo), self-care products for women's intimate health and well-being (ellen), skincare for the v-bikini area (the perfect v), postpartum care (viva la vulva), bathroom products (blume), concierge for women's hormones (feminade), nutritional supplements for people peri and post menopause (mpowder), personalised period care (August), butt obsessed beauty (Bawdy).

What is actually interesting is the general movement away from the topic of „hygiene", which has been traditionally used to describe menstrual products and is unfortunately still common as the label for this category of products in online stores such as etos. The term „hygiene" is problematic in that it implies that menstrual discharge is something inherently dirty that needs to be managed by purchasing a hygiene product, which is not strictly necessary. In line with this argument, the industry's language is now moving towards using terms such as „care" or „protection". Protection here is not meant as classically in the area of period products, but addresses the protection of the vaginal environment. This goes hand in hand with the efforts of Yoni to claim the area of femacre for themselves.

WHAT OTHERS ARE OFFERING

Tampons that have been enhanced by a product component are examples of notable product innovations that are currently taking place in the market. These include, for example, Daye tampons, which are laced with CBD and thus intended to relieve period pains. Tampons by ellen, which are infused with probiotics to boost the natural vaginal flora, are another intriguing incremental tampon innovation. Reusable tampons, which are made of a rolled-up band of cloth, are also available, but the adoption of this product is questionable. Within the category of pads, biodegradable pads that can be flushed down the toilet are the only invention worth mentioning. What's intriguing regarding period underwear is that, on the one hand, more gender-

neutral styles are being launched to the market, including masculine presenting persons, nonbinary and trans people. In addition, models that are specifically tailored for sports are becoming available. Aside from explicit period products, several oils and serums that have previously found popularity in the beauty industry are now available for vulva care. There is, for example, ‚fur' pubic hair oil and numerous products for the maintenance of the outer labia. Furthermore, there is an increasing number of products claiming to have the lubrication capabilities of a lubricant without disturbing the acid level of the vagina, as previous lube iterations did. Unfortunately vulva centric products are also populated by less body positive brands further perpetuating unattainable and harmful beauty standards such as products from "perfect V" that promise a rejuvenating effect or products such as the Silk'n Tightra claiming to help achieve "a vagina that feels and looks younger" (Productpine, n.d.). But also seemingly less harmful products such as perfumed washing lotions are strictly advised against by medical professionals as they can irritate the vaginal flora (Willis, 2017). A full depiction of the competition, including their social media presence and offered products, can be found in the appendix. The variety of products available could be viewed as a disadvantage for Yoni, but because Yoni lacks an internal innovation department and relies on close collaboration with partners and suppliers, the products of other brands could be viewed either as a source of inspiration or potential collaboration partners, and show possibilities for expanding the product range in a new domain.



YONI'S COMPETITION

(2)



YONI'S COMPETITION

(2)

preference varies according to the width of the pad, its hardness, whether it has wings or not, whether it is perfumed, whether it is packaged in plastic or not, and its absorbency. By and large, consumers prefer unscented and gentle products. This is consistent with Yoni's offering. One impediment to purchasing Yoni products is undoubtedly the price, which unfortunately applies to all Yoni products. It is higher than the market average and, as a result, the competition. Unfortunately, the price can no longer be justified by a superior product quality and purity as the original USP of offering an organic cotton product has been appropriated by the competition. This means that the current sales can only be driven by

recurring habitual purchases, the more attractive design on the brand equity.

The period cup is especially popular with those who are conscious of their environmental impact and avoid disposable products. A period cup can be used indefinitely and for extended periods of time, which is strongly discouraged with tampons due to the risk of toxic shock syndrome. Yoni's period cup is priced and manufactured similarly to other period cups available at the drugstore.

Yoni's period underwear is priced between 5 and 10 euros higher than comparable brands. As is the case with all period underwear, the fact that several pairs are required for optimal coverage during a cycle results in a relatively large purchase.

[illegible]

PRODUCT STUDY

(1)

Apart from the product attributes conveyed by Yoni, it was critical to conduct a product study in order to establish a market standard for product quality and thus paint a realistic picture of product performance. Tampons were purchased and compared on a variety of criteria from several competing manufacturers in the Dutch and German markets (etos, albert heijn, o.b., tampax, sanature, and the female company). Both organic cotton tampons as well as regular tampons (usually made of a synthetic fibre core, a cotton layer and a synthetic surface sleeve) were used as a means of comparison. The package inserts and language options contained therein (French, German, English, and/or Dutch), the type of opening mechanism used to enclose the tampon (a twist-and-open wrapper or a wrapper with an opening flap), and whether the tampon frays as a result of friction (this is especially important when inserting or removing a tampon into or from an insufficiently moist vagina, as it can result in fibre residues inside the vagina). Two points stand out in comparison to the competition: first, while the Yoni tampons do become frizzy when friction is applied, other cotton tampons (Etos,

for example) appear to have addressed this issue by adding a highly compressed cotton surface layer. As many users are unaware of the potential negative consequences of added synthetic layers to tampons for smoother insertion and synthetic fibres for more efficient absorption (it should be noted that claims of adverse effects on user health based on synthetic additives in menstrual products lack scientific support), the discomfort of insertion is a true deterrent to purchasing Yoni tampons again. Second, the wrapper employs the antiquated latch opening technique rather than the twist wrapper used by all other synthetic but also many other organic cotton tampons (the female company, etos, o.b.). This is not a true purchase barrier, but it does speak to the company's lack of continuous product improvement and market standard adjustment.

Due to the fact that there are an even greater variety of sanitary pads available, this study focused on a comparison of very absorbent sanitary pads from Yoni, etos, and sanature. This was largely determined by the testimonials and online reviews of interviewees. These findings indicate that, as with tampons, personal

THE HISTORY OF FEMCARE

For a long time, menstruation has been a massive taboo in society and product innovation in this category has been rather sparse as a result. The health of biological female bodies and their wellbeing was not talked about, but over the last 15 years this has slowly but surely loosened (Boyd, 2019) and discussions about the health, environmental and financial implications are becoming louder beyond the feminist forum. But this process is happening rather slowly; traditional period products are still characterised by a language of discretion, of secrecy. The origins of period products are only partially documented; the Smithsonian (n.d.) writes explicitly regarding their period product collection, „Before the late 1970s, feminine hygiene was not understood to be a subject warranting serious cultural and historical research, and feminine hygiene products were not prioritised for collection or preservation. This attitude mirrored Americans’ discomfort with the idea of women’s hygiene.“ This also reflects society’s interest in the realities of life for female citizens for whom period products are a necessity to meet societal expectations, especially in a society where the male cycle is the norm. The history of the period is a rather peculiar one from today’s point of view. For example the knowledge of papyrus scrolls for vaginal insertion are known from the times of the Egyptians, but with a historical point of view comes also a multitude of myths about the negative magical effects menstrual blood is rumoured to have, from crops dying to milk getting sour. If you look at the history of the last century, before tampons or pads were available, women used cloth pads to catch menstrual discharge, which were washed and reused. These pads were strapped around the waist with a type of belt or harness. With the First World War, an unusually large number of medical/ surgical materials were needed to treat wounded soldiers, which led to a wave of innovative product development. On the one hand, bandaging materials were invented that had a core of a certain type of moss that was particularly absorbent. On the other hand, cotton plugs were invented that were particularly suitable for deep wounds and could absorb blood in situ and were also used to insert medications in wounds. After the First World War, the redundant products were first used by nurses and were later distributed commercially from this observation. Especially after an advertising campaign in magazines explicitly targeting women, these disposable pads were being adapted. Tampons took a little longer to be successfully accepted, as they were first sold with a cardboard applicator by the manufacturer Tampax; this happened in North America around 1930. In Europe, the tampon became widespread around 1950 and has been widely used socially since around 1990. Tampons in particular have always been made with a synthetic, highly absorbent core and, for about 8 years, with an additional synthetic sheath that makes insertion smoother. However, the synthetic content and level of absorbency have been claimed to be connected to the very rare but potentially fatal toxic shock syndrome, which in combination with environmental considerations is motivating a growth in alternative products, such as Yoni’s products. Yoni’s products are made from 100% organic cotton. However, this awareness has also brought other period products to the market or into new attention through a push in (online) marketing, including menstrual cups and period underwear. With the increasing level of innovation

and search for better alternatives in the menstrual market, the communication style of brands and product packaging is also changing. In the past, euphemisms were used to disguise what the products were about, but today the language is becoming more transparent and direct, as is the presentation of the products. (Smithsonian Institution, n.d.)



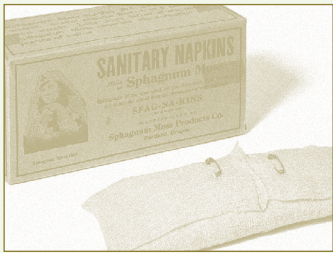
Sanitary puffs



Medicated tampons in a tin.



o.b. packaging from 1986



One of the first pads, the packaging uses the „Moss girl“ in a nurse’s uniform to communicate the origin of the product.



Modess pads: A nice example of the level of obscurity these products were sold with, not showing the product or mentioning what it is on the package



A kotex poster when pads were equipped with an adhesive strip which made the belts that were previously used no longer necessary.

Toxic shock syndrome is a life-threatening illness that occurs suddenly. It’s caused by toxins released by an overpopulation of the bacterium *Staphylococcus aureus*, or staph, which is prevalent in the bodies among women. Menstruating women, particularly those using super-absorbent tampons, are susceptible to toxic shock syndrome. The body reacts by lowering blood pressure, depriving organs of oxygen and potentially resulting in death. After the deaths of numerous young women who had used a type of super-absorbent tampon that was subsequently pulled off the market in the late 1970s and early 1980s, this sickness grabbed headlines. (WebMD, 2001)

BRAND DNA



OVERVIEW
CONTEXT
RESEARCH



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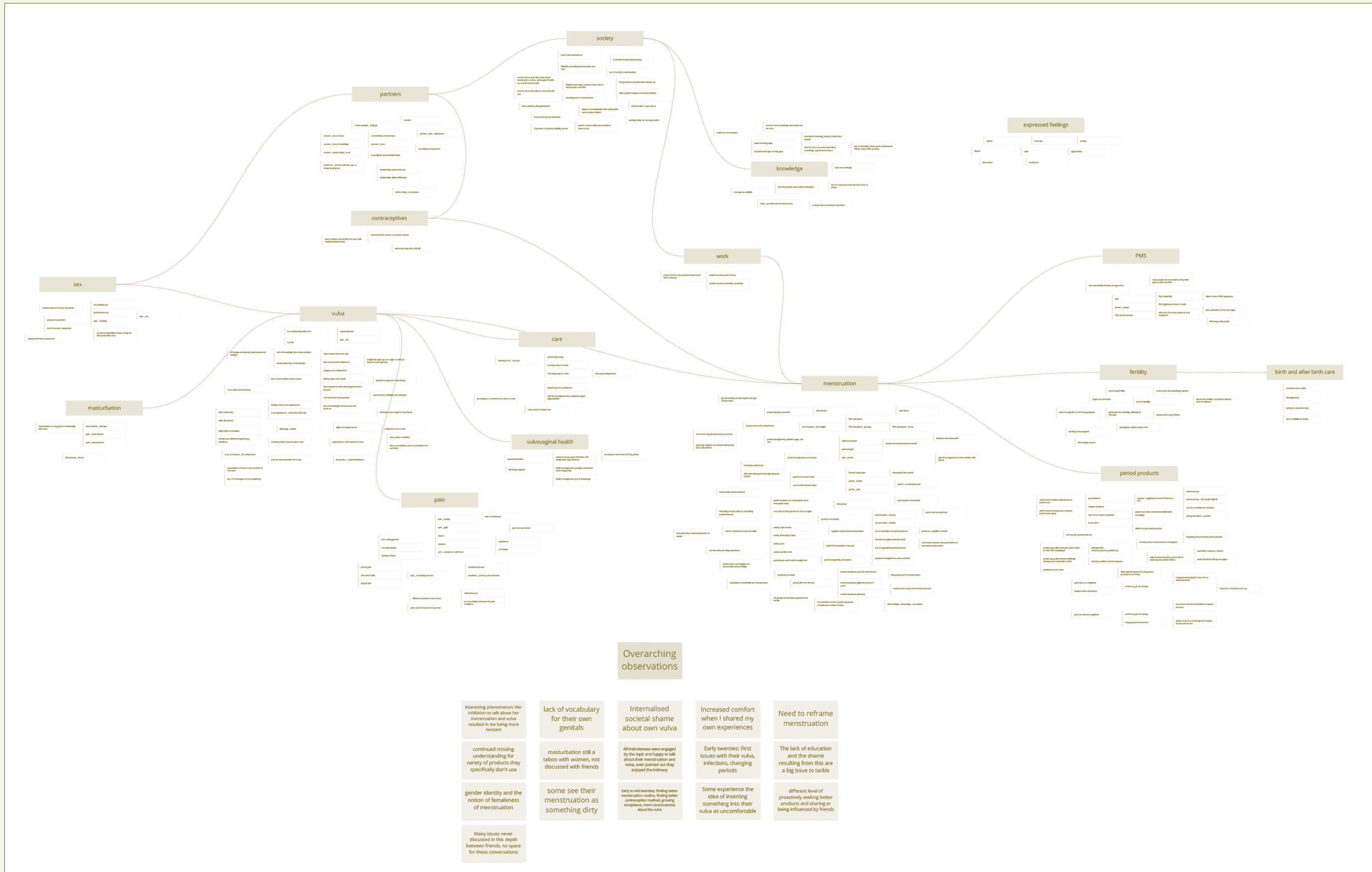
INTERVIEW
GUIDE

from functional to personal

more intimate								
INTRODUCTION		MENSTRUATION EXPERIENCE			VULVA		MENOPAUSE	
<p>Within my master thesis I'm exploring the status quo of period managemetn to eventually develop a desirable future for people and their vulvas in general - from a product design perspective. The purpose of this interview is to find out more about the experiences and opinions of people with vulvas from a product design perspective. Everything you say to me will stay anonymous. You can withdraw from the interview at any point and you're free to interrnupt at any time. There are no right or wrong answers, I'm interested in your personal experiences and opinions. Anything is valuable and I would love if you could give me descriptive answers. This is actually a great point for the consent form I have prepared that you can have a look at now.</p>	PERIOD PRODUCTS	I would like to begin the conversation by speaking about your menstruation experience.		How does your period affect: Exercising, nights, work (Do you speak about your period at work?), pain management How do you manage your fertility?		We are now about halfway through the interview and I would like to talk about your vulva and vagina in general, regardless of menstruation.	GENERAL	What were the first signs that you were entering the menopause? First symptoms?
		Which periodic product(s) are you currently using? (change throughout the days?) How long have you been using this product? And was this different in the past? How long is your period actually? Where do you buy period products? How often do you buy period products? Do you always have them in stock or do you buy new ones when you get your period? Where do you store them? How do you transport them when you are on the road? What criteria are important to you when buying a period product? (Price, comfort, material, ingredients, discretion, aesthetics) Do you always buy the same brand and the same product or do you change it up? - And if so, why? Why do you buy this particular brand? Why do you prefer this brand to others? What other brands do you know?	MENSTRUATION INFLUENCERS	Do you use contraception? And how are you doing with it?	GENERALS	What words do you use to describe your vagina to your friends/partners?	MENOPAUSE AND OTHERS	Have you discussed your menopause with people around you? Have you seen a doctor/gynecologist? How did those around you react?
			MENARCHE	Do you remember your first menstruation? What kind of experience was it? - Did you know what was happening to you? Who gave you the information? How did you find out what products to use and how to use them?	CARE	How do you care for your vulva/vagina? What products touch it? For example, wash gel (maybe a special one for vulvas), lubricants, creams, etc. Are you happy with the routine you have right now or do you miss something or would you like to change something? Do you share your vulva with others? About your vulvovaginal health?	PERSONAL ASSOCIAIONS	What associations do you have with menopause? What does it mean?
			SHARED PERIOD	Do you talk about your period with others? / How openly (and with whom) do you talk about your period?	PERSONAL ATTITUDE	How are you feeling about your vulva/ vagina? How is your relationship with her? What does your vulva look like?	FINAL THOUGHTS	How do you feel about it?
	IF NOT ALREADY ADRESSED	How do you feel about the impact of your period product on your health? How do you think about aspects of sustainability and your period? How do you find out about period products?	FINAL QUESTION ON MENSTRUATION	Is there anything about menstruation that you wish you knew earlier or that you wish we would talk more about?	HEALTH	Have you ever had an STD? What was it like?		
					SOCIETY	Is there anything about your vagina that you wish you had known when you were younger? Is there anything you wish we would talk about more in society in relation to our vulvas/vaginas? Is there anything we haven't talked about yet that you would like to address?		
	INDIVIDUAL PERIOD EXPERIENCE	Which symptoms come with your period? And how do you treat them? Do you notice the effects of your cycle on you and your day to day life?						

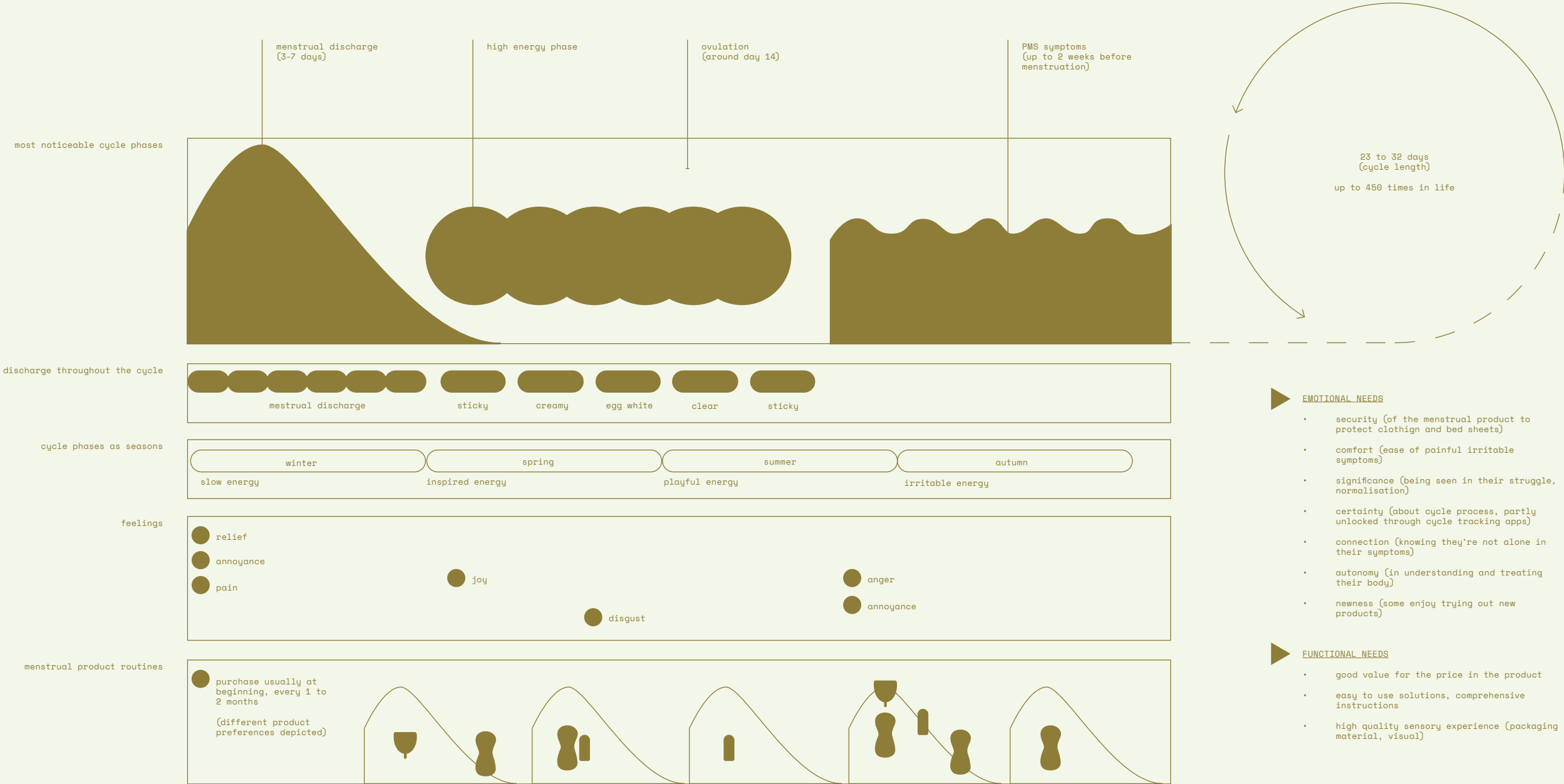
INTERVIEW
INSIGHT

CLUSTERING



CYCLE
EXPERIENCE

The visualisation of one sample cycle provides an even more thorough depiction. Here, the many stages of activity may be seen, as well as the good and bad associations and sensations experienced by the subject, as well as the natural processes that the body undertakes. As is to be anticipated, each individual experiences their cycle and its repercussions uniquely, not just in contrast to others, but also from cycle to cycle.



- **EMOTIONAL NEEDS**
- security (of the menstrual product to protect clothign and bed sheets)
 - comfort (ease of painful irritable symptoms)
 - significance (being seen in their struggle, normalisation)
 - certainty (about cycle process, partly unlocked through cycle tracking apps)
 - connection (knowing they're not alone in their symptoms)
 - autonomy (in understanding and treating their body)
 - newness (some enjoy trying out new products)
- **FUNCTIONAL NEEDS**
- good value for the price in the product
 - easy to use solutions, comprehensive instructions
 - high quality sensory experience (packaging material, visual)



USER RESEARCH MENSTRUATION EXPERIENCE



YONISPHERE

A Radical Inclusivity

We're already seeing it happen - the scope and demand for inclusivity is widening and consumers expect a more authentic kind of marketing. In the future we will see society and companies challenge previously untouchable domains, such as ageism, sexual diversity, gender diversity, visibility of people with disabilities and the corresponding intersectionality.

A1 Not only women menstruate.



"I've seen a shift, the world has changed its perspective on menstruation. The conversation has become more inclusive to trans, non-binary and intersex individuals." - Kenny Ethan Jones

A3 Aging reinvented

The everyday language we use shapes the way our society perceives the world. For this reason, many brands have launched inclusive language initiatives that ask the world to rethink the language they use. The initiatives range from anti-racist coding campaigns to anti-sexist language campaigns.

A2

Inclusive language

The everyday language we use shapes the way our society perceives the world. For this reason, many brands have launched inclusive language initiatives that ask the world to rethink the language they use. The initiatives range from anti-racist coding campaigns to anti-sexist language campaigns.

"Marketing will start to better reflect the intersectionality and diversity of users, especially in regard to representations of disability"

A4

More than race and gender

The future is opening up the discussion about diversity to previously unseen demographics and intersections of people.

B Varying experiences

The human experience is both universal and vastly different in its details. Not one person experiences the world and their menstruation quite like the other and the future holds the key to see this diversity beyond a previously defined and alienating "normal".



B1

Lived realities

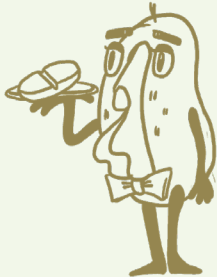
One of the most striking insights of a series of in-depth interviews within this research regarding people's experiences of their menstruation and vulva were the vastly different experiences each person made. People experiences different ranges of emotions within their cycle, varying heaviness of their flow and the resulting period management, different pain levels, associations and changes within their life so far.



B2

Hormone concierge

As the embrace of telemedicine and home testing continues to grow, hormone concierge services present a new care experience for people, especially those who identifying as women and are tired of being turned away and misdiagnosed by their regular healthcare providers.



B3

Period activewear

The year 2021 has been the year of emerging period activewear both from the period underwear brand thinx and big players such as adidas. These initiatives push for more long overdue menstruation innovation.



B4

cosy, comfy, soft, snug, warm, hygge.

B5

Interior sanctuary

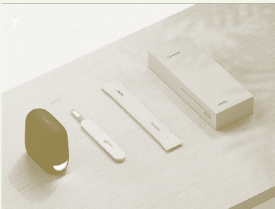
C Health self efficacy

The future holds more agency for the individual and empowers us to take our health into our own hands, tracking symptoms, facilitating tests and finding underlying patterns and alleviation of symptoms.

C1

Home testing

As the embrace of telemedicine and home testing continues to grow, hormone concierge services present a new care experience for people, especially those who identifying as women and are tired of being turned away and misdiagnosed by their regular healthcare providers.



C2

The beauty industry is exploring and artificial intelligence to create individualized products and formulas. We also see a bleed of this trend into female centric domains such as hormonal contraceptives.



C4

Quantified me

Individuals have a growing tendency to track, analyze and contextualise their personal data. Not only does this change the level of knowledge people have, it also creates a potential resource for healthcare.

C5

Health empowerment

As we see a surge of consumers collecting their body data we see them unlocking patterns and knowledge. This shift in ownership will result in a more self efficant participatory future of health.



C3

Cycle saf care

Brands are starting to tap into more holistic product groups to empower people to take care of themselves throughout their period beyond tampons and pads.

C6

Proactive health

Proactive health enforcement describes a emerging movement to identify and precautionally tackling underlying causes of ill health. It's about encouraging and incentivising healthier behaviours.

D Community

Menstruation creates community and as our social networks are expanding into the digital realm a new culture of intimacy emerges.



E Cycle centric

Menstruation creates community and as our social networks are expanding into the digital realm a new culture of intimacy emerges.

E1

Not a 28 day cycle

Only 13% of people who menstruate have a cycle that is 28 days long

around 65% of people had cycles between 25 and 30 days. Any cycle length between 21 and 35 days is normal. On average, a cycle is 29.3 days long.

E2

Product cycle

A new generation of wellness and beauty products catering to specific needs throughout the hormonal cycle is emerging as the hormonal fluctuation impacts health, skin, appetite and more.

E6

The more the merrier

People in developed countries may now anticipate more than 400 menstrual cycles in their lifetime, thanks to developments in family planning. This is in sharp contrast to our ancestors and women in developing nations, who have had around 40 menstrual bleedings.

E7

Remarkable repair

The uterine cycle of purposeful „injury“ and „repair“ is remarkable and unique; and it could offer valuable insights because of its regenerative capabilities.

F Beyond neutral

With increased media literacy the consumer of the future does no longer tolerate companies doing the bare minimum and recognizes greenwashing. Consumers want to see companies as proactive drivers of positive change.

F1

Quality over quantity

Brands are adopting closed digital channels to deliver more high-value content and connections than can be delivered through social media feeds.

F2

Earth positive

We're slowly moving from climate neutral to climate positive, not only not doing harm, but adding regenerating the planet.



F7

Transformation economy

The transformation economy takes brands fruther than providing functional or even emotional value to their customers but it promises „catharsis, transformation and self-actualization“.

G Post taboo

Taboos are challenged, a status quo of internalized shame and silence is no longer tolerated as people free themselves and address persisting taboos to dissolve them through open communication.

G1



Bridging the orgasm gap

Studies have found that there's a considerable difference between the number of orgasms men and women are having in heterosexual relationships. The orgasm gap doesn't just exist between heterosexual women and men. It has been found that lesbian and bisexual women have significantly more orgasms than heterosexual women. Recent studies have identified sexual education and female sexual assertiveness as a key element to finally closing this gap.

G2

Post taboo wellness

Health and wellness brands are stepping up to talk about previously taboo topics in an effort to ease their audience's concerns.



G3

Something to be hidden.



G4

Wet ass pussies

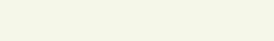
„In a world where sex work is increasingly becoming more equitably commodified by women, but where rape culture and patriarchy are still frighteningly dominant, there is something rebellious and subversive in women, especially oft-oversexualized black women, openly discussing enthusiasm and predilections for intercourse.“

G5

Stigma

The stigma and imposed secrecy surrounding menstruation can seriously harm the health and wellbeing of people who menstruate.

G6



Nov 2021

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Welcome to the Yonisphere

The Yonisphere is a broad exploration of factors changing and affecting the world of vulvas and brands moving in this realm.

This document is intentionally non-directional and to be explored through your intuition and curiosity, whether you're a user, designer or brand representative. It is meant to be interacted with, to spark a conversation and share your opinions and experiences.

So lean back and let your curiosity roam.

How to read this:
There are themes, groups of several pieces of information, each indicated by a different capital letter. They are namely

- Radical inclusivity
- Varying experiences
- Health self efficacy
- Community
- Cycle centric
- Beyond neutral
- Post taboo
- What binary?
- The dichotomy of womanhood
- Menstruation society
- Beauty 2.0
- Where the wild things are
- Menstruation innovation
- Green as the grinch
- Knowledge is power
- and Professional vulva.

Each of these categories has a number of relating topics with their own number, you can find more extensive explanations in the booklet that belongs with the Yonisphere.

D1

Connected

We're digitally connected like never before, creating our own bubbles, safe spaces, communities. This digital world is hanging how we access information, organize movements, get support from our peers.

D2

Branding together

Not only users seek company for change, brands are doing the same. Brands are now putting aside competition and instead collaborating to tackle social and environmental challenges".

D3

Generational bond

The sex educational conversations often initiated with the event of menarche (the first menstruation) are often a moment of bonding and potential key to educating coming generations.

D4

New intimacy

As we're using social platforms more naturally and interfaces support more human interactions with others we're becoming more comfortable with sharing previously intimate information with others online. This new openness could be a driving factor in breaking down persisting taboos.

E3

Exercise. Period.

The cyclical mindset has also found its way into the sports industry. Since February 2021, Nike has been offering a range of workouts tailored to the menstrual cycle.

E4

Super cycle

People are more and more aware of their cycles' impact their bodily experience throughout the month. With the increase of data access people are empowered to gain control over their wellbeing through adaptation of behaviour and living not only in tune with, but thriving on their cycle.

E5

The female immune system is cyclical

Phase	Condition	Prevalence
Premenstrual (A)	Multiple sclerosis	15%
	Inflammatory bowel disease	15%
	Rheumatoid arthritis	15%
Menses (B)	Systemic lupus erythematosus	15%
	Cardiovascular disease	15%
	Chronic inflammation	15%
Proliferative phase (C)	Chronic inflammation	15%
	Response to inflammation	15%
	Chronic inflammation	15%
Secretory phase (D)	Chronic inflammation	15%
	Response to inflammation	15%
	Chronic inflammation	15%

F3

Ethics made easy

People want to contribute to a social good, but often don't know what exactly they can do. Brands with purpose that make conscious consumption possible with their products and services gain traction.

F4

Nonprofit goodness

As consumer's demand for ethical corporate action gets louder companies collaborate with non-profits in a win-win relationship for the greater good.

F5

GenZ game changers

GenZ has a new mode of consuming and seek more than previous generations for meaning and sustainability and use their fiscal means as voice in the market.

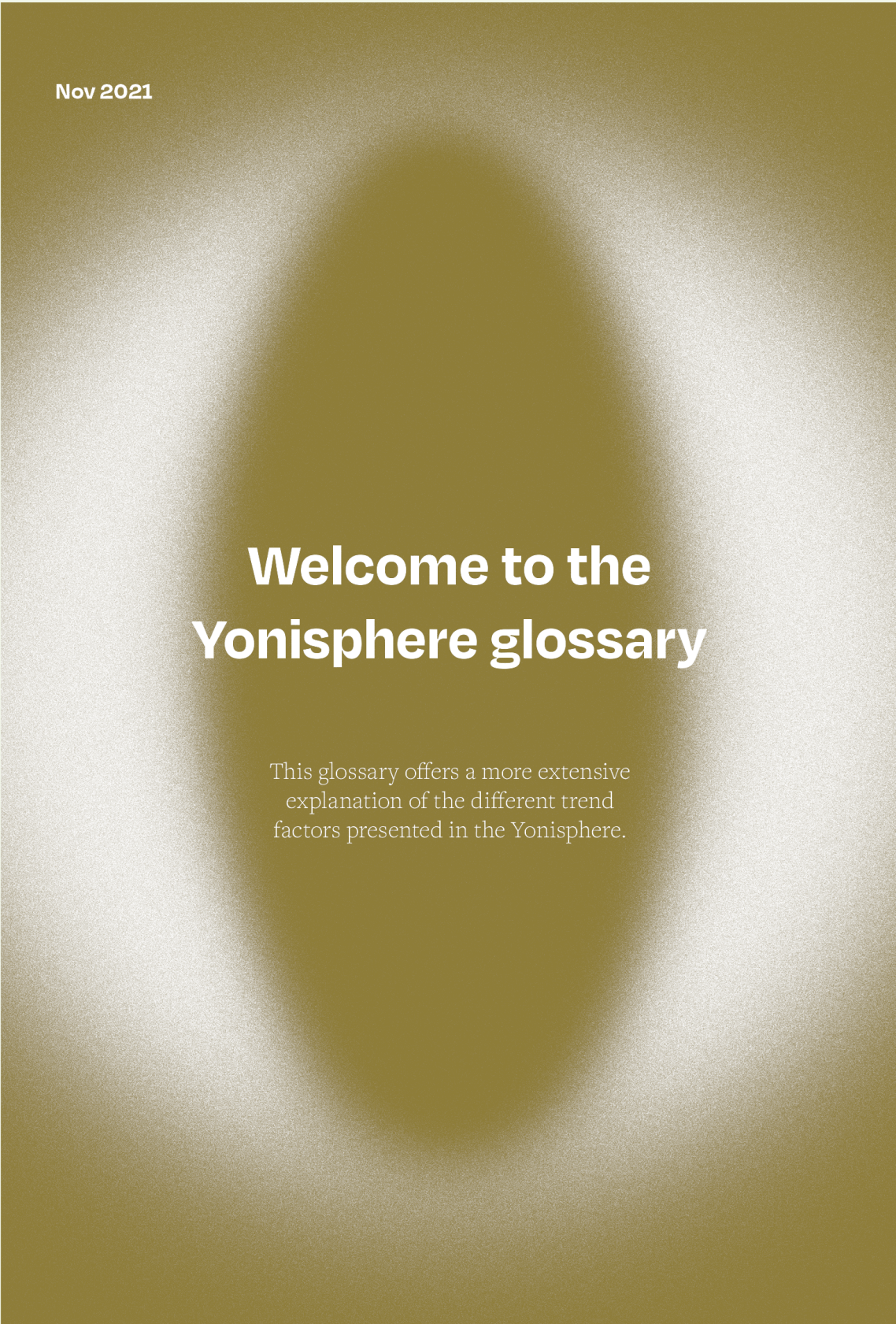
F6

Politics politics politics

Both employees and consumers consider the political stance a brand communicates when buying from or working for them. You cannot not communicate your position in this time and age.

G7

Women are more aware of the biases facing other women than men are, with 34 percent of women reporting that they had heard or seen biased behavior toward women in the past year—a number that is 2.7 times higher than their male counterparts. This awareness gap can make it difficult for companies to mobilize and address issues with women's workplace experiences.



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A Radical Inclusivity

We’re already seeing it happen - the scope and demand for inclusivity is widening and consumers expect a more authentic kind of marketing. In the future we will see society and companies challenge previously untouchable domains, such as ageism, sexual diversity, gender diversity, visibility of people with disabilities and the corresponding intersectionality.

A1 Caring for trans cycles

The LGBTQ+ voice is getting louder, and people are beginning to recognize the value of inclusive products and messaging that legitimise the experience of all menstruators. From product design, to packaging and messaging, period products have long been heavily gendered, overlooking the reality that not all people who menstruate are women. In a move towards inclusivity and in order to raise awareness, period care brand Freda has launched Cycle, a cycle care range free from preconceptions and inhibitions, considerate of all identities and bodies. Alongside the product launch the brand collaborated with three LGBTQ+ advocates, sharing their personal experiences and touching on issues of shame and inequality. The current movement is largely focussed on creating gender neutral packaging and amplifying voices through marketing campaigns, the next step towards inclusion? Understanding and meeting the specific pain points of this group and designing specific product solutions accordingly. (Ultraviolet Agency, 2021)

How can Yoni push Inclusivity even further?

A2 Inclusive Language

Language is often used as a vehicle for oppression, and brands are creating campaigns to highlight this. Brands are realizing that the language we use every day has a direct impact on how we perceive the world around us. Many people have started inclusive language efforts to challenge the world’s vocabulary and make it more diverse and inclusive. Anti-racist code campaigns and anti-sexist language campaigns are only two examples of these efforts. Systemic inequality is no longer tolerated by consumers, who are aware of the subtle ways it manifests itself in our society. Brands that just pay lip service to progressive ideals are no longer acceptable to these well-informed customers. Brands have a responsibility to do something about the harmful stereotypes that are perpetuated by the media. (TREND HUNTER Inc., n.d.)

What language artefacts persist that perpetuate sexism?

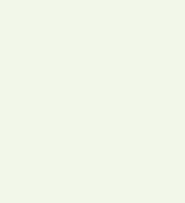
A3 Aging Reinvented

„Aging Reinvented“ refers to the upheaval of society’s conventional roles and expectations for elder generations. Many seniors are following their own „golden years“ ideal. Retirement, greater reliance, a more sedentary lifestyle, and loneliness are all conventional milestones and occurrences that were traditionally viewed as inherent. However, ageism still exists, notably in the workplace. This has to be addressed since older generations continue to be economically, professionally, and socially engaged for extended periods of time. Society must tackle the various psychological, emotional, and social concerns associated with aging while healthy diets, active lives, and anti-aging products battle the physical components of aging. People are working beyond their legal retirement age, necessitating new regulations forbidding age discrimination and requiring specialized training for older workers. Aging generations will continue to pursue more active hobbies, retain better social ties (assisted by social media), regain style and fashion, and take a more active role in society. (itronics, 2020) Relationship support service Relate is a good illustration of this. The „Let’s Talk The Joy of Later Life Sex“ campaign puts the attention on the value of sex and intimacy among older customers. In it, elderly adults are seen enjoying a sequence of personal encounters in a manner that avoids negative preconceptions and breaks down taboos. The online and out-of-home campaign, which was created by advertising firm Ogilvy and photographed by Rankin, features five couples and one woman. Relate’s campaign sets an example for the industry in embracing a more inclusive approach to sexual health and sex positivity, which is generally reserved for younger customers. To accompany and facilitate the more personal parts of human connections throughout customers’ lifetimes, health and wellness brands will develop age-inclusive goods and services.



A4 More than race and gender

“It’s not just going to be about issues such as gender representation,” says Emiliano Arriaga, a marketer on the Google Assistant team based in Mexico City. “They’ll start tackling important but previously ‘untouchable’ topics. Here in Latin America, that includes issues such as pigmentocracy and sexual diversity in advertising.” Emiliano Arriaga, a marketer in Google Assistant’s Mexico City team, agrees. A marketer from Google’s Startups team, Hannah Frankl, believes that in 2021, companies will put forward an aggressive campaign to ensure that their products are actually reflective of the people they are attempting to engage. Although over a quarter of the population suffers from a physical or mental disability, according to a survey by the Geena Davis Institute, just 2.2 percent of characters in 2019 advertisements have a disability, according to Frankl. However, this is



changing. It is her prediction that “Marketing will start to better reflect the intersectionality and diversity of users, especially in regard to representations of disability”. (Thomson, 2021)
Especially in fem care disability has been unseen, could be a point to step in



B Varying experiences
The human experience is both universal and vastly different in its details. Not one person experiences the world and their menstruation quite like the other and the future holds the key to see this diversity beyond a previously defined and alienating „normal“.



B1 Lived realities
Menstruation is not a monolithic experience. According to a study by Malefyt and McGabe women differed in a variety of physical and emotional experiences, as well as in the ways in which they dealt with those events, according to the findings. Additionally, individual people may undergo alterations from one monthly cycle to the next and throughout the course of their whole menstrual life stage, in addition to variances between individuals. (Malefyt & McCabe, 2016).



B2 Hormone concierge
Human hormone concierge services, which are becoming increasingly popular as the use of telehealth and at-home testing continues to grow, provide a new level of care for people who are tired of being brushed aside or misdiagnosed by their usual healthcare professionals, particularly those who identify as women. According to Feminade, an online concierge service, 80 percent of women suffer from hormonal imbalance, with women often waiting 6-8 years after symptoms first present before being appropriately identified. Not only can platform-based diagnostic tools like Feminade speed up the diagnostic process, but they also give tailored treatment plans and on-going assistance from licensed doctors who will monitor progress and collaborate with patients in order to change the plan as required. (Ultraviolet Agency, 2021)



B3 Period activewear
While exercising during one’s period might be uncomfortable, doing so has several health advantages and can even help to minimize the intensity of future flow. Despite the fact that a large proportion of the population experiences menstruation on a regular basis, there are few sportswear options available that are expressly designed to meet those monthly requirements. In 2021 both thinx and adidas are aiming

to change that by offering fitness-specific clothing with the ability to absorb the equivalent of two to five ordinary tampons‘ amount of fluids. The collections, which include one-piece leotards, leggings, and bike shorts, are designed to emphasize the individual demands of every athlete while placing a strong emphasis on comfort. (McQuarrie, 2021; Smith, 2021)

B4 Seeking comfort
When you have your period, you may experience physical discomfort such as fatigue, cramps, an uncomfortable bloated sensation, stomach pain, lower back pain, and painful breasts. Obtaining sources of comfort was vital to respondents in order to compensate for the discomforts respondents in the study of McQuarrie experienced while their bodies were adapting to the changes that were taking place. (McQuarrie, 2021) This insight was further validated by our own interview study. But our study also surfaced rarely talked period symptoms such as constipation and diarrhoea, rectal pain, disrupted sleep, sensitive or dry skin, sore breasts and armpits, gum pain, leg pain and sensitivity to smell (Cassano, 2021)

B5 Interior sanctuary
„Interiors are becoming sanctuaries as never before, and as people are seeking stability, they’re gravitating toward colors and spaces that evoke feelings of warmth and security. The softness, dependability, and versatility of neutrals “create interiors that soothe, comfort and protect,” (Wunderman Thompson, 2021)

B6 Trans vulva
Trans men have a special relationship with their vulvas and might be subjected to physical changes regarding their genitals when starting to use testosterone for their personal gender affirmation process. Nonbinary trans man Vic shares his advice on Calla.ly: “Learning to be comfortable with yourself first helps. You can build up confidence that way, before engaging with new people. The way you think you’re going to feel about things is not necessarily the way you think about them when they happen. Nothing is how you think it’s going to be, so expect the unexpected. The prospect of having genitals that might be perceived as ‘other’ can invoke a lot of internalised transphobia. We are indoctrinated into a cishet society, where we’re taught that genitals are meant to look a certain way. But genitals are unique from person to person and entirely ungendered! Vulvas are for everybody and can be referred to using whatever words work for you. Be patient with yourself while figuring out your new anatomy. It can be a bit strange – and even full-on awkward – to have your genitals change as an adult. With the physical changes of bottom growth come new sensations, too.”

(Callaly, n.d.)

c Health self efficacy

The future holds more agency for the individual and empowers us to take our health into our own hands, tracking symptoms, facilitating tests and finding underlying patterns and alleviation of symptoms.



c1 Home testing

Testing kits that can be performed at home are becoming more accessible, inexpensive, and non-invasive options for people wishing to make evidence-based choices about their health and well-being. Such kits deliver valuable knowledge about the physiological composition of the user without the need for the user to leave their house. Inne’s Mini Lab, the world’s first at-home fertility monitoring technology that uses saliva, allowing users to directly evaluate hormone levels in their own saliva. With the small optical scanner, you can get results in minutes and sync them with the app in real time over Wi-Fi or Bluetooth. It can also determine your reproductive status on a daily basis during your cycle. Specialists expect to see more consumer companies delivering at-home test kits with rapid findings or giving instant feedback in the near future. As telehealth technologies are integrated into clinics and homes, the distinction between the two will become more blurred. (Ultraviolet Agency, 2021)

c2 AI

In terms of supplying customers with individualised goods and solutions, the healthcare and cycle industries are trailing behind the competition. Because it is not constrained by the same healthcare regulations, the beauty market has been able to advance rapidly with AI-driven formulas, ranging from personalised beauty brands such as Function of Beauty, which make tailor - made formulas based on a profiling quiz, to Opte, a handheld inkjet serum printer that scans the skin and applies product only where it is needed. The introduction of tailored contraception is on the horizon, with the contraceptive health brand Tuune preparing to reach the market later this year with the world’s first individualised contraception solution. It all starts with an evaluation of the patient’s hormone profile, followed by a 360-degree exam that goes into five areas of investigation before prescribing an appropriate contraceptive. We anticipate to see personalised cycle services and solutions in every area of the cycle care industry as consumer discontent with ,one size fits all’ hormone treatments develops. These solutions will include everything from tailored birth control formulations to personalised vitamins and clothes. (Ultraviolet

Agency, 2021)

c3 Cycle self care

Recent innovations in period goods have sparked a wave of innovation in the industry as a whole. To help women cope with the physical and mental demands of their period and beyond, Self-Care Kits provide a wide range of holistic products. Additionally, the kits help to promote brand loyalty since the extra components may be utilised at any time, not only during a certain period. Young women just beginning their menstrual cycle may benefit from the education and empowerment that companies like Blume are providing via their product offerings. Period stigma and shifting requirements are becoming more prevalent in the market. Supplements, adaptogens, and hero components like CBD are becoming a staple of the cycling industry. Brand partnerships and product expansions are on the future in the wellness business to meet the demands of new customers who have raised their expectations. (Ultraviolet Agency, 2021)



c4 Quantified me

Individuals are becoming more interested in tracking and analysing their own personal data, which includes anything from biological and physical to behavioural and environmental data. This is known as the „quantified self.“ The combination of IoT sensors and wearable devices, which are becoming more prevalent, with powerful data analytic skills allows for such in-depth self-monitoring. Self-tracking gadgets and applications are a boon to the health, wellness, fitness, and technology sectors. In addition to the notion of „Quantified Self,“ the term „Quantified Us“ refers to the collection of data from groups of individuals with similar traits. This has the potential to revolutionise healthcare, but problems of ethics, data bias, privacy, and liability must be addressed. It is possible to induce behavioural change and help people realise their full potential via the use of big data and artificial intelligence (AI). Behavioral psychology is being used to analyse user data in the emerging „Internet of Behavior“ (IoB). This helps the user to establish beneficial habits by identifying trends and using insights. To better understand one’s own health and performance, self-tracking is becoming more commonplace. From the comfort of their own homes, women may monitor their hormone levels and variations using a gadget developed by Montreal-based firm Eli. To help people better understand their bodies and make choices about their health and fertility, the gadget utilises saliva to generate a hormonal profile. People are also using cycle monitoring to examine how their cycle impacts their health, performance, emotions, and dietary demands beyond fertility. In response, businesses are giving paid menstruation leave,



on-site menstrual supplies, and quiet locations for workers to use when they are experiencing pain. (itonics, 2020; Ultraviolet Agency, 2021)

C5 Health empowerment

The use of technology in the healthcare industry is becoming more and more commonplace. Remote diagnosis and treatment are made possible by the use of cutting-edge technologies like mobile video conferencing, ai, advanced analytics, and others. A lack of infrastructure, mobility, or the danger of infectious illness may be bridged via remote care. However, ethical rules for good practise will continue to transform the way we offer healthcare digitally, even if 2020 was the year of accelerated telehealth acceptance and progress owing to COVID-19. Telehealth was utilised by 11 percent of customers in 2019 before the epidemic. As of now, 76% of people are open to embracing telehealth services. Telehealth is expected to grow in the field of specialised care and the treatment of chronic illness because of its affordability and scalability. Significant adoption signifies a transition from symptomatic treatment to preventive care, a turning point in the continuum of care. Remote software, sensor systems, and surgical implants will help develop the field even farther, as will meaningful data gleaned from constant monitoring. By implementing this new data breakthrough, chronic illness costs and the number of persons affected will decrease. Digital therapeutics (DTx) for the treatment of chronic diseases and machine learning for pharmaceutical R&D will soon be two major innovations that have a big impact on healthcare costs and participation. This shift in involvement has the potential to profoundly alter the power dynamic of knowledge in healthcare and may enable people with vulvae to communicate their demands more effectively. (frog, 2020; itonics, 2020)

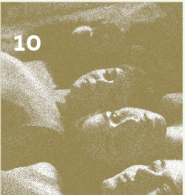
C6 Proactive Health Enforcement

Proactive Health Enforcement is a movement that aims to identify and treat the root causes of ill health in society before it becomes a problem. Healthcare, government regulations, cultural and lifestyle variables as well as the influence of businesses—especially those that create FMCGs—are all included in the scope of the study. In order to promote health and wellbeing, Proactive Health Enforcement recommends a variety of measures such as prohibitions and limits, restrictions on the marketing of products, taxation, and incentives. As governments grapple with chronic illnesses, they are looking for inventive ways to promote healthy habits. In the future, more governments will implement policies and campaigns that aim to enhance the health of their citizens, therefore lowering the load on public healthcare systems. To encourage healthy habits, these policies will use both „carrot“ and „stick“ tactics: they will regulate companies,

tax unhealthy items, and regulate advertising that promotes unhealthy habits. Wearables, IoT sensors, and other self-tracking applications will all play an increasingly important role in making this possible.

D Community

Menstruation creates community and as our social networks are expanding into the digital realm a new culture of intimacy emerges.



D1 Connected

There is no doubt that social media has had a tremendous impact on people’s lives. More than two-thirds of all internet users utilise social media sites like Instagram, Facebook, Twitter, tiktok or twitch. The world has changed because of social media. Technology adoption is transforming the way we find partners, get news, and organise to demand political change. These technologies are rapidly and widely utilized. Activist and peer-to-peer support networks target a particular range of issues. As more individuals spend time online, new platforms are being developed for specialised support objectives. Addiction rehabilitation and BIPOC adolescent wellbeing are among the issues that these networks assist via peer-to-peer support. It’s becoming more common for individuals to seek assistance from others online rather than face-to-face, and businesses are helping to make that happen. (Ortiz-Ospina, 2020; TREND HUNTER Inc., n.d.-b)

D2 Branding together

Brands are putting aside rivalry in favour of collaboration to address social and environmental concerns as a result of a new breed of leadership. Generation Z is redefining brand purpose. According to a poll conducted by Wunderman Thompson Data in October 2020, 80 percent of US gen Zers feel businesses should assist improve people’s lives, while 82 percent believe brands should set aside their disagreements and collaborate for the greater good. The societal movement away from „me“ toward „us“ has spread to companies, proving that transformation takes collaborative effort. Another variation on this theme is the formation of strategic alliances between two or more businesses in order to improve their value offer and hence appeal to both new and current users. It is also utilised to maintain relevance as a result of unique and interesting relationships, particularly those involving digital technology and omnichannel customer experiences. Successful brand partnerships result in greater earnings, enhanced brand reputation and impact, and lower capital expenditures. Businesses will continue to develop and broaden their

services via collaborative and multidisciplinary methods in the future. Meanwhile, in marketing and social media, real connections with micro-influencers with smaller, more engaged followings are expected to increase. (Wunderman Thompson, 2021)



D3 Generational bond
Conversations regarding the start of menstruation between girls and female relatives can be bonding and caring experiences. Creating open dialogues about menstruation as a natural event connected to femininity and fertility is a crucial element of raising girls for moms participating in a research study conducted by McQuarrie. (McQuarrie, 2021) A new social visual language of connectedness can also be seen on a bigger societal level: As Milis points out, the message of community is being reframed: “I’ve been extremely happy to see a scaling focus on building a sense of community through compassion as well as a growing understanding that we don’t have to occupy the same physical space to build community, to support one another.” (Wunderman Thompson, 2021)

D4 New intimacy
The concept that screen time and social media have a detrimental influence on our offline relationships is progressively beginning to fade as research presents contrasting findings and individuals begin to overcome the stiffness associated with technologies meant to humanise our digital interactions. Our conversations get more personal and intimate alongside the issues expressed and discussed online. For example, Facebook upgraded its suite of responses with the ‘care’ emoji to enable more personal online connections and individuals are adopting TikTok to discuss hard themes with empathy and subtlety. (Oxford, 2021)

E Cycle centric
We’re slowly, but surely moving beyond the binary point of view of ,period on‘ or ,period off“ and realize that the hormonal cycles female sex people go through are not an on/off state, but a continuous cycle effecting life and offering unique opportunities when we embrace it as a guiding force.

E1 Not a 28 day cycle
Only 13% of people who menstruate have a cycle that is 28 days long, around 65% of people had cycles between 25 and 30 days. Any cycle length between 21 and 35 days is normal. On average, a cycle is 29,3 days long. Furthermore, it is normal for cycles to vary in length for

one individual. (Bull et al., 2019) This can be both reassuring and a realistic guideline for when to reach out to a medical professional as a significantly shorter or longer cycle can be an indicator for an underlying health condition. (Akers, 2019)

E2 Product cycle
Access to different products is no longer limited to the cosmetic sector, it’s migrated into cycle care. Consumers demand simplicity and accessibility when it comes to their cycle and are being met by a new generation of companies catering to their requirements throughout the month. More data is available indicating how the fluctuation of hormones during the menstrual cycle affects each factor of health, complexion, appetites and more and marketers are utilising this data to drive future product creation. From vitamins geared exclusively for menopause like MPowder, to skincare brands like Typology. Offering customised solutions depending on cycle stage, businesses within wellness are beginning to tap on this potential. With still so much to learn about how the hormone cycle affects individuals differently, and the most effective methods to harness it, there is still significant space for innovation and experimentation in this field. (Ultraviolet Agency, 2021)

E3 Exercise. Period.
Launched in February 2021, (Cycle)Sync is the outcome of a cooperation between sportswear giant Nike, R/GA London, and female psychologist Stacy Sims. This will be the first-ever training collection on the renowned Nike Training Club App that is aimed at responding to the demands of women who are exercising throughout their menstrual cycle. The digital platform will provide tools that will assist women get the most out of their training, regardless of the time of the month. For Nick Pringle, SVP Executive Creative Director R/ GA London: “this work was born out of the belief that sports training platforms need to better serve women on their terms, recognizing that too many training platforms do not cater for distinct differences in men and women’s physiology.” (Nedelcheva, 2021)



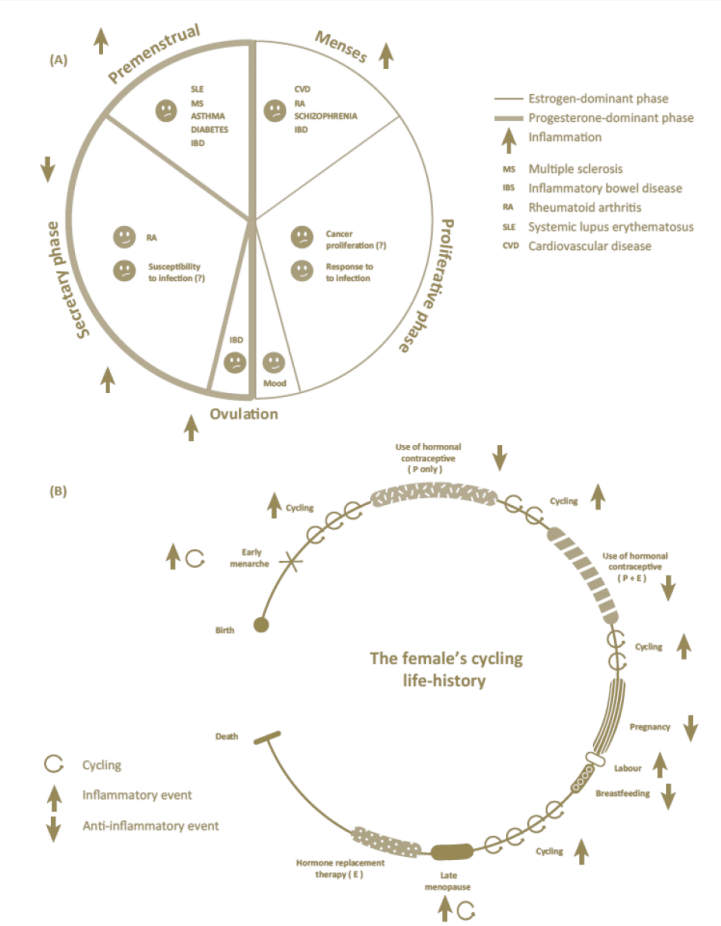
E4 Super Cycling
People are more conscious of the influence of their hormone cycle and how it alters their body and mind throughout the cycle. With improved access to personal data sets, individuals may take more control of their wellbeing balance, allowing them to alter routines and behaviours to fit with the needs of their hormonal changes. The supplier of everyday wellbeing for women Moody, delves into women’s biology and habits, connecting women to daily nutrition, exercise and wellness solutions to support their shifting emotions and physical ailments. Personal

applications such as these are expanding in popularity and are giving women more sophisticated information to help them understand their bodies with confidence. As these signals get stronger we predict it will become increasingly popular to workout, eat and work according to the hormone cycle. (Ultraviolet Agency, 2021)

E5 The female immune system is cyclical

Maybin and Critchley claim that in humans, hormones directing the menstrual cycle modify the female immune response in a manner that allows for the implantation of a viable embryo even in the absence of fertilisation. They explain that female health is best thought of as cyclical since symptoms and susceptibility to infection change depending on the stage of the cycle, and women with varied cycling life histories have variable susceptibility to and experiences with illnesses. In other words, due of varying degrees of inflammation, female health is cyclical. (Maybin & Critchley, 2015)

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E6 The more the merrier

People in developed countries may now anticipate more than 400 menstrual cycles in their lifetime, thanks to developments in family planning. This is in sharp contrast to our ancestors and women in developing nations, who have had around 40 menstrual bleedings. This drastic number is owing to improved nutrition, decrease of the number of pregnancies per women (i.e. on average a woman had 4,69 children in 1900 in the Netherlands; this number shrunk down to 1,66 in 2020 (Statista, 2021)) decreased periods of lactational amenorrhoea (the lack of menstrual flow due to breastfeeding) and an earlier onset of menarche (over the last century the age of menarche has declined in developed nations. The average age at menarche in 1840 was 16.5 years, currently it is 12 (Wikipedia contributors, 2021a)) (DeMaria et al., 2019; Maybin & Critchley, 2015).

E7 Remarkable repair

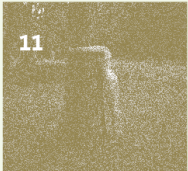
The endometrium is a complex multicellular tissue that interacts with immunological, endocrine, and vascular systems. The careful management of this tissue during a cycle to enable repeated ‘injury’ and ‘repair’ leads to a unique physiological response that makes conception possible. This accessible tissue offers an excellent resource for studying inflammation, angiogenesis, and tissue healing and may offer insights beneficial for all people (Maybin & Critchley, 2015).

F Beyond neutral

With increased media literacy the consumer of the future does no longer tolerate companies doing the bare minimum and recognizes greenwashing. Consumers want to see companies as proactive drivers of positive change.

F1 Quality over quantity

Brands are leveraging closed digital channels to give more meaningful information and interactions than what can be provided through social media feeds. In a digital world overloaded with noise, audiences prefer quality over quantity, and businesses are leveraging these platforms to amuse, educate, inspire, advise, empower, and connect their consumers. Using apps, mobile video, and messaging platforms, and even their own physical venues, businesses are seeking to assist consumers navigate life via communities that deliver value outside their primary business model. Creating great content channels will increase brands’ reach and establish lasting relationships with customers, creating brand loyalty and advocacy. These connections



F2 Earth positive

will give deep insights into what connects with customers, enabling companies to build and iterate highly relevant goods and services, forging organic and symbiotic linkages between brand communities and product design. The ability to interact and own discussions in controlled places via entertainment channels like gaming is crucial to establishing safe environments and safeguarding users’ privacy. (itronics, 2020)

An urgent call has gone out to salvage the planet’s fast deteriorating environmental situation and to preserve our home for future generations. “Planet Positive” as a movement has the potential to accelerate conscious behaviour and contribute to a carbon-free future. The advantages of slowing down global manufacturing chains, the benefits of openness, and how it may boost customer confidence while saving our environment have all been proven in the last 12 months. Traditional, harmful period products take over 500 years to degrade, and the typical individual will have 450 periods throughout their lifetime. Even some of the most unlikely eco-warriors are changing their ways to be more conscious of their influence on the environment. People today demand a variety of environmentally responsible options that meet their requirements without compromising comfort, style, or budget. Accessibility is critical because we recognise that to make a major dent in the acceleration of climate change, we need everyone to adopt aware behaviours, even if imperfectly. Cycle care is becoming more reusable and accessible as time goes on, providing conscientious and practical answers expressed not just via product creation but also through incentives, platforms, and open dialogue. (Ultraviolet Agency, 2021)

F3 Ethics made easy

Consumers are increasingly demanding that businesses contribute positively to social and environmental challenges on a global and local level, according to several surveys. Consumers are interested in causes that have a positive social effect and are eager to engage in them. They aren’t always sure what they can do to assist, however. As a consequence, companies that promote conscientious consumption are becoming more popular. Consumers may be empowered by brands providing accurate information, more ethical and sustainable alternatives, supply chain transparency, and easily accessible ways for providing feedback on important problems. (itronics, 2020)

F4 Nonprofit goodness

Consumers are increasingly searching for businesses with a strong purpose or that give back in some form. This trend will only grow, and

a well-rounded marketing strategy should take advantage of this by collaborating with nonprofit groups. This collaboration opportunity has the ability to help both build companies while simultaneously aligning them with significant humanitarian initiatives. It’s a win-win situation to simultaneously grow the brand and its reach while also advocating for a good cause. However, merely expressing support for a nonprofit organisation should not be the end of the marketing strategy. Product placement, affiliate marketing, percentage of sales contributions, and corporate sponsorship should all be included. These kinds of relationships, according to charity executive coach Mallory Erickson, can help reach a new audience all across the world. (Hall, 2021)

F5 GenZ game changers

Compared to previous generations, Gen Z takes a different approach to spending. They are also less concerned with flashy consumerism and more concerned about sustainability and purpose. Among their strongest values are human rights, environmental aid, political reform and education for all (Zebra IQ, 2020). This tendency was enhanced and made more cross-generational by Covid. These pressures suggest that, in the long term, there will be less of a rush for consumption. (McGinn, 2020)

F6 Politics politics politics

Employees’ interest in working for companies that share their values has been rising for some time. This desire grew in 2020, according to Gartner research, with 74 percent of workers expecting their organization to get more actively engaged in current cultural conflicts. In order to maintain and recruit the greatest employees, CEOs will have to react. However, just making remarks on current events is insufficient: employees now want more. And brands who have invested significant resources in these challenges have seen higher levels of employee engagement. According to a Gartner poll, when a firm took action on today’s social challenges, the proportion of workers who were regarded highly engaged jumped from 40% to 60%. Beyond their staff, how businesses act matters more than ever to customers. A feeling of collective social duty has been pushed to the front of the agenda in 2020, for example, during the COVID-19 crisis, the Black Lives Matter movement, and a tense political situation. Consumers are taking firm stands on issues that matter to them, and companies must follow suit. Brands and independent platforms are increasingly making a company’s ethics apparent.



F7 Transformation economy

The Transformation Economy is about catharsis, metamorphosis,

and self-actualization, not only about companies providing utilitarian or even emotional value to their consumers. In the Transformation Economy, companies assist customers in realising their full potential and embarking on a unique path toward a greater outcome, such as self-improvement, expressiveness, or fulfilment. This necessitates that customers not only see but also engage in brand-crafted and technology-enhanced experiences that are more immersive, customised, and meaningful. Offerings become increasingly customised as economic value increases, aligning more closely with consumer wants and allowing firms to distinguish themselves from competition. Commoditization happens when customers perceive offers to be undifferentiated and begin buying based on price rather than value-added services. The „experience economy,“ in which companies construct meaningful and memorable encounters, has therefore spawned the Transformation Economy. Emotional weight and transformational worth will influence how businesses portray themselves in the future as a new generation of customers seeks significance above consumerism. Value propositions will focus on providing customers with the tools, community, and enabling environment they need to fulfil their objectives. Brands who can use technology to improve customer experiences will gain a strategic edge. The change-makers will be those that provide transcendental and serialised experiences that lead their clients on a journey of self-discovery and success. (itonics, 2020)

12



G Post taboo

Taboos are challenged, a status quo of internalized shame and silence is no longer tolerated as people free themselves and address persisting taboos to dissolve them through open communication.

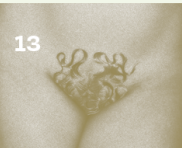
G1 Bridging the orgasm gap

The phrase „orgasm gap“ was invented to characterise the difference in orgasms experienced amongst lovers. Studies have employed orgasm disparity, also known as orgasm inequality, to quantify sexual pleasure across various demographics. A successful and healthy sex life isn't just determined by the number of orgasms experienced. However, studies have shown a significant disparity in the quantity of orgasms experienced by men and women in heterosexual partnerships. The orgasm divide isn't limited to heterosexual women and men. Lesbian and bisexual women experience significantly more orgasms than heterosexual women, according to research. Similarly, when women are alone and when they are with a partner, there is an orgasm disparity. (Broster, 2020) Because female orgasms include psychological

underpinnings, this disparity might be explained in part by social reasons. According to a study by Lentz and Zaikman (2021) o rgasm with a familiar partner was the only orgasm variable that predicted sexual pleasure, demonstrating that not all orgasms may predict sexual happiness. Overall, sexual assertiveness was the parameter that was positively connected with and predicted orgasm frequency and sexual pleasure in practically all settings. This suggests that educating women to be more sexually assertive might result in more orgasms and more sexual pleasure. (Lentz & Zaikman, 2021)

G2 Post taboo wellness

As a strategy to alleviate anxieties among their users, health and wellness businesses are choosing to speak out about previously taboo topics. This is pushing new approaches in health-focused communications, with provocative ads and activations that concentrate on real-world, human storytelling on topics ranging from sex in later life to pubic hair celebration. The social company Hey Girls‘ Seeing Red commercial for example aims to make audiences angry by associating their emotions with individuals who suffer from period poverty. It successfully portrays the humiliation, embarrassment, and belittlement felt by certain individuals who cannot afford period items by embracing a feeling that most manufacturers would want to dodge in their marketing communications. The company worked with a social psychologist to produce the video, employing scientific research to guide colour choices, imagery, and auditory cues to induce sentiments of fury in viewers. While the advertising attracts attention by making people uncomfortable, it also highlights how brands and marketers can be beneficial in addressing and eliminating period poverty. Brands will experiment with messages that tap into emotions and address the severity of existing taboos and prejudices in order to elicit actual action. (The Future Laboratory, 2021)



13

G3 Something to be hidden

Menstruation has historically been seen negatively. Menstruation, according to Aristotle, was an external symptom of feminine weakness, a belief that lingered throughout the nineteenth century and beyond. As women have access to high-quality education, begin working outside the house, obtain the freedom to vote, and have easier access to emergency healthcare and birth control, the ‚taboo‘ of menstruation fades. As a result, some see societal attitudes on menstruation as a gauge of civilization and equality. However, menstruation's historical negative connotations continue to have a considerable influence on present culture, particularly women's and healthcare practitioners' beliefs and expectations. People in developed countries may now anticipate more than 400 menstrual cycles in their lifetime, thanks

to developments in family planning. This is in sharp contrast to our ancestors and women in developing nations, who have had around 40 menstrual bleedings owing to lack of nutrition, many pregnancies and extended periods of lactational amenorrhoea. Menstrual irregularities are therefore a relatively new condition. (DeMaria et al., 2019; Maybin & Critchley, 2015) Advertisements and instructional materials are important socialisation agents that spread menstrual stigma. According to Johnston-Robledo and Chrisler (2011), the stigmatisation of menstruation affects people’s health, sexuality, and well-being. It reflects and contributes to women’s inferior social position, they argue. Previous research has shown that even reminders of menstrual blood (e.g., tampons) may cause avoidance and social alienation, implying that menstrual blood is a flaw in women’s character. Menstruation is a concealed stigma, according to Johnston-Robledo and Chrisler, since women go to considerable lengths to hide it. Menstrual hygiene items (tampons, pads) are meant to absorb fluid and smells, to be discreetly carried in a handbag, and to be disposed of in a bathroom receptacle. Advertisements are cultural objects that shape meaning in society. Promoting confidentiality, avoidance of humiliation, and freshness has contributed to the communication taboo. Flowers, hearts, and blue rather than crimson liquid have been utilised to emphasise secrecy and delicacy. Women’s dread of being detected menstruating is used in ads. Menstruation stigma affects women’s health, sexuality, well-being, and social standing. The fear of revealing one’s menstrual status is one of the most common repercussions identified in the literature. (Johnston-Robledo & Chrisler, 2011)



G4 Wet ass pussies

Cardi B released the music video for her new song „WAP“ starring rap’s current It Girl, Megan Thee Stallion, on Friday, August 7, 2020. WAP then took over social media conversation and became a pop cultural phenomena in its own right. The music video has gained 426 million views on YouTube as of October 2021. The visual message is about sex, women who like sex, and women who enjoy being seductive. The video is unapologetically appreciative of women’s sensuality and sexuality. It’s not about being timid or coy; it’s about the outspoken expression of female desire for sex in the way they want it, and it positions women as active participants with agency. The feedback from women has been overwhelmingly enthusiastic. In a world where women are increasingly equitably commodifying sex work, but where rape culture and patriarchy remain terrifyingly dominant, there is something rebellious and transgressive in women, particularly oversexualized black women, openly discussing their excitement and tastes and preferences for intercourse (McClinton, 2020).

G5 Stigma

Any stain or marking that makes an individual’s body or character defective is referred to as a stigma. (Johnston-Robledo & Chrisler, 2011) Menstruation and genital stigma and the resulting imposed secrecy surrounding both is heavily affecting people’s health and wellbeing. This was further underlined in the conducted interviews as participants shared their personal stories and those of their friends and family. Not only do people struggle to identify issues they may encounter (such as infections or STDs), but drag them on in hopes they may go away by themselves, the lack of knowledge of the potential seriousness and because of shame about addressing their issue and seeking help from a healthcare professional which only worsens their condition.



G6 Menstruation porn

Feminist erotic film director Erica Lust explains in an interview with Metro.co: ‘People don’t talk about periods, less about enjoying period sex. [...] It’s like sex and (female) nudity, constantly censored and shamed in our popular culture. Just look at gendered censorship on social media; when photos of period blood are taken down, a natural body process is turned into a source of shame. [...] And when something is not allowed online, it translates into something that is not accepted in society. Periods are probably the most taboo of sex-related subjects.’ She speaks on the topic of an astounding lack of period porn. Given that so much that is generally regarded repulsive is eroticized in photographic porn, which is only marginally underground by obscenity legislation as it is often defined, the relative rarity of menstruation porn is difficult to explain. Often it is actually due to the payment processors that make internet pornography feasible in the first place. Only a few companies will process payments for sites selling porn because of the restrictions and fees imposed by Visa and MasterCard on anyone processing credit cards for „high risk“ sites, and even these more libertine businesses have some fairly strict rules about what is and isn’t acceptable for their clients to sell. One of the most outrageous instances of censorship is the outright prohibition of pornography that even hints about menstruation. Menstrual intercourse is a significant online porn no-go according to practically every payment processor, whether it’s because of the blood or the belief that menses are „bodily waste“ equivalent to pee or feces. (Alptraum, 2015)



G7 Language of obscurity

A curious observation within period product packaging was the plethora of euphemisms and obscure language evidently avoiding addressing menstruation and menstrual blood. Brands used claims as “protection, safe, discrete, freshness” to advertise their products

beyond more functional aspects such as absorption and comfort (albeit subjective). This implies the user to be in danger, unsafe without the product, it implies that users are unclean without this product, that it saves them from public humiliation due to the display of menstruation and other presumably “disgusting” bodily functions; it perpetuates menstruation to be portrayed as something to be hidden, not discussed (funk [reporter], 2020). Another curiosity is the indication of which flow heaviness the product caters to - light, medium, heavy, mini, normal, super, ultra, plus. Especially the notion of “normal” goes against all insights gained through the interviews. Women experience a range of symptoms and flow, calling one or the other “normal” is yet again portraying a standard of acceptable range that is not representative of the lived reality of people. Furthermore, in a world where people with a heavy flow wear both a pad and sometimes even two tampons, the superlative of super or ultra seems rather inappropriate considering their ineffectiveness to absorb larger amounts of menstrual blood.

H What binary?

Binaries will be a thing of the past, we’re embracing the grey areas and the beauty in all their nuances.

H1 Sexist healthcare

The history of medicine, of sickness, is both social and cultural. It is a history of people, not simply of doctors, surgeons, clinicians, and researchers. Medicine has always absorbed and perpetuated socially imposed gender distinctions. Tradition has assigned authority and supremacy to males. Tradition has suggested that women are inferior in politics, money, and education. Modern scientific medicine has thrived as a profession, institution, and field under precisely these settings. Male supremacy, and hence the superiority of the male body, was ingrained in medicine. Women were medically described as flawed, flawed, and inadequate due to anatomical differences. But women have a very valuable biological and social organ: the uterus. This organ determined women’s role: to carry and nurture offspring. Female biology was emphasised on women’s ability (and obligation) to reproduce. This has always mirrored and affirmed prevailing societal and cultural expectations about who women are, what they should believe, experience and desire—and most importantly—what they can do with their own bodies. Gender misconceptions are now embedded as prejudices that severely affect all women’s care, treatment, and diagnosis. The health-care system fails women in responding to and treating pain, particularly chronic pain. Women are more likely than

males to be prescribed mild tranquilizers and antidepressants. Women are less likely than males to be referred for additional testing. Women’s discomfort is more likely to be perceived as emotional or psychological than physiological or biological. But gender bias in medical knowledge, research, and practise has recently become mainstream. “It seems ridiculous now to imagine physicians once believed that women’s nerves were too highly strung for them to receive an education and that their ovaries would become inflamed if they read too much. But these outrageous myths are alive and well in a world where menstruation and menopause are still seen by many people as credible reasons why women shouldn’t hold positions of political power. When clinical research exempts women from studies and trials on the grounds that female hormones fluctuate too much and upset the consistency of results, medical culture is reinforcing the centuries-old myth that women are too biologically erratic to be useful or valuable.” (Cleghorn, 2021)

H2 Woman ≠ menstruation

Traditionally, the words ,girl,‘ ,woman,‘ and ,female‘ have been used synonymously to refer to menstruating people. This overlooks the distinctions between biological sex and gender identity. Not everyone who identifies as a woman or a girl menstruates, and not everyone who menstruates identifies as such.

H3 Gender neutrality in design

In formerly gendered areas, architecture and design are experimenting with new materials, forms, and colours to introduce gender neutrality into their designs. (Levy, 2021) Maude, a new start-up, has developed a line of gender-neutral sex products with a minimalist design as an alternative to those presently available. Each element in the series is designed in a minimalist style that avoids gendered pink and blue tones in favour of more natural off-white and brown tones. (Yalcinkaya, 2021)



I The dichotomy of womanhood

A saint, a whore. A natural being, a constant site of work. Women are constantly confronted with often conflicting societal expectations. This dichotomy forces both people and companies to take a stand and position themselves.



I1 Menstruation and femaleness

“You’re a woman now”. Many of the respondents in our in-depth interview series were greeted with this sentence when they disclosed their menarche towards their family members. Many felt



an inappropriateness and dissonance in this statement and their experience at the time as they were between 11 and 14 years old. This dissonance carries through their adulthood as this idea of womanhood is oftentimes one of suppression and unrealistic ideals mismatching a more and more equal socio cultural environment.

12 **Flicking the bean**

Women’s access to arousal media (e.g. online pornography, erotic books) or self-stimulation objects more suitable for the expectations of a feminine audience tends to trivialise the practise of feminine masturbation (sex toys). As a result of shifting societal norms around female sexuality, women are more willing to acknowledge acts that are not inside the socially-acceptable framework of the marriage. Despite the fact that both sexes’ behaviour has become more similar, masturbation is still not a part of women’s sexual repertoire as it is for males, nor is it a habit readily disclosed to a partner (Kraus, 2017).



13 **Meno - what?**

Menopause has generally been mentioned seldom in popular culture. These were portrayals that caused anxiety and provided little insight of what it was like to experience it firsthand. It was only in 1821 that the term „menopause“ was coined. In the first publication on the topic, French physician Charles Pierre Louis De Gardanne termed it. The labelling of an experience that is intrinsically feminine by a man was in itself questionable. The word stayed and is often used interchangeably with „the shift“ as a shorthand for describing a wide variety of experiences related to women’s ageing. A slew of new works have aimed to make menopause visible, reframing the transformation as a moment of empowerment, in a big departure from the grotesque or comic lady suffering from hot flashes who is desexualized and ignored. The award-winning TV series Fleabag has a particularly strong portrayal. A candid conversation on ageing between the titular character and an older entrepreneur deviates from the anticipated, aggressively challenging popularly held views of menopause. “The menopause comes. The fucking menopause comes and it is the most... wonderful fucking thing in the entire world.” New cultural representations of menopause are important because they may raise awareness and shift viewpoints. They give a much-needed education to modern audiences, which has the ability to raise public awareness and, as a result, increase knowledge of life cycle change, health and well-being, and the ageing process for both genders. (Shaw, 2020)

14 **A force of nature or a damsel in distress**

Women often use a „natural“ language in connection to their menstruation, which varies from advertising’s „protective“ discourse,

which takes a binary view of menstruation and links it with shame and concealment. In ensembles of forging „feminine identities,“ women, paradoxically, combine both discourses.

15 **A delicate flower**

Ephemeral. Fleeting. Innocence. Virginity. Beauty as purpose. Fragile. To be viewed. Decorative. To be picked. Defenseless. Attractive. Alluring. Passive. One-dimensional. To encourage discretion and delicacy, metaphoric imagery such as flowers and hearts (as well as blue rather than red liquid), have been employed euphemistically to describe menstruation, female genitals and sexuality in general. It is an outdated concept of femininity depicting women as passive recipients and denies their agency and intellect.



J **Menstruation society**

The menstrual taboo is continuously challenged by menstrual activists and feminists questioning the societal satus quo on the accessibility of period products and the effects of the menstruation surrounding silence on the most vulnerable members of society.

J1 **#freeperiods**

State-funded schools and institutions in England will have access to free period products starting January 20th. The Department of Education is the driving force behind the initiative. The #FreePeriods grassroots and student-led campaign, as well as the Red Box Project, overwhelmingly applauded this decision. Both joined forces to make it their objective „to encourage every school and college in England to enter the Government’s new plan.“ Free period products at schools and universities would undoubtedly relieve financial hardship for low-income families while also helping to de-stigmatize menstruation as a whole. The new programme, along with a few other educational initiatives set to launch in 2020, is part of the government’s ambition to „eliminate period poverty worldwide by 2030.“ (Nedelcheva, 2020)



J2 **Apps for social good**

Always and Thrive Global, a period care company, have released the Always You period tracker and wellness app to help women keep track of their cycles, improve their overall well-being, and battle period poverty. Users support the donation of period goods to aid the effort to #EndPeriodPoverty via partners like Feeding America simply by registering and participating with the app. Tracking tools for symptoms, goods, flow, emotions, and more are among the app’s primary features. Users may also receive points for recording

occurrences like periods and bladder leaks, and these points can pile up to make a difference over time. Always You app users benefit from a variety of methods to support not just their physical but also their emotional well-being, thanks to Thrive Global’s science-backed content. (McQuarrie, 2021b)



K Beauty 2.0

The beauty industry is growing and continuously reinventing itself, the newest iteration addresses the single use culture and is simultaneously reimagining the true meaning of beauty.

K1 Reusable care

Consumers are looking for methods to lessen their personal influence in their everyday routines as they become more aware of the significance of climate change’s present and prospective environmental implications. Everyday rituals that are adjusted to account for pollution reduction add up over time for consumers, no matter how small the change is. Reusable skincare products for example are becoming more popular as companies try to reduce the waste they generate. These items are available in a variety of formats, ranging from facial cleaning pads to reusable silicone face masks. (TREND HUNTER Inc., n.d.-c)

K2 Beauty blend

Companies such as Sephora and Blume feel that period care products belong on beauty shelves. In September 2020, Sephora started carrying period goods for the first time, bringing generation Z beauty and period care brand Blume’s menstruation pads and tampons to its website, accessible to Canadian buyers. As the beauty sector continues to develop, increasingly merging with the health and wellness sectors, the beauty aisle is booming with it. Expect to see continued crossover as businesses leap aisles to provide antimicrobial beauty, period skincare and beauty textiles. (Wunderman Thompson, 2021)

K3 Labiaplasty

Female genital cosmetic surgery is a new and contentious surgical discipline with societal factors and medical intersect. Cosmetic labiaplasty is a sort of Female Genital Cosmetic Surgery that is done with the purposeful goal to modify the look and morphology of the external genitalia without underlying medical issues. Over the previous decade, there is a rising demand for these procedures and the business behind it is continually developing. Adolescents form an especially susceptible demographic, as labiaplasties in this specific age group

have also risen. (Kalampalikis & Michala, 2021). Labiaplasty was estimated to be the fourth most common cosmetic surgery operation in the United States behind liposuction, breast augmentation, and rhinoplasty. (Ottaviano, 2021) Vaginoplasty, hymenoplasty, and labiaplasty are all procedures that fall under this umbrella category. Labiaplasty is the most common of these treatments, which usually include procedures to trim or restructure the labia minora or, less often, the labia majora. The ‚Barbie‘ vulva, with the labia minora cut to the point of invisibility and no apparent protuberance beyond the labia majora and symmetrical appearance, is a popular result. (Lowe & Black, 2021) Another surgical procedure to achieve this ideal is clitoral hood reduction. Vaginal rejuvenation is yet another field of corrective surgery. Vaginal rejuvenation refers to a variety of vaginal remedial procedures. These treatments may be done for aesthetic reasons or to address age-related concerns including incontinence and loss of vaginal tightness. Non surgical vaginal rejuvenation is possible using energy-based therapies. Postmenopausal and postpartum women are the two primary categories of women who get this surgery. (Cleveland Clinic, n.d.)

L Where the wild things are

As the world is making steps towards a digitalized existence people are seeking connection to themselves and themselves as a natural being.

L1 Rewilding

„Rewilding describes a process of restoring ecosystems to the point where nature can take over and look after itself. Humans have an active role in driving regeneration, nurturing natural processes and even reintroducing species. The approach has benefits for biodiversity and supports the fight against climate change.” „Our vision is to heal the land, heal nature and heal ourselves“ There are growing opportunities for brands that want to tackle climate change to partner with rewilding initiatives to restore nature, for the benefit of wildlife, the planet—and people too. (Wunderman Thompson, 2021)

L2 In touch with oneself

Menstruation overall provided women a means of knowing one’s body that, according to respondents, keeps women in touch with themselves (Malefyt & McCabe, 2016). When speaking with respondents many made sense of their period as something that connects them with their body, their health and fertility.





M **Menstruation innovation**

Menstruation innovation is a piece of work. For decades menstruating people were met with barely anything groundbreaking. We use the same pads as our grandmothers while humanity is simultaneously entering space age 2.0. But not all is grim, a new era of female entrepreneurs is changing the game in menstruation innovation.

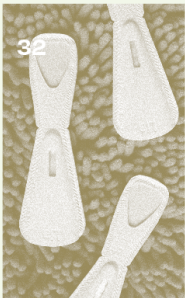
M1 **Cannabis for your vag**

According to Moxie Meds, „Women’s specific cannabis needs have been overlooked for too long“ and it is on a quest to deliver answers for treatment and healing. Based on this idea, the business developed by cannabis clinician Jessica Peters provides Relief and Recovery as simply titled tinctures for women. The company especially concentrates its efforts on treating difficulties regarding menstruation and associated effects, menopause and fertility issues. While Relief is a tincture with a 1:1 ratio of CBD to THC that’s been developed to deliver a high degree of pain relief, the Recovery tincture with a 4:1 ratio of CBD to THC is ideal for reducing stress and tension, all the while lowering inflammation and giving support with mood management. And other brands are following. (McQuarrie, 2019)



N **Green as the grinch**

Climate anxiety is an integral part of GenZ culture and it is more and more accepted that all of us have to take initiative and make more sustainable choices. Consumers happily opt for more ecological alternatives to ease their consciousness as the call to save the planet is becoming increasingly urgent.



N1 **Sustainable testing**

Medical testing tools are upgraded with minimal environmental impact . Brands are stressing a more eco-conscious approach to manufacturing in healthcare and, in doing so, are pioneering a range of consumer-facing sustainable and biodegradable medical testing gadgets. This does not only contain specialist tests but also ordinary testing equipment. (TREND HUNTER Inc., n.d.-d)

N2 **Eco labeling**

Communicate true expenses and build consumer trust. The ‘klimabutik’ is a pop-up store developed by Swedish food company Felix where things are priced according to their carbon footprint. Customers have a weekly carbon budget of 18,6 kg telling them, in

a very hands-on manner, what he environmental impact of their shopping is. Meanwhile, Felix items that are marketed abroad are also tagged with a climate-impact rating. Not only food firms, but restaurants and fashion brands are increasingly implementing carbon labelling to educate customers on the hidden costs of items while obtaining a new competitive edge. (itronics, 2020)

N3 **Packaging substitutes**

Consumers are becoming more concerned about packaging waste, and businesses must go beyond declaring plastic-free commitments. Package Alternatives must be investigated to reduce all waste in the packaging lifecycle, including raw materials, energy, and other natural resources. Packaging that can be composted, reused, repurposed, returned and refilled, or eventually recycled are all viable options. Minimal-waste packaging, as a vital component of the Circular Economy, necessitates that FMCG firms, in particular, rethink their packaging strategies and value chains, as well as engage in R&D. (itronics, 2020)

o **Knowledge is power**

Knowledge is empowerment. Even in the year 2021 the lack of data on female sex health is astounding, but the issue is gaining awareness and new platforms offer new opportunities to educate and learn.

O1 **Teacher tiktok**

TikTok is a dynamic learning community that has the potential to change the face of education. TikTok has grown to become one of the world’s biggest learning platforms in recent years: It’s accessible in over 150 countries and is one of the most popular applications in more than 40. Creators produce a range of short-form films on anything from culinary techniques to dancing routines to crafts and arithmetic abilities on the app, which is accessible in 75 languages. The reasons why tiktok is such a popular platform for learning include the empowerment it offers to creators, influence as a new form of accreditation, making learning shorlived, fun and interactive. (Schwab, 2021)

O2 **Education**

One recurring insight gained through a series of in-depth interviews was the respondents wish they would’ve gotten a more extensive and nuanced education as well as their male counterparts.



03 Vulva diversity

Female teenagers often seek medical help because they are self-conscious about the look of their external genitalia. These individuals may be self-conscious about their genital look and some want surgery to rectify a perceived deformity. The literature accessible to them lacks accurate descriptions of typical (teenage) female genital anatomy. Labiaplasty has become more common in people of all ages in recent years. The causes of this heightened worry over genital appearance are unknown, although they might include tight-fitting clothes, genital grooming, and the internet’s availability of vulvar photos. There is a lot of variation in genital anatomy, and there is no recognized typical range. (Brodie et al., 2019). Artist Jamie McCartney has taken this issue to the art world in his famous work “Wall of Vagina” and describes his artwork as follows: “A sculpture made from plaster casts of 400 women’s vulvas. Spectacle & education together. Knowledge is power. Freedom from genital anxiety is the goal...” (McCartney, n.d.). Another inspiring initiative is The Vulva Gallery initiated and illustrated by Hilde Atalanta. Another most recent pop culture moment was the adressation of vulva diversity in the Netflix series “Sex Education” which also refers to a website called www.all-vulvas-are-beautiful.com with the telling quote: “Vulvas come in all shapes and sizes – all of them beautiful in their own unique way.” Actually, unlike the perceived “normality” of how vulvas should look like, 56% of people with vulvas have inner labias that are visible or bigger than the outer labias. (Lykkebo et al., 2017; Williams, 2021)

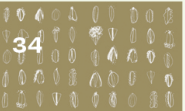


04 Genital literacy

Many people with vulvas struggle identifying their own genitals. Even the popular names are usually wrong: it’s vulva. In March 2021, a group of gynaecologists and epidemiologists presented the findings of a research that entailed surveying patients in a UK hospital’s outpatient waiting rooms. The participants were instructed to identify the various components of the vulva using their own terminology (the urethra and anus were acceptable as „pee-hole“ and „bum-hole,“ respectively). Only 46% of respondents said there are three „holes,“ and almost half left the labelling area blank. Only 9% correctly identified all seven structures. (Morgan, 2021) The externally visible genitalia, includes the mons pubis, the labia and the outer part of the clitoris. The vagina connects the vulva with the cervix and the uterus. Is the genuine orgasmic centre within the vagina or outside at the clitoris? In any event, without the clitoris, nothing happens. This organ, together with its erectile tissue, protrudes very far into the lower abdomen where it can get stimulated from both the outside and the inside. (3sat, 2021) For a long time, sex education has focused on reproduction, procreation, and how to avoid it. There is no mention of female pleasure. The major sexual

organ is the clitoris. The vaginal canal is a separate structure with a distinct function. However, we are only educated about the latter. Structure and purpose are somewhat overlapping for men. (It was only in 1998 that the complete anatomy of the clitoris was identified.) (Morgan, 2021)

05 Everyone knows how to draw a dick, but we don’t know how to draw a vulva

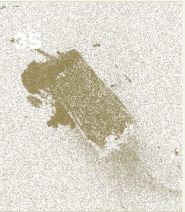


06 Every orgasm comes from the stimulation of the clitoris.

And only around 20% of people with vulvas can orgasm from penetration alone. „Freud contended that the clitoral orgasm was adolescent, and that upon puberty, when began having intercourse with men, women should transfer the center of the orgasm to the vagina, [...] The vagina, it was assumed, was able to produce a parallel, but more mature, orgasm than the clitoris. Much work was done to elaborate on this theory, but little was done to challenge its basic assumptions. The idea of one kind of orgasm being more mature is ridiculous.“, in her renowned 1970 article, The Myth of Vaginal Orgasm, feminist Anne Koedt spoke about the myth of vaginal orgasm (Oberhaus, 2017). In a 2017 research conducted by Hebernick, 1,055 women aged 18 to 94 were invited to complete a private online survey. While 18.4% of women said intercourse was sufficient for orgasm, 36.6 percent said clitoral stimulation was required for orgasm during intercourse, and another 36% said that while clitoral stimulation was not required, their orgasms felt better if their clitoris was stimulated during intercourse. (Herbenick et al., 2017)

07 Menstrual blood is mostly not blood

The actual term for the discharge is menstrual fluid, yet many people keep referring to it as menstrual blood. Menstrual fluid has a somewhat deeper reddish-brown hue than venous blood. Blood makes up around 50% of menstrual fluid. The amount of sodium, calcium, phosphate, iron, and chloride in this blood varies depending on the woman. The fluid also contains cervical mucus, vaginal fluids, and endometrial tissue, in addition to blood. Water, common electrolytes, organ moieties, and at least 14 proteins, including glycoproteins, are mostly present in vaginal secretions during menses. During menstruation, many people observe clots. These appear as blood clots that resemble tissue. Menstrual clots or shed endometrial tissue are sometimes mistakenly thought to indicate an early-term miscarriage of an embryo, but if there was a miscarriage or stillbirth, a microscope examination can confirm whether the shed tissue was endometrial tissue or pregnancy tissue. (Wikipedia contributors, 2021) The colour of a person’s period blood may tell you a lot about their health. Orange or



grey blood, for example, might occasionally suggest a vaginal infection. Depending on how old it is, the bloody fluid lost during menstruation may range from brilliant red to dark brown or even black. Blood that has been in the uterus for a longer time will oxidise when it comes into contact with oxygen. Blood that has oxidised has a darker appearance. The colour and texture of period blood may also be affected by hormonal changes and medical conditions. (Eske, 2019)

O8 Big clit energy

The average clitoris is approximately 11cm long, which means it is about 2cm longer than the average penis with around 9cm. It is not only a little nub and definitely not insignificant. An artist dedicating their creative efforts to the visibility of the clitoris is Sophia Wallace: listen to her Ted Talk about “Cliteracy”. (Ted [Tedx Talks], 2015) If you’re surprised by this fact, you’re not alone. Many people are not aware of the fact that the clitoris describes an extensive organ beyond the clitoral glans.

O9 Everyone gets hard

Although the penis is external and the clitoris is internal, they are very similar. When the XY and XX chromosomes are activated during pregnancy, the foetuses are classified as cis-male or cis-female. The clitoris develops on the inside, whereas the penis grows on the outside. The differences between these organs may appear significant — the penis is an important part of the male reproductive system, whereas the clitoris serves only as a source of pleasure; the clitoris appears to be much smaller than the penis; the clitoris lacks a urethral canal — but they’re actually quite similar. As sensory organs, the clitoris and the penis are quite similar. This implies they’re both sensitive to touch, aroused, and capable of giving you a lot of orgasms in a sexual sense. Furthermore, both sex organs have their own zones. The foreskin and clitoral hood, for example, are homologous to the glans clitoris (the nub where the tops of the inner labia meet, the visible head of the clitoris), and the head of the penis is homologous to the glans clitoris (the nub where the tops of the inner labia meet, the visible head of the clitoris).

- In a simplified breakdown:
- Glans clitoris = head of the penis;
 - Clitoral hood = foreskin;
 - Outer lips (outer labia) = scrotum;
 - Inner lips (inner labia) = skin of the penis;
 - Shaft of the clitoris = shaft of the penis;
 - Clitoral bulbs (part of internal clitoris, vestibular bulbs) = bulb of penis;
 - Clitoral legs (part of internal clitoris, crus) = crus of penis.

In addition, all genitals get aroused, and arousal corresponds to blood flow. Blood flow is what causes erections in all types of tissue, including the clitoral and penis, and it’s crucial for increasing pleasure. Both the clitoris and the penis include erectile tissue that is very sensitive and has cavernous areas, allowing it to stiffen when engorged with blood. In the same manner as a penis grows erect, the clitoris becomes plumped up with blood. The clitoris and penis become firm and erect as blood rushes into them. (Engle, 2021).

O10 Vulvas change throughout life

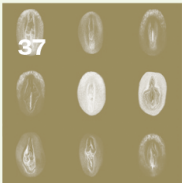
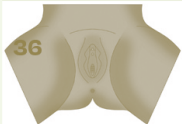
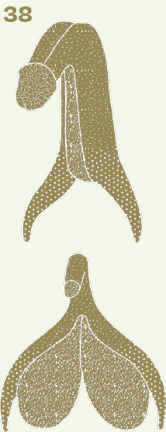
Depending on a person’s hormone levels throughout their life the appearance of their vulva will change. During puberty, which happens between the ages 8 and 13, vulvas grow hair, change colour and grow in size. Further changes, such a change of colour,size and thickness of pubic hair, occur in peoples 20s and 30s and are also influenced by their choice of birth control. During pregnancy the labias swell and may change in colour. Premenopausal women report on their pubic hair thinning and turning grey. During menopause vulvas have less fat, thinner skin and decrease in size, they may also be more dry than before. (Farage & Maibach, 2005)

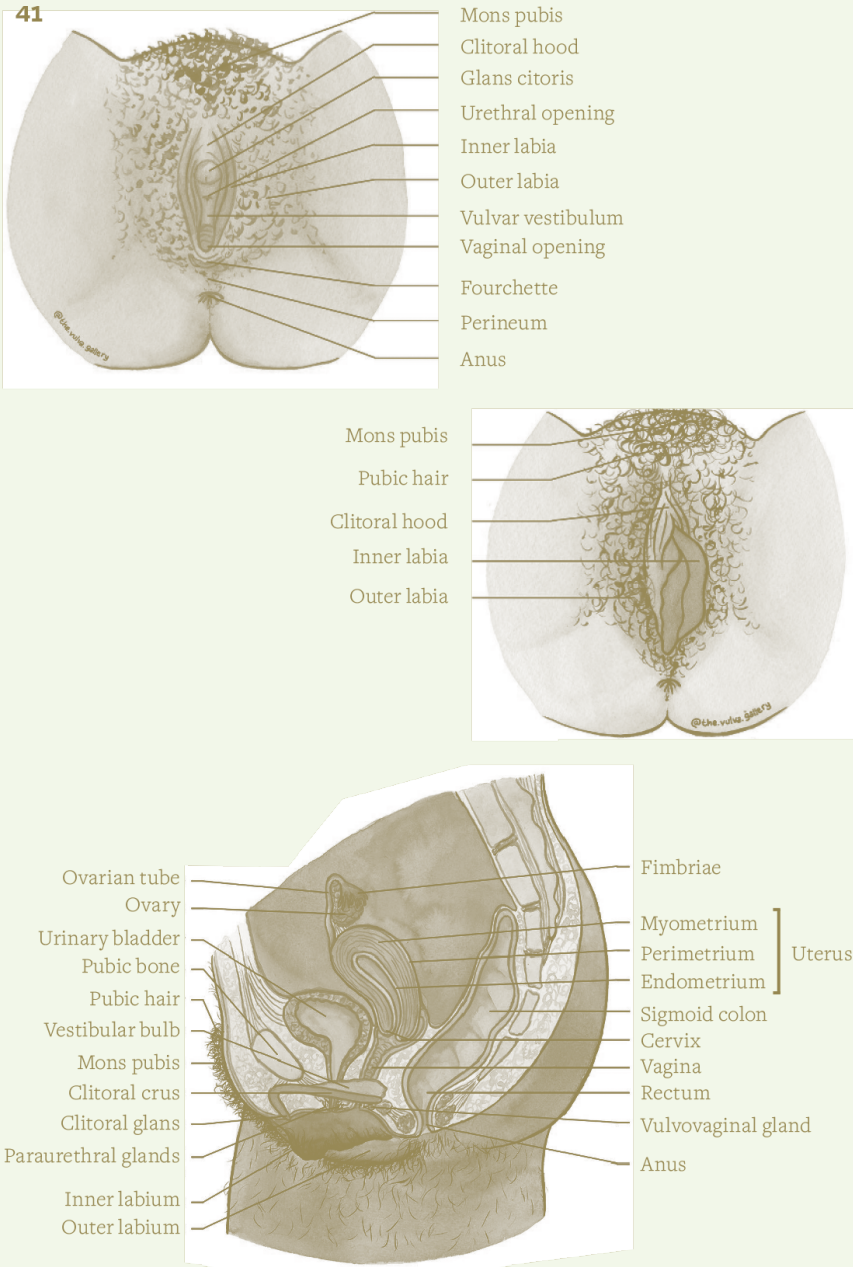
O11 Got an itch?

It’s very normal to encounter issues regarding your vulvovaginal health at some point or another depending on nutritional changes, hygiene routine, materials being in contact with the vulva or sexual contact. The most common issues female sex people encounter are dryness, itchiness, discharge changes, lvaginal cysts, sexually transmitted infections and pain during sexual intercourse. (Mayo Clinic, 2020)

O12 A picture, a lie

„The clitoris is never correctly pictured in the drawings showing the female genital apparatus.“ (Russo, 2021) Not only do biology text books rarely if at all show the vulva beyond the internal reproductive female organs, it also depicts a stylized version of the vulva that has little to do with most people’s genital reality, but the also tend to not show the clitoris in its entirety as an organ at all or in a minimized rudimentary incorrect version.





P Professional vulva

As women pertrude previously male dominated and focused areas systemic changes and adjustments are needed to match differentiating needs without discrimination.

P1 WFH

Many organisations have been attempting to emulate in-office routines electronically in order to keep workers engaged as they are still engaged in Covid enforced work-from-home settings. Everything from coffee breaks to chat rooms that are set up to seem like workplaces is included. (TREND HUNTER Inc., n.d.-e) But not every employee misses their familiar office setting and as the world is returning to normality and in-office-work one might question how companies can bring the comforts their employees enjoyed at home into their spaces. One example is the question how companies can offer more convenient and safe spaces for menstruators to take care of themselves, access period products and change products in a most hygienic manner.

P2 Workforce

Women are more conscious of prejudices against other women than men, with 34% of women reporting hearing or seeing discriminatory conduct against women in the previous year, 2.7 times more than their male colleagues. Companies may find it challenging to mobilise and solve concerns related to women’s employment experiences as a result of this knowledge gap. If males, who still account for four out of every five C-suite executives, do not believe that gender prejudice exists, they will not feel forced to devote resources to resolving the issue. (Beard et al., 2021)



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Interviews

1 Interviewee 1:
W, 26
Has used the hormonal IUD in the past, has a medium flow
Background of migration, has lived on several continents, currently
studies in the Netherlands

Uses pads and tampons with applicator. Has considered using the cup, but doesn't feel comfortable with the „dirtiness“ of menstruation and doesn't feel comfortable with the logistics of using it.
Buys products at the drugstore or the supermarket; Usual buying behaviour: buys products for the next one or two cycles whenever she gets her period, uses leftover few products from the last cycle until she gets to buy new ones.
Main criteria for buying pads/tampons is absorbancy, doesn't buy thin ones, only medium or super has traditinally only bought tampons with applicators but is questioning this choice because of the higher price and impact on the environment, looks for more environmentally friendly packaging, makes her feel better about the quality of the product. Wants to just quickly get her pads and then leave the store again, doesn't want to make decisions of explore product variety. Really dislikes perfumed pads. Got her pads from her mom when she was younger. Has had changed periods because of stress. Had very negative associations with her period when she had the hormonal IUD because of the relating cramps and pains in general. strong irritability two weeks prior to her menstruation, hightened smell (notices differences depending on what she eats), feels feverish sick the first two days of her period.

13:00 (On her period's influence on her work) „**Yes, one hundred percent, I can't work, I can't focus, I feel angry, nauseated, I feel very sensitive.**“
Her coping mechanisms: hot liquids (tea, coffee), chocolate, treating herself to good things, tries to stay more quiet to keep her intensified emotions in check. Has begun acknowledging her experiencing her period/cycle, the pre menstrual syndrome and pain to make it known and as a disclaimer. This often results in conversations about periods and cycle and peoples differing experiences, men and women. „**When I tell it [about her cycle] to my parents they're like ,Why are you ALWAYS PMS'ing?'**““ She doesn't work out during her period, gives herself a break as she has heard people say to not over exert oneself physically during during their period.

16:54 When she had the hormonal IUD she experiences more painful periods, so she would turn a lot during the nights and lay awake. Now when she's is menstruating she sometimes wakes and anxiously checks whether there are any blood marks on her sheets. „**I hate it when there's blood on my sheets.**“ „Usually I have very good sleeps on my period.“

17:17 She actively wants to be more open with everyone about her period. She discusses it with her brother, father and always mentions it with her flat mates as she feels her changed mood needs a disclaimer. Regularly mentions it to her female colleagues, sometimes her male one's. „**We have to stress that it's a very important factor in a woman's life.**“

18:25 (on the effects of period products on her health) „**I definitely believe it's never benefitting, it's never improving my health, my vulva, my vagina in any way.**“ She's aware that the products are made for her vulvo vaginal milieu, but the act of inserting and pulling the product out (in this case specifically the tampon) as well as the pad being in constant contact with the vulva seems unhygienic to her. But she recognizes the positive mental effects it has on her wearing a tampon as she feels clean, doesn't have to worry about it.

19:37 (on the cleanliness of using period products) She deeply dislikes the feeling of wetness when wearing a pad and having to use the bathroom without it being ready to be changed. „**The association with blood I have, it's unhygienic. It's associated with death and sicknesses. So my view of blood is it's dirty.**“ „To conclude, any wetness my vulva experiences I think of as unhygienic.“

21:45 Feels negatively about her discharge as it gets „crusty“ in her underwear, it is „slimey“, she cann smell herself and she's „always secreting something“.

22:10 (on how she learns about period products) „**Instagram, regarding innovation within period products, always instagram. There's so much body positivity there, there are so many different alternatives. Like last year it was really communicated to me about the underwear and the way they visualize it, it's so comfortable and soft.**“ Remembers the first tampon commercials she saw as a kid of people running into the water, never showing the tampon, just people running into water having a good time.



23:34 (on organic tampons) The explanation of what an organic tampon could be doesn't come immediately to her, she uses her knowledge on the term in food to come to an understanding of what an organic tampno could be. Assumes less chemical alterations, chemicals, softness from the cotton, special packaging. (on the benefits) „Less chemicals in your pussy.“ Assumes less influences on her menstruation by the product, a more natural flow, no chemical reaction within your vagina such as irritations, particles transcending into the blood stream.

27:33 (on her menarche) „**My period was the most symbolic experience in my life, I got my period the day my sister was born. A real big symbol of womanhood to me. You sister is born, you're becoming an adult now, you have to take care of her.**“ (she was 13) People around her had warned her about the pain she may experience, but this was not the case for her (only with the IUD), her aunt gave her the first pads. Her education was limited to scary stories and the aspect of bleeding, she didn't know about cycles, the effects on her behaviour, mood, PMS, puberty. Never had educational conversations with her mother, would grab the period products when they went grovery shopping.

30:18 Using pads was relatively self explanatory to her. She first started using a tampon when she was 18, before losing her virginity and after extensive research. Didn't know how to insert it and into what part of her genital area and experienced intense pain, had no education. Her mother told her tampons were bad for her and that they shouldnt be used before losing one's virginity, presumably related to the hymen. Thought the pain she experienced when inserting the tampon for the first time was related to her mother's warnings. Was puzzled by the connection her mother communicated between one's menstruation and sex life. „It's actually the same thing with IUD's, my whole life I was told you cannot use an IUD before giving birth, but then I was like ‚fuck it‘ and put it in there anyways and found out that there are certain IUD's you can use without giving birth.“ That's also something her mother had told her.

34:06 (on the relationship with her period) „**Periods should have a personality.**“ Moves between being annoyed about her period being an inconvenience, especially when she plans activities as her flow varies a lot and is unpredictable and she doesn't know how prepared she has to be and needing access to a bathroom. „But then sometimes I do have this moment where I feel like I'm cleansing myself, I feel so in tune with like my womanhood.“ Is building a better relationship with her period as she felt mostly annoyed in the past, experienced it as something „other“, but now reframes it as something part of her, her

body doing its natural process. „**That's straight up me, that's my body, it's me. Doing its thing. And I love red.**“ Doesn't think of her period as relating to ovulation and childbirth, thinks of it as her body releasing something it's been holding on to every month.

35:58 (on the feeling of realizing she got her period) Is now able to identify her PMS symptoms, so she is less surprised now, feels relieved as it means the enddecrease of her PMS symptoms. Feels more annoyed by it in social situations outside her home, especially if she didn't bring a period product as she needs to ask people for something. But says she is okay with asking others: „**It's the one support that we have together.It's like, we're in on this together. It makes me feel really connected to those around me.**“ Still asks in a very secretive way, but doesn't mind showing the product.

37:43 Does not conceal the period product on her way to the bathromm anymore. „There's nothing to be ashamed, it's just your body doing it's process, why would I hide that.We don't hide when we sneeze, we don't hide when we blow our nose or cough. How is this any different?“

38:49 „**My pusspuss, my peepee with my friends, but more pusspuss, pussy I don't really like that word actually. I used to say vagina a lot, but now I know it's vulva.**“ Shares the lack of a word for her vulva in her native language (turkman), she only knows it as „that place“. Tries to avoid naming her vulva in a sexual context.

39:56 (on her vulva care routine) Just washes it with water. Has only noticed mucus around her labia when she was 20 or 21 which resulted in her learning to properly clean her vulva thuroughly. „**Yesterday was great, because I really spread everything, I really inspected it. For the first time! Because of you! I was looking at the skin colour.**“ Mentions a tiktok she recently saw adresssing vulvas not being pink for ethnic people in a comedic way. And she recognizes this with her self, seeing not only pink, but brown and gradation of colour. Washes pubic hair with soap, but labias only with water as she heard washing her vulva with soap may result in heavier odour. Uses moisturizing creams after shaving her pubic hair. Feels like she doesn't really know how to take care of her vulva properly, to treat it well. „**I'm not doing the best I could, I'm really neglecting her.**“

44:42 (on issues she experienced with her vulvovaginal health) Has das yeast infections, UTI's, smelly discharge, itchiness. Treats these by going to the doctor and geeting creams/medicine and/or changes her hygienic practices, such as changing her underwear more frequently. [...] Was not educated on discharge and how to manage it.

47:25 Does speak about her vulvovaginal health with others.

48:19 Shares an anecdote of a previous conversation we had with a male friends about vulvas and genital care and him later sexualising this conversation. She feels enraged by this. Is surprised and angry at people not being as open as she would have thought.

Shares a story about her brothers relationship and his girlfriend experiencing pain during sex and a low libido because of medication she takes and the resulting dynamic within their relationship.

51:43 (On how open she was in previous relationships about her menstruation, vulva, vagina) **„Menstruation open, horniness open, vulva vagina very very ... I don’t like showing it, I think it’s ugly, I always feel so insecure when guys would eat me out. It’s smelly, it’s the smell.“** Didn’t speak about this with her previous partners, she was more concerned with their experience. Would do this differently now. „I’m always afraid to bring it up, because I’m always afraid they will say something I was suspecting.“

53:17 (On how she feels about her vulva) **„Definitely, talking to you about this stuff is definitely changing my view of it. I’m actively trying to have positive associations towards my vulva and vagina. This is why it’s so great to have an education, a conversation about it, it’s all it takes. I’ve never had this before, ever.“** „Before, I never used to shave, and that’s fine. But now that I shave, that’s the moment I have with my vulva.“ Sees her view on her vulva improve, but has hated it in the past.

54:19 (On masturbation and vulva) **„I love to masturbate, I’ve been doing it since I was eight, I fucking love it.“** Has tried different techniques (fingers, vibrators, rubbing on objects), but feels like shes getting desensitized. Masturbation was a bigger deal for her in the past, revolutionary, sensory. (on the influence of masturbation on her relatinoship with her vulva) **„I mean that’s when I love [my vulva] most. Like, wow, look at what we just did. We did that together and we had a great time.“**

56:19 Only looks at her vulva when she’s showering or when she’s wiping off blood during her period. Doesn’t look at her vulva when masturbating.

1:01:00 Tells how she wants her little sister to have a better education and understanding of her vulva and how she recently explained to her

on how to shave her pubic hair best

1:01:34 (On how she feels about her vulvas look) She finds it ugly. The only reference she has to how other vulvas look is from porn and this deviates from her own appearance. **„It’s so eurocentric indeed, my pussy is not white plus pink.“** „But I think THAT’S beautiful, which is actually so fucked up. Same with the nipples.“ Describes how on how one side of her labia is longer than the other and how the asymmetry bothers her. (makes a face, sticking out her tounge to represent the look of her vulva) Lacks vocabulary to accurately describe the different parts of her vulva. Is bothered by the colour transitions between her skin colour, a deeper brown and pink. **„Just give me a cute little dumpling of a vagina.“** Does know her vulva is normal and has never received any negative feedback. Mentions the lack of visibility in art.

1:08:24 (On fertility (management)) She knows about her mother’s fertility and her getting pregnant very easily, so even when she had the IUD she was anxious about getting pregnant when having sex without a condom.

1:10:55 **„I would love to have the vulva emphasized as part of your body, something that needs to be adressed. You have to personify it, it’s like your little friend, your pet, that you do things for and to. You can’t neglect it. But the again, should it be focused on so much? It’s just your like your hand, your back, it’s just part of your body.“** Questions whether it requires so much attention at all.

1:13:53 Wishes we would talk more about underwear, which shapes are better than others, which materials are better.

**2 Interviewee 2:
W, 26
Has used the contraceptive pill and the copper IUD in the past, has a very heavy flow
German, currently works and does her PhD**

Menatruation cup as a more sustainable alternative, tends to overflow on heavy days, so uses it after the first and heavy days
Unsure whether a different kind of cup would be better beginning of period tampons and pads in combination, period cup since one year, but went to check in with ob-gyn because of proper use, started with using pads, later on tampons.

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Buys period products at the drug store (preferably), sometimes at supermarket; buys them approximately every two months has them in storage, but fills this up less used to buy pads as she recently started using them again stores tampons in a box in the bathroom, period cup and pads in a cupboard for on the go in inner pocket in all her bags small bin in the bathroom, wraps used product in toilet paper or the accompanied wrapper/rinse and dry cup.

Tries to be more open and transparent about her period.

Still sometimes confronted with other people's disgust.

Doesn't want perfumed products; tries to go for green products, but is price sensitive; changes pads as there are too many confusing products looks for image of products; not deeper thought about her product choice; uses the same brand as her mom did; not aware of other brands in store; wants to prevent leakage and chooses product innovation in hope for a better product fit for her; sometimes tampons slide in easier (may use o.b. comfort)

Not really exposed to commercials as she doesn't watch linear TV anymore; may be exposed to advertising in magazines.

Has issues with heavy bleeding at night, especially when she had the copper IUD; has woken up covered in blood and with stained bed sheets; has used two tampons at once.

„Meine Periode ist gefühlt das, was mich in meinem Leben am meisten handicapped. Vor allem seit ich keine Hormone mehr nehme, weil ich es jetzt nicht mehr knotrollieren kann.“

„My period feels like the thing that handicaps me the most in my life. Especially since I stopped taking hormones because I can't control it now.“

Finding the right contraception can be a burdensome journey as the hormonal contraception can influence the feelings and libido, other may influence the vaginal flora negatively or increase the chance of getting UTI's, but what do you do then? Sees this as a syptom of our patriarchal society as the burden is on the woman. But feels less stressed about this as she can imagine becoming pregnant within the next three years. Is willing to get sterilised when she's finished with her family planning.

Pain management: Sometimes takes ibuprophen every four hours, but

has also been forced to lie on the floor inher office because of pain plans her work travel around her period and uses period tracking app for this tries to avoid any special activities on her period; wishes for more knowledge and understanding regarding her period, sexist boss, topic feels too intimate to share as it is handled in society. The rest of her cycle doesn't influence her life. Doesn't feel comfortable sharing her data beyond when she bleeds in her tracking app.

PMS symptooms, thin skinned and tendency of being angry, sensitive breasts.

(On how she manages her period) Wants to feel clean, but questions this notion - rooted in her experiences of overflowing period products; wants to know there is no excess blood, showers more often, cleans herself after going to the toilet

Involves her partner, informs him, gets support from him.

(On odour) Didn't like the odour when she was younger, but doesn't care too much now, sees it as part of her cycle, but is sensitive to the metallic smell of blood, then she feels disgust. Doesn't like smell of perfumed period products.

Sex on the period: yes, if thre's no pain, put a towel underneath, don't change positions, no specific appeal of it though, just depends on mood.

Sustainability: Doesn't feel good about the amount of waste of period products, but doesn't see this as the main problem in relation to menstruations, thinks we should focus more on period poverty/access to period products, feels like extended period shaming and sexism, tries to prefer more sustainable produts depending on her personal comfort.

Because she wants children in the future she feels good about getting her period as a sign of generally being able to get pregnant.

Wouldn't go back to using the pill anymore because of the consequences for her body.

Uses lactic acid suppositories as the lactic acids are killed regularly from taking antibiotics for reoccurring UTI's. Has regular UTI's, sometimes yeast infections - is more concerned about hygiene and things touching her urinary tract.



<p>Good relationship with her vulva, appreciates her.</p> <p>Would have wished for more knowledge about what’s happening inside of her vagina, more education about erogenous zones and pleasure during sex.</p> <hr/>	<p>Speaks openly about her menstruation with the people in her life.</p> <p>Tries to avoid pain killers.</p> <p>(On the first time she had her period) Remembers pressure about menarche and has mixed emotions about it. The association with womanhood made her uncomfortable and didn’t fit with her needs as a kid, felt like a neative disruption. Experiences her menstruation still as a burdensome thing of womanhood which she feels distanced towards feels hostility/conflict towards her menstruation and connects it towards her identitiy conflict and conflict with being a woman, finds it annoying. The hormonal cycle feels very severe for her with peaks and valleys. Feels more angry/grumpy, thin skinned, feels exhausting.</p> <p>Tracks her cycle, can relate her moods to her cycle. Uses the health app to track her cycle which reminds her of her ovulation and where she tracks symptoms/weight/meditaion; believes in sharing her data for the greater good.</p> <p>(On language she uses) if somethings wrong: vagina; with kids: scheide with herself: mumu, da unten.</p> <p>(On her care routine) uses no products on her vulva after getting multiple fungi infections, only uses water now, is impressed and trusts her vagina to self clean; cleaning changes slightly before and after sexual contact; sometimes uses coconut oil oil for the outer labias.</p> <p>(On odour) feels much better with her natural smell after not using shower gel anymore and likes her smell around her ovulation, noticed differences depending on what she eats; has noticed others smell in public toilets, thinks it’s relating to changing period products not often enough.</p> <p>(On the relationship she has with her vulva) Likes her vulva, the look, the complexity and what it can do for her pleasure and her individual pleaser points; menstruation bothers her still, but she thinks it’s something she will figure out.</p> <p>Already thinks about her fertility and thinks about preparing for pregnancy (training muscles, nutrition, life planning, epigenetics (sport, mental health)) even though she doesn’t see a pregnancy in her immediate future.</p> <p>(On issues she has experiences with her vulva) pimples sometimes, herpes, fungus, UTI’s.</p>
<p>3 Interviewee 3: W, 28 Has used the contraceptive pill and the hormonal IUD in the past, has a medium flow German, currently works</p> <p>Uses tampons and pads, mom introduced her to pads, started using tampons later in puberty; tried a moon cup, but couldn’t get accustomed to changing it, suspects it was the wrong size for her changes up how she combines tampons/pads, had trouble inserting tampons.</p> <p>Buys them at the drugstore for about three months storage: next to the toilet paper, sees period products as similar product to toilet paper on the go: inner pocket of bag, in the bum bag, bag with hygiene things while traveling</p> <p>(On brand/product loyalty) stays with o.b., or whatever is less expensive tried a more sustainable product that had a little message on each pad, made her smile and feel good each time</p> <p>Explores and appreciates diversity in the drugstore</p> <p>(On criteria to buy tampons) as a tendecy needs bigger ones/more absorption, not neccessarily important which one exactly it is changes tampon/pad three times a day; buys o.b. because of the extra insertion layer; doesn’t know other tampon brands. Is surprised by her brand loyalty; has informed herself about alternatives to pads/tampons, but finds underwear too expensive. Mentions the recent public discussion around the „pinky gloves“ product.</p> <p>(On menstruation symptoms) Has noticed the correlation between her nutrition and her period (pain) and felt disappointed by the lack of information, the stigma and lack of exchange; feels not able to address her period pains and relating performance at work as she work in a predominately male industry (tech company).</p>	<p>56</p>
	<p>57</p>

(On what we should talk about more): pain, vulva graffitis and generally vulva imagery (;), better sex education, showing images, videos, communications, pleasure for less shame.

4 Interviewee 4:
W, 25
Currently uses the contraceptive pill, has stopped in the past, has tried the hormonal ring, has a light flow
Belgian, currently works

Tries to avoid tampons. Got period when she was 12, didn’t feel comfortable wearing pads, felt less safe. Got a less heavy flow when she was on the pill; rather puts in a tampon when she doesn’t know whether she can change the pad. Noticed social pressure to get period when she was younger.

Weird dealings for period products, almost like drug deal, would only feel comfortable asking her colleague for a period product alone.

Social correction/commentary from male friends about openness of products in the bathroom.

Tends to stick with the same product and brand, knows about more sustainable brands, but hasn’t checked it out.

Bothered about the extra packaging.

Got introduced by her mom to o.b.’s and just stayed with them.

Her period lasts 3 to 4 days, but this has been disturbed by the pill before.

Rarely experiences pain, get worse skin before her period.

Had a couple of fungi infections and changed her underwear towards cotton products, isn’t cocerned enough to look for better alternative products.

Menarche was celebrated, she felt happy about getting her period as she wanted to get it until she transitioned to the new school, to be part of the group; couldn’t fully relate to her mom’s „You’re a woman now“.

Doesn’t feel bothered by her period (anymore), is just part of life.

Dislikes people’s assumption that a bad mood is associated with having her period.

Rarely/Never talkes about her vulva, calls her her „mumu“ (common german expression).
No products touch her vulva as a consequence of having reoccurring infections.

No more irritations without sexual intercourse. Tendency of partners to not check out treatment when their partner deals with irritation.

Wouldn’t feel comfortable buying sex toys.

Got introduced to sexual imagery by older cousins.

(On masturbation) Feels very accepting towards her menstruation and masturbation, but doesn’t discuss it (much) with others. Curious stigma around female masturbation, even from a previous partner that didn’t „expect“ that from her as she is not very outspoken about her sexuality in general.

Got educated through a book, and googling herself.

Has mixed feelings about her vulva, thinks she could more pretty, feels self conscious about her body hair, feels self conscious about the size of her labia and feels discomfort when wearing tight clothing.

Vulvovaginal shame communicated through movies/series; worries about future partners thinking negatively about her vulva.
Mentions aspect of not being able to change her vulvas appearance unlike other parts of her body.

Felt severe impact on her mood and psychological resilience when changing the type of pill - investigates the impact the pill has on her body in a more holistic way to improve her wellbeing.

Notion: it wouldn’t be as bad to become pregnant at our age (especially with generally existing child wish and long term relationship), okay to only use condoms as contraception.

Finds pregnancy disgusting, can see herself having children in the future though.

Wishes for more acceptance and open discussion about the diversity of

vulvas and the destruction of a weird beauty standard.

5 Interviewee 5:
W, 27
Has used the pill in the past, had severe mood swings
German, studies and works

00:11 Uses tampons and pads, tries to use pads predominately, but depends on the needs in the specific situation. Wants to get period underwear. Uses these products approximately since she was 14 when she got her first period. But started using tampons later as she wasn't comfortable with the idea of sticking something inside of her body. And remains with this idea, uses tampons as they are convenient, but doesn't like the idea as it seems unnatural. Using tampons wasn't as neccessary when she was younger, maybe on dates or when going swimming, during sports lessons in school, whenever she would like more security or when she didn't know how often she'd be able to change her period product.

02:54 Within the last two to three years she has started questioning what kind of product she uses, what are the ingredients, how much trash does it result in, which influenced her decsion to start using pads more than tampons. Her attitude towards the safety of pads has changed as she found a more suitable product/brand for her (Camilla) and as this brand uses a paper package without extra wrapping on each pad; isn't perfumed or has unneccessary chemical synthetic fibers. Feels more secue within herself and her period which makes her feel safer with the period product. Doesn't understand why there are perfumed pads, doubts her body odour is that strong, thinks it's stupid.

05:37 (On where she buys period products) In drug stores preferably or out of convenience when she's in the supermarket. Tries to establish having a stock of products as she usually buys just enough products for one cycle. Keeps products in her bathroom cabinet, tampons in a little box, pads in the original packaging as it's most convenient to get them out. Had a small bag to transport her tampons, has used a ziplock bag to transport her pads on vacation.

08:06 (On criteria that's important for her regarding period products) The least waste possible, organic products, doesn't really care too much about price, but hasn't been willing to invest in period underwear as one pair of them is rather expensive. Has looked at reusable pads, but wasn't sure it's for her, but would be willing to try them. Knows she looks for more green on the package as she's looking for more

sustainable options. Has noticed Einhorn products as they look cool, but doesn't like that the products she would've needed would've been wrapped in too much plastic again.

10:13 Tends to buy the same brand and product. But does buy an alternative product if her usual one is not available.Uses the mini o.b. tampons and normal short pads without wings, not really big but very absorbent. Changes the product every 1 to 2 hours especially with tampons. Started using tampons from o.b. as they are the default of the market. She discovered her recent pad one to two years ago by accident.

14:11 Does exercise on her period and feels better after doing so.

15:23 (On night routine) Thinks she has a inner clock that wakes her up when the period product she uses needs to be changed. Generally changes the product more often during night, but also feels like her period is less heavy during the night. Wakes up two to four times a night, which makes her period an exhausting week. Has her period for around six days, three first heavy days and three less heavy ones and uses lighter pads for lighter later days. Doesn't use pads and tampons simultaneously.

17:34 (On where she gets information about period products) Mostly from friends or through trying new products when she was dissatisfied about what she has used. Possibly also during social media, when something is suggested to her.

18:43 (About her shopping journey) Tends to browse a little on what is available, but does usually take her regular product. But if this one is not available she does look for a suitable alternative, cancelling out the plastic packages, wrong length etc.

19:44 (On who she dicusses her period with) Her mom, a little with (female) friends, but not really in-depth. Does speak about having her period or symptoms, but not deeply with her partner. But as she recently watched a documentary about vulvas she sees the need to show it to him as she believes it's important for everyone to be educated about vulvas and menstruation.

21:17 (On how she feels about getting her period) Depends on the month whether she notices symptoms. With her last cycle it started with hurting breasts and cramps, which depending on the period can be rather intense. When she was younger her leg hurted. Has more premenstrual symptoms, feeling tired and almost as if she's getting sick, but this usually passes as her period comes.

22:30 (On how she treats her symptoms) Has a hot water bottle around for cramps and does take pain killers if necessary, but tries to avoid this. Decides on this depending on whether she can predict whether her cramps are going to get worse and she remembers instances where she didn't take a pain killer and wasn't able to deal with anything anymore.

23:54 (Influences of her work on her period and vice versa) Hygiene in shared toilets is an issue, wouldn't touch the door handle when wanting to insert a tampon with that hand. Walking towards/getting to the toilet can feel like running the gauntlet caused by the secrecy and depending on how (un)well she feels. Appreciated the convenience of being able to get a hot water bottle or being able to go to her bathroom anytime she wanted during her work-from-home-internship. Has had the experience of feeling uncomfortable in a previous internship to use the bathroom, already used tampons to feel more safe but didn't feel able to keep going to the bathroom as she didn't want to give a strange impression. Didn't feel comfortable addressing her period in previous internship, but sees a change within her own attitude towards menstruation and wants to stand up for it being something natural and would feel more confident in sharing this in a future job. Mentions the concept of menstruation vacation and finds this useful.

27:28 (On her first period) „**It was really terrible.I got my period and was utterly shocked.[...] It was just super uncomfortable. It really took me a while to talk to my mom about it. And I don't even know if I had bad stomach cramps, in any case I didn't have to go to school. Then I think I stayed at home for a day. But it was incredibly uncomfortable for me.**“ Can't really explain what this intense discomfort was about, but thinks it's rooted in it being a topic that's rarely discussed. The first products were bought by her mom, afterwards she bought them herself and remembers feeling very uncomfortable doing so and it taking very long for it to dissolve. Struggles understanding what she felt shame about but has noticed discomfort in others too. Can't remember an instance where she asked her mom to grab some tampons for her.

33:00 (On conversations she has with her mom about menstruation) Believes they could be more profound, usually shares complaints, available products, health concerns. (On whether she sees differences between her and her mom's attitude towards their periods) Says no, but can imagine it being different when her mother was younger but sees her mother being on a venture for health so they share many views.

34:40 (On how she feels about her period) „**Apart from the side**

effects, I think it's actually something good and something beautiful. And I'm happy every time I have it. That is really also something that came only in recent years so where one has dealt more with it, that I actually find it something very natural and I also do not feel disgusted by it. It would of course be more practical if you do not have it at all, but otherwise we are quite okay with each other.“

35:41 (On the effect her contraception has on her period) Has taken the pill in the past when she got together with her current partner and appreciated the practicability it offered, especially delaying the period for vacations. But she had heavy side effects on her mood (depressive episodes) which made her stop taking the pill eventually. Hasn't gone back to hormonal contraceptives since. Have been using condoms for contraceptions, she doesn't feel super content with this but hasn't found a better alternative as she feels the spiral/string are too invasive on the body and feels like it's not fair for her to carry this burden. Would love to have non-hormonal non-invasive form of contraception that gives her a feeling of safety she's currently lacking. Doesn't want to carry the load of contraception and effect on her body as a woman. Feels the need for men to get educated on period products.

47:07 Is not at all disgusted at her own menstrual discharge and finds observing it interesting. And it bothered by the secrecy of it all. Appreciates the accessibility of period products on public toilets, but sees the continued secrecy of having the products hidden away critically. Would like to see period products in the public shared space of public bathrooms. Noticed that she also doesn't directly say when she needs to go to the bathroom to change her period product, but just says she needs to go to the bathroom.

53:14 (On how she speaks about her vulva) Even at the gynaecologist she wouldn't have the vocabulary to describe her own anatomy, just when she recently watched a documentary she got access to existing language. Her sex ed didn't leave a lasting impression. Doesn't address her vulva, maybe uses „down there“.

54:54 (On whether she knows how her vulva looks like) She says, roughly, not explicitly. She has once looked at her vulva with a mirror when she was 16 or 18 and didn't really know how to feel and wondered whether that's normal and how others look. Her only references on how other vulvas look is from books or TV and the documentary she recently watched. But she found the differences depicted there very interesting and finds aspects she could recognize

with herself.

57:05 (On her vulva care) Uses her regular shower gel to clean her vulva. Didn’t have any vulvovaginal health issues, only dryness during sex sometimes.

59:10 (On the relationship with her vulva) „I would say a very distant one where I think about it that way. It’s not that I’m particularly familiar with it, or have a strong relationship.“

59:55 (On masturbation) She does masturbate. (Me sharing my own masturbation routine) Explains the sex toys she has, a vibrator and a womanizer and her observation of it being a different experience than sex with a partner and how different it can be depending on whether one uses their hand, a vibrator or womanizer. Shares difficulties orgasming when her partner wants her to as the feeling fades as she concentrates on it too much.

1:12:42 „Sex is not as clean as you think.“ Wishes we had gotten a more realistic image of how sex looks like, he sweat, the after care, the messiness of it all and that it would help young people to be less afraid to fail or have conversations with their partner.

1:14:46 (On whether there’s something she wished she had know about her vulva) That it’s okay and good to touch yourself, that it’s nothing strange or forbidden or unnatural.And the consciousness about one’s body. She thinks this comes from being more in tune with herself, stopping to compare herself to others, actively trying to let go of insecurities and being okay and well with oneself.

1:20:35 Sees a big step in growing older and overcoming issues of her youth.

1:23:49 Appreciated the deep talk and the chance to have a conversation about this topic and to put this topic into one’s attention.

6 Interviewee 6:
W, 51
Never used hormonal contraceptives
German, works

[due to a recording malfunction this interview is a memory based transcript]
Speaks about her mother reacting to her sharing the news of getting

her first menstrual bleeding. Her mother calls the products „bandages“ and shows the spot she keeps the pads in her closet in the parental bedroom for her to take from. They did and actually had never discussed this and she also did not know about her older sister’s period.

Did know what happened to her when she got her first period as she had always been very curious about men and women and had gathered books to educate herself as she was reading a lot. Shares that she never knew her mother menstruated. They did have sex education in school but only shortly and limited to biological differences and reproduction. Topics regarding biological processes or sexuality were taboo in her home.

Had her first period at 11, but it stopped for a few months after that which she only noticed when she was at the hospital because of an accident she had and didn’t need any period products when her mother asked her whether she would need any „bandages“.

Feels a jam of blood in her vaginal canal when using a tampon which results in her cramping more.

Uses the pads from a discounter (Aldi) as the pads she had used in the past were too expensive and after finding the aldi one’s work very well for her she uses them. They are the right size/length and softness/ sturdiness for her.

The length of her cycle has been rather consistent (27 to 29 days) and she has been tracking it in her calender for years. Her period starts with a low flow on the first two days and then gets heavier.

Stores her period products in her closet.

Appreciates her more private bathroom at work which makes the period management more convenient and private. Worries about smell and others being able to hear her using pads as pulling off the pad from the underwear makes a rather loud noise.

Shares a story of her using a tampon after having children when she attended a funeral and it it not absorbing enough liquid which resulted in her being covered in blood and having a big stain on her clothing, this experience of not being able to change and trust her period product made her not use tampons generally.

Shares the story of her miscarriage, knew the embryo hadn’t survived

approximately in the third month of the pregnancy, was staying in the hospital waiting to get it removed when her body went into labour. Every time she menstruates and feels the uterine lining passing she feels connected to the feeling of the embryo passing through her vagina. She feels anger towards the nurse who scooped the issue up and didn't let her see it as she saw it as her child and had given it a name, she felt she lost a child and a process of greaving followed.

7 Interviewee 7:
W, 22
Never used hormonal contraceptives, medium flow
Dutch, studies and works

00:17 Has a rather short period - it lasts three to four days with one to two heavy days and two days of spotting, but has PMS for a rather long time and experiences symptoms such as tender breasts. Experiences cramps during her period, but not every month.

01:41 Uses a menstrual cup for four years at this point, didnt like using pads and suffered from irritation when using tampons. Is worried about inserting tampons too absorbent as it relates to the likelihood of getting toxic shock syndrome, so she only uses the mini tampons. Doesn't like tampons as they are too dry, irritate her, produce odour.

04:17 Has tried making her own absorbent underwear, the experiment failed she wants to try making her own again as her cup can leak a little when she lies in the wrong position.

06:00 (On how she figured out which cup to use and how to use it) Started with a big cup, but the stem poked out as it was too long which was uncomfortable when cycling to the station to get to school. Actually still has all cups she has used in the past. Chose a smaller transparent one next and an even smaller one after that.

08:46 Tells about an accident she had three years ago with her cup when she was going out and had put in the cup when she was intoxicated, she forgot she had put it in and thought she had lost her cup, so she put in a tampon later that night which she removed later the day. She still thought she had lost her cup and that her period was over while the cup remained inside and a few days later she felt bloated, uncomfortable, smelly. At this point the cup was in her for five days. Eventually she accidentally pushed it out when she was „doing a number two“. She was really scared and thinks this is what it must feel like to have a miscarriage. She called the doctor as she was sure she

had a bacterial infection. After this incident and as the cup had had fallen into the toilet she didn't feel comfortable using it again, even after cooking it for two hours. After this she bought a new cup, which she still uses (the flow cup)

17:26 So far she has only changed the cup she had used because of fit issues, but she recognizes that the cup „felt old“. She really liked having a clear cup as she was able to see the colour of her menstrual discharge.

Has bought a cup twice from AliExpress and then just as she needed a new one after the incident she saw an ad on instagram for a cup, the description sounded nice, the price was very low and it ad good reviews, so she ordered it. She shares that she has made several positive experiences with products she bought from instagram.

Shares how exactly she folds the cup as she usually sees it being done a different less comfortable way that makes insertion easier. Speaks about the lack of information on correct cup use and the lack of suitable animations to show how to best use it and how it can slip out when pooping. „**If it's too graphic then you shouldn't be wearing a cup.If you think it's too graphic, yeah then that's your problem. It's the same with sex, if you think sex is too graphic then you shouldn't be having sex.**“

23:32 Talks about how drawings don't really seems to accurately show people's anatomy and that this discrepancy has made her question whether she looks normal down there. Especially the uterus in the vagina in a three dimensional way is in reality not as most images depict them and can vary in size. For example the vaginal canal goes on slightly beyond the opening of the uterus and if the cup is placed there it does not work.

24:50 (On how she started using the cup) She was tired of noting down the dates of her perio on paper so she started looking for an app, had heard good things about the flow app, but didn't use this for too long. But used another app that has recently been discontinued offering recommendations on how to deal with PMS, which excercises would help and it also recommended using the menstrual cup. „**And then I looked it up and was like, oh shit, this is so logical. The second that I saw it, I was like, this is so logical. And I actually like the idea that you literally take out your blood in a cup. I don't know why, but I'm really fascinated with blood.**“ „**And then you see it and feel like Carrie.**“ Doesn't like that when she has to empty her cup on a piblic toilet she quickly has to flush as the blood stays on the bottom of the bowl otherwise which she experiences as embarrassing

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but still feels better about the odour in the toilet than how period products smell when putting them in the trash.

29:04Wishes for more explicit explanations and images about inserting the cup from people that have experience using it. Is bothered by the prices of period cups in drugstores and that it is often not possible to see the actua product and its size.

30:23 Tells how she struggled with inserting period products before she was sexually active and having to carry vaseline to the bathroom to cover the tampon in it to be able to insert it.

31:12 (About how she empties her cup in public restrooms, especially school) In the first 1 to 1,5 years of using the cup she would empty it in the stall, put it on a piece of toilet paper and then rinse it in the sink. She didn't really care too much about the fact that others could see her cleaning it, but she didn't want to be looked upon weirdly especially when she was 18 as many people didn't know what it was and felt disgusted by it. After ca. 1,5 years she started bringing a bottle of water to the stall to rinse her self and the cup, sometimes she carries as small towel with her, but it is inconvenient to carry a wet towel in her bag all day. Usually she only has to change the cup in school on two days of her period if at all, the other days she only has to empty it once. Has experienced girls in school commenting on blood being the bottom of the bowl in the toilet which angered her as she portrayed it as something disgusting, unclean, to be avoided. She believes people should be more comfortable with menstrual blood. This interaction made her feel sad and disappointed. „**If you're disgusted by your own body, then how are you even living your life?„** „**Your period blood, I don't really get how people can be disgusted by it.**“ „**I actually prefer blood over discharge.**““**I'm very open minded about these things, it's just weird when people are not. Or maybe not weird because at some point you get used to it, but it is just kind of disappointing. Especially now, it's 2021. You would think that we are far ahead to understand all these things that have been researched for years and years, but people are still uncomfortable with it. It's such a taboo and I'm like, it's so unnecessary.**“

39:36 Uses a dark glass jar to store her cups, appreciates that she can put the cup in the jar right after she cooked it. Brings it with ther if she expects her period to come.

40:51 Generally has a very consistent cycle, especially as she doesn't take any form of contraception. Remembers one time when she got her

period only a week after her last which made her very nervous.

42:45 Hasn't bought period products, but still has the one's she bought last at home. Mentions that those are 100% cotton. The product irritated her the last time she used it, but still carries it with her when she might get her period. Bought tampons maybe two years ago from Yoni. Before that she bought the o.b. mini tampons as they have a more rounded tip in comparison to the one's from Kruidvat.

44:38 (On whether she advocates for the cup among her friends) She says she does, especially if her friends share being worried about not having taken out their tampon in time as this is not a danger with the cup, „**(Whispers) Use the cup, There's no dangers with the cup, the worst thing that can happen with the cup is that it leaks or that you get a vaginal infection because you forgot to take it out.**“ Appreciates the possibility to have oral sex when using the cup as there is no string hanging out of the vagina. Speaks about the benefits of using a cup, it being more suitable for thongs unlike pads, it being suitable for days of spotting, it not drying out the vagina. Speaks about her friends not being comfortable seeing their own blood or not being patient enough to figure out how to properly insert it to not leak.

47:37 (On period symptoms) Sore breasts for 1,5 to 2 weeks, tries to not wear a regular bra then and just a sports bra, wishes she could not wear a bra as she like the look of nipples sticking out thugh clothing, but feels like she cannot not wear bra as her boobs are too „saggy2, even though she doesn't like wearing a bra. Thinks this depends on whether she drinks enough water. As soon as she gets her period the pain goes away and her boob shrink back. Get bloated, irritated (annoyed at everyhthing and thin skinned). Sometimes had diarrhea or constipation, night sweats right before and during her period. Gets insomnic, has trouble sleeping. Gets worse skin. Highly touch sensitive skin.

Repeats that she has learned a lot from the app she had used previously. Speaks about the „thinning week“ after her period, where she is not bloated and has an easier time to lose weight. „**(About the week after getting her period) So that's my favourite week of the month, I'm not PMS'ing at all, I'm completely dry, no ovulation - it's just a great week to be alive.**“

53:42 (On how she deals with her symptoms) Tries to drink a lot of water, craves vitamin c (get bottle of fresh orange juice), gets very naseous, craves chocolate if she's not too naseaus, tries to avoid coffee, does self care (home made mask to take care of her skin), warm

clothing, watches a romcom every month, makes herself „feel cuter and softer“, emphasizes making herself feel fresh as that’s usually not how you feel, plays music, tries to not try on any new clothes.

58:28 (About how her period influences her work) Needs to take more breaks than usual, sometimes takes more time to get ready. Sometimes has cramps she has to endure while working, feels like it really affects her work and studies. Has a hightened sense of smell and dizziness. Makes a point of being really direct and open about her bleeding to be taken seriously in her needs to change/empty her period product.

1:02:01 (About her menarche) Was 13 and got her period in school right before swim practice, got a pad from her friend who was with her. Only had her period for one day that rime, but aware that it would take some time for her body to get a regular cycle. Had her second period around four months later. After the second time it became regular and her cycles have been aroun 22 days long then and now around 25 days. Wasn’t really bothered by the actual menstruation, but was bothered by the PMS. Her mother was very open with her as her mother was not open with her. The first time she had a conversation with her mom about menstruation and puberty was when her mom was watching the movie Carrie and the menstruation scene came on screen. Afterwards her mother took her to the GP when her breasts started hurting. Especially in the beginning she didn’t feel comfortable joining swimming practice as she didn’t want to risk anyone seeing blood, especially the boys. Her mom explained all the side effects and really normalized the conversation about menstruation. She also explained which products to use and that tampons may be uncomfortable before she has been sexually active. This seems especially significant as she didn’t learn this in school. Knew the correct terminology before having sex ed. Calls her vulva punani after seeing a video of girls singing a song using the word punani and appreciates that you can use it more freely in public withut getting weird looks.

1:18:18 (About the relationship she has with her period) **„I don’t like it, I really don’t like it. [...] I genuinely enjoy seeing the blood, but I just don’t like the whole bleeding. It’s just very uncomfortable.“** Thinks she might feel more happy about getting her period as a signifier of not being pregnant, but as she’s currently not sexually active this is not relevant. Sees that getting your period means you’re healthy and also potentially fertile, but she doesn’t like this as she is not planning on getting pregnant and has thought about getting her tubes tied as she would prefer not having the option to have children but wants to give herself the option to change her mind, but would prefer to adopt.

Speaks about not wanting to look more masculine as people after menopause. Also doesn’t want to surpress her period as she doesn’t want to gain weight on the pill.

Is planning to make an art project using her period blood.

1:30:06 (Speaks about her sense of smell and her body odour and her smelling her friend having clamydia and being able to smell her vagina, continues talking about her friend not acting upon her friend having bacterial vaginosis and not going to the doctor to get checked)

1:36:30 (On her care routine) Doesn’t use soap, but makes sure to clean her vulva thiroughly, gets waxed every month as it feels more comfortable for her and makes inserting the cup easier, uses wet toilet paper, drinks water, checks on the colour of her urine, tries to balance out her food consumption with drinking water. Uses a neutral (non-scented) cream to moisturize, sometimes sugar to scrub her skin (for ingrown hair, softness and hyper pigmentation).

1:46:18 (On how she feels about her vulva) **„I mean, I take care of her, because I think it’s important, just like I think it’s important to take care of any part of your body, inside and outside. But I don’t like the way it looks. It’s not pretty. I’ve seen prettier.“** Is uncomfortable with her vulva as her labia is asymmetrical and she needs to position it a certain way to not be uncomfortable as she „feels the unevenness“. This made her feel alienated from her friends as she seems to be the only one doing this (especially after going to the toilet). Has a very sensitive clitoris, which makes her uncomfortable in sexual contact as she doesn’t want to adress not feeling comfortable being touched at her clitoris. **„Everyone I know feels comfortable with that, so why don’t I? So that’s my relationship [with my vulva], she’s not really doing it for me.“**

1:54:25 (Speaking about orgasms and fear of performance and issues we don’t recognize in our friends)

1:56:36 (Whether she’s like to have know something about her vulva) Wishes she had know that „popping your cherry“ is actually a myth as it shouldn’t have hurt and she wished she had waited, taking it slower. Feels confused about how the first penetrative sex is not supposed to hurt and what this means in regard to her first sexual experience.

2:04:27 Wishes we would talk more about vulvas, menstruation, recognizing symptoms, recognizing infections, being taken seriously

and having more agency in the health care system, sex and the myth about the hymen, men and their penises and how to clean them best, thinks sex ed should be taught together and it being important that everyone knows everything as the split perpetuates a division of knowledge and assumptions in society..

8 Interviewee 8:
W, 24
Uses hormonal implant, has no period
Dutch, works

02:03 She shares that she doesn’t have her period by choice. She got a hormonal implant seven years ago and even though she believes it would be more healthy to get her period, which she also did when she transitioned from one hormonal implant to the other, she chose to surpress her period as it was very heavy and painful. Explains that both her and her doctor think it would be more healthy to let the body go through its natural process and get rid of the uterine lining. Thinks there might be consequeces on her fertility if she decides to not use the hormonal implant anymore as it may take time for her body to return to a natural cycle. Used pads and tampons before getting the hormonal implant and tried to go back to a normal cycle inbetween implants (is on her third now). She explains that it is not common to not get yur period anymore, but she feels relieved to not have it and not having to deal with the hormonal changes as muchas well as the pain. When she used to have her period it lasted for more than a week, was very heavy and accompanied by a lot of pain. **„I also definitely don’t feel like less of a woman, which is quite a typical concept that people have in mind. I don’t feel like that at all.“**

07:05 (On whether she still notices her cycle) In calmer periods in her life especially she can recognize the week she would’ve gotten her period. She notices feeling more grumpy or horny which she recognizes from when she had her period. Speaks about the unpredictability of her menses before as it ranged from two to six weeks and it making her anxious. Tells a story about how she once got her period in school, got up and noticed a blood stain on the chair, she pretended nothing happened and merely walked away. She speaks about her vaginal dryness and not being able to use neither pads nor tampons unless she’s bleeding as it swiftly becomes painful.

13:00 Speaks about sex being painful for her and it getting worse over the years, she is not sure whether it relates to the hormonal implant. Has been diagnosed with vaginismus. Speaks about being really far in

the process of figuring out how to get rid of the pain she experiences, trying different treatments such as physical therapy, breathing exercises, electro therapy, yoga, something like acupunture, botox injection into the muscles and antidipressants for the nerve pain. I now on a „pain ban“ she agreed upon with her therapist. This is rooted in a previous abusive relationship which resulted in her not being able to respect and recognize her own consent.

23:16 (On how she feels about her vagina) **„Oh, we’re not friends.“** Unlike many others she doesn’t only experience pain during sex or forced sex, but experiences pain attacks (potentially rooted in nerve pain or the muscles not getting enough blood or a combination) which can be triggered by many factors such as too much or a lack of exercise, not drinking enough water, drinking alcohol, wearing jeans or underwear. She does not feel able to express her vaginal pain to others as she fears them not understanding or taking it seriously. This pain condition heavily influences her life. She describes three different stages of pain and the different levels of being able to keep going with her day to day life. Takes a lot of paracetamol to deal with the pain somehow and has gained access to morphine as it is the only thing that helps, but the side effects include nausea, „being out of it“ and not being able to work or travel anywhere. **„For me, it’s a burning pain slash stabbing. I always say, for me, it feels like someone is stabbing me with a knife one thousand times.“**

31:03 Does enjoy penetrative sex regardless and does see it as an integral part of her sexuality even though it is accompanied by pain. Has a really hard time to share with her sexual partners her condition and has experienced them finding reasons to not see her anymore of being offended when she eventually shares her experience as it breaks the illusion of both parties enjoying themselves. **„I can have a good time and be in pain, it doesn’t cancel each other out.“** Sees her not sharing her pain with sexual partners as a result of both being afraid to share it and being too proud to admit „weakness“ or to share a vulnerability as she doesn’t trust her partners or believes they deserve this knowledge. Feels less sad about it now, even though it has gotten worse.

43:16 Speaks about still seeking the tension of meeting someone and enjoying this, but not the act itself the encounter leads up to. As her pain is also rooted in trauma she instinctively behaves as if she would enjoy the sex, seeks positions where her face is not visible or positions that hurt less.

46:21 Notices her cycle through wanting to masturbate (which she

only does on the outside) and her therapist has recommended her to enjoy it more, but the contractions can trigger pain too, especially on the next day. This means if she wants to masturbate as her therapist urges her too, she might have to cancel work or school the next as she cannot leave the house from being in too much pain. **„It’s such a strange concept, who lives their life like that? But that’s my reality.“** This relation between sexuality and pain and the resulting consequences make her feel anxious and guilty.

51:55 **„I never really had someone with my situation which is quite lonely actually.“** (Speaking about her having both/something inbetween vaginismus (=muscles tensing) and vulvodynia (=pain on the outside).

58:15 **„There is basically no day where I’m not consciously making an effort to keep the pain away or lower it.“** The only thing that helps is a boiling hot water bottle on her stomach. Which is something she can only do at home.

1:03:52 Recently saw a video showing women with chronic pain where she saw one woman with burn marks from using hot water bottles to ease her pain, this made her recognize herself as she can see marks on her stomach too.

1:07:00 Before filling out a form at a doctors office addressing issues of consent she didn’t realise she had been experiencing something that wasn’t okay and that had actually damaged her. At that point her gynaecologist also found scar tissue which resembled victims of rape. **„It helped me. This was actual physical evidence, like, maybe something really wasn’t okay.“** Wonder whether she’ll ever be able to have a relationship.

1:12:12 **„It was such a long journey to figure out anything that helped.“**

Wishes she had known about other reasons for her pain before going through treatments and thinking they would work.

1:21:24 (About her first period) Speaks about a book her grandmother had given her which contained an abundance of in-depth sex scenes, as she felt aroused and started masturbating she saw blood on her fingers and assumed that is why she had been feeling aroused. Didn’t want to tell anyone and didn’t have period products, so she left earlier from her grandmothers house. Explains that she knew what was happening to her as her mother had given her several sex educational talks which she

remembers as not being particularly interested in. Shares how she only learned this year that the size of tampons does not indicate the size of vagina, but absorbency. Shares her struggles when she still had her period as she was struggling to insert a normal or higher absorbency tampon as her vaginal canal is very tight because of her vaginismus, but her still bleeding heavily which resulted in the tampons not working efficiently for her. „Sometimes I do feel like a „guy“.“ Shares that she does have her period when she’s immensely stressed which results in this being a sign for it being too much. „I got that and then I had to buy period products and I was like, woah it’s been six years and I don’t know how to do this.“ „In terms of that I don’t feel like a woman.“ Remembers her first period and being one of the latest girls in her group of friends and wishing to finally get her period and regretting that wish later on.

1:36:31 Speaks about the size of her breast and waiting for them to grow when she was a teenager and them actually never growing, but now she really loves them as she has a much easier time finding fitting clothing or working out in comparison to her friends with bigger breasts. She also mentions how it is funny that bigger boob are glorified in society when smaller ones are making life much easier.

1:38:32 Speaks openly with others about her period, but notices more shame regarding discharge. Speaks about not needing to talk with men about her period and them not being interested or able to have a bigger conversation about the topic as they cannot physically relate.

1:39:51 (On what she associates with getting her period) **„Pain. Cramps and back pain are so bad. I’m the typica person that just wants to crawl up on the couch in fetal position with my hot water bottle and cry basically, that’s what I think about it. [...]** **But also, health, to get your period is healthy.“**

1:40:49 (On whether she thinks about fertility) Speaks about how when she strated using the hormonal implant she wasn’t sure whether her not getting her period was related to her very low weight and whether it would mean that she is infertile. But she also experienced her breasts lactating while not getting her period when seh was around 15 which made her wonder whether she was in fact pregnant. It was a phase of being unusally aware and nervous about her own fertility at a very young age. Is very sure she doesn’t want children now, but is worried she might not be able to at a later stage in life when she changes her mind. Is worried that when she might learn about her own infertility after the decision to try for a child with a partner it might be more difficult than knowing already and being able to prepare herself for

other options. Speaks about her mothers struggle to conceive, having two miscarriages and how she wouldn't have had children if it weren't for her. This is very scary for her.

1:48:03 Thought about designing underwear that is suitable for women like her that experience pain from regular underwear, but doesn't know how it would look like.

1:51:58 Speaks about not being able to wear underwear because of her pain condition. Shares with others that she has chronic pain, but usually doesn't expose that it is vaginal pain. Discusses that other women who don't experience as much pain assume that it is possible to just „push through it“ assuming everyone experiences a similar kind of pain, but this is not the case for her. **„That's also why I gave up on periods. Not only for the people around me, but it was so difficult for me that I was not able to function for a few days every month. How can you live your life when you have to lie on your couch four days every month? That's not a way to live, especially if it's from your period. Imagine at work you have to say ,Yeah, every month I spend four days at work, just so you know. Why? Because I have my period and it hurts. Bye‘ That's not something anybody's gonna tolerate.“ Speaking about her pain „You have to put your life on hold for an unknown period of time.“**

1:57:37 **„If you have a dick I feel like it's so easy, you just to make sure you don't get STDs and you're kind of alright.“**

2:01:44 Speaks about the importance of communication in sexual relationships, especially regarding issues and where they are rooted in, but also discusses how she herself struggles with this. Speaks about sex having different goals for men and women, men needing to orgasm as part of it and women being more okay with stopping „in the middle of it“ because they get out of the mood.

2:04:07 (On which words she uses to describe her vulva) Uses the english pronunciation of ‚vagina‘, but actually doesn't know whether it is the correct words and discloses that she wouldn't be able to name the different parts of her vulva, she knows the labia and clitoris though as well as that the vagina is the hole. Feels embarrassed for not knowing her own anatomy better.

2:07:55 Thinks she doesn't care too well for her vuvla. Notices bad care practices whenever her vulva smells different as the PH level is out of balance. **„I feel like it's the cleanest when I just use water in the**

shower and let it clean itself.“ Uses vaseline outside and inside of her vagina as a gynaecologist has recommended this.

Is curious about the period cups and whether she would be able to use them. Has tried the female condoms in the past and struggled with them as they need to go to a similar place in the vagina.

2:18:26 Would speak with people about vulvas, but it doesn't come up in conversations, only in a more general sense or when discussing phenomenons such as designer vaginas.

2:18:54 (On how she feels about how her vuvla looks) **„I'm surprisingly comfortable with it.“** Sees that her vulva looks different than the vulvas she sees in porn but doesn't really mind this and sees the beauty in how her vulva looks with slightly pertruding inner labias and mostly symmetric.

2:21:23 Wishes we would speak more about the pain women experience, especially during sex and the normality of it. Also wishes we would speak more about menopause as it is a major physical change and there is no chance to openly speak about symptoms and effects. She also speaks about the societal judgement and expectation on women to bear children and this being particularly pressing when they enter the age of menopause and haven't had any as it is a signifier of them not being fertile anymore and this being judged as something final - „being done“.

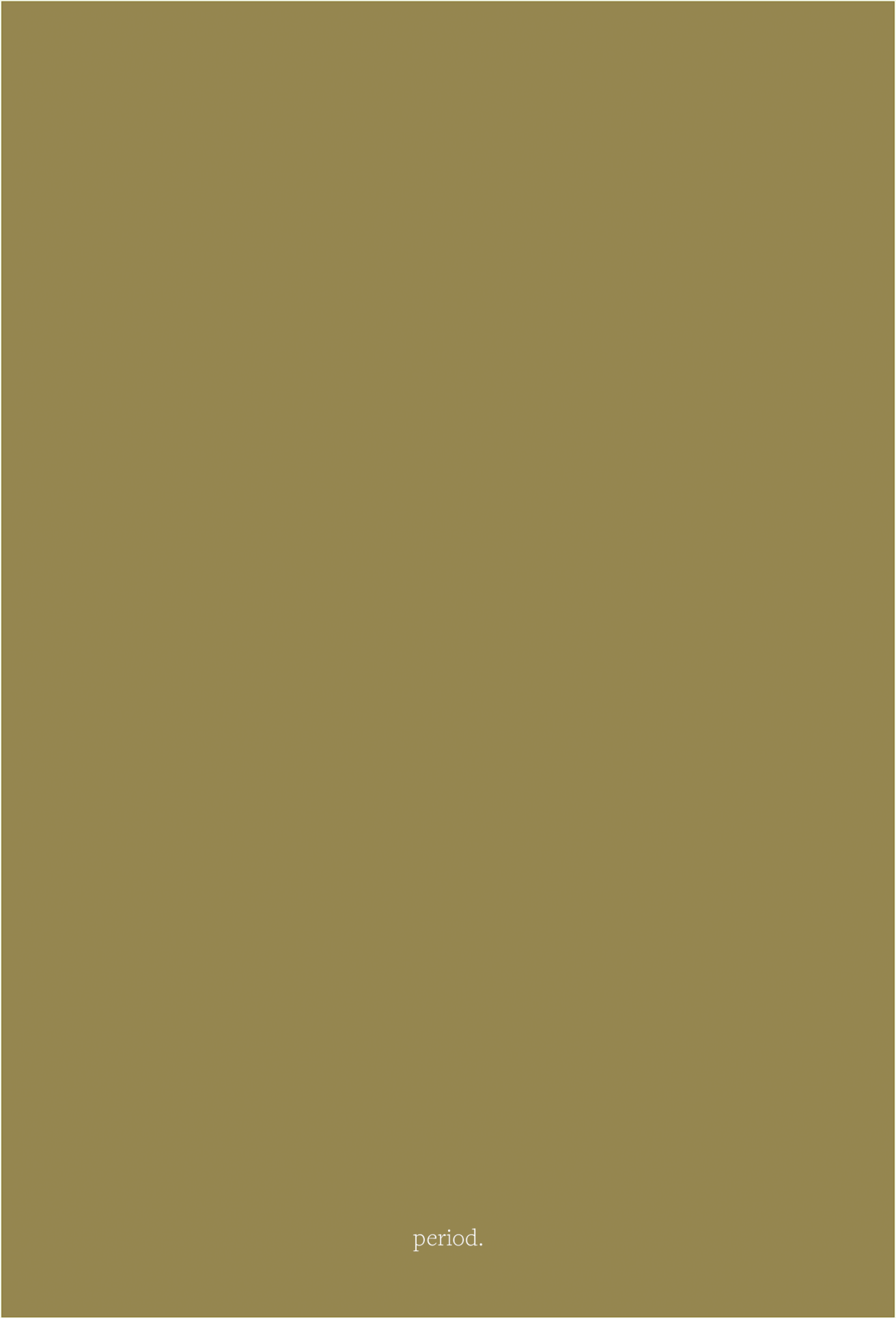
9 Interviewee 9:
W, 29
Uses no contraception, medium flow
Dutch, works

[memory protocol from an informal conversation]

- is a user of Yoni, started buying the products because of its design, it felt more fancy and she wants to support and have good looking, well designed products in her home
- appreciates the higher quality feel of the product, especiall the very soft outer package of the pads, also like the way the tampons open as it keeps the tampon more intact and doesn't make it frizzy as with other brands
- wishes the colour of the product would be more indicative of their function such as a dark blue for a night product
- feels like investing in the more expensive period product is for her

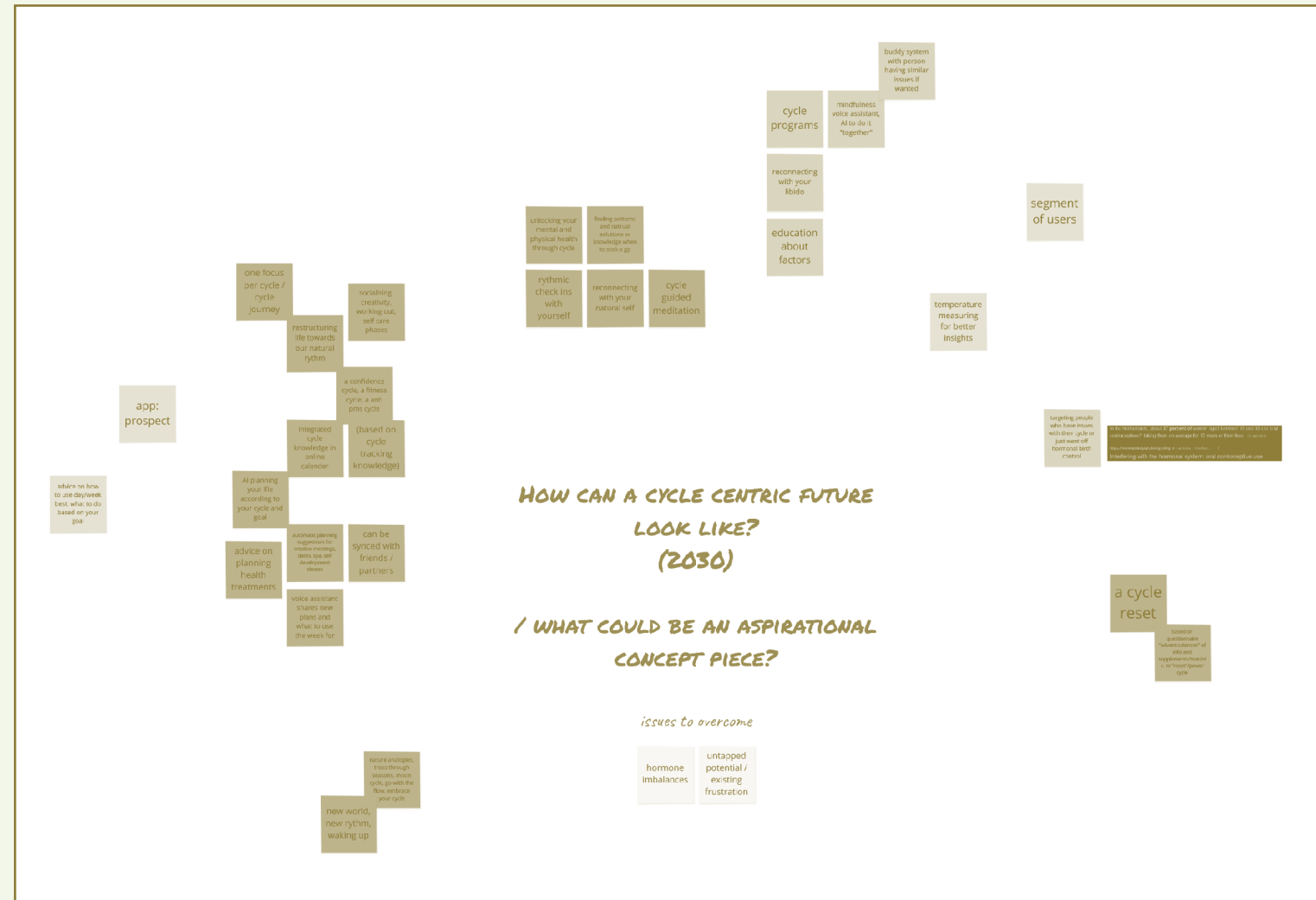
own benefit, she’s trating herself to something good
- uses an app (Flo) to track her period ever since she stopped taking the
contraceptive pill, can see how long her cycles are for more than a year
and the fluctuations, appreciates the articles, suggestions and stories
the app offers, especially the graphs and report
- has read the book „period power“ which explains strategising one’s
cycle to the best benefit, sees only limited possibility to implement this
in her creative job, but appreciates the consciousness it gave her





period.

PEER IDEATION
SESSIONS
MINDMAPS



USER PERSONAS

traditional

difficult period

slow paced

exploration oriented

regular period, heavy pms

fast paced



August she / her	the traditional	
Demographics: 33 years old Netherlands with migration background in a relationship Teacher	Goal: Manage pain successfully Make financially sound decisions Find intimate products that serve her body	
Values: Risky Health Environment Animals	Motivations: Sexual connection Saving money Leaving shame about her own body behind	Frustrations: - Lack of good advice on the doctor's - Too many scattered product options - Feels shameful about her vulva - Difficulty addressing menstruation - Starts at work
About: - Regularly sees a variety of friends and talks with them about everything affecting her, but mostly on a superficial level		



Floor she / they	the explorer	
Demographics: 24 years old Dutch Single Consultant	Goal: Explore her own body and cycle Express herself with the products she surrounds herself with Find ways to deal with her PMS	
Values: Self development Excitement Environment Diversity	Motivations: Autonomy Learning about oneself Being more assertive about her sexuality	Frustrations: - Lack of understanding of body - customs - Lack of knowledge about her own body - bad sleep and irritability during her cycle
About: - Is active on social media, follows brands and artists, knows what's happening in pop culture		

PRESENTATION FUTURE PRODUCT CONCEPTS

(1)

01

Direction 1

Vulva care.

02


Direction 2

Unlocking the cycle.

03

Direction 1

Vulva care.



Narrative

Did you know that not only do no two vulvas look the same, but they are actually fantastically diverse?
But really talking about what goes on between our legs is something we do far too seldom, leading to a lack of not only dialogue but general knowledge, and a sense of shame that can prevent people from taking appropriate care of their health and wellbeing.

We want to change that.
This is why we offer topical vulva care products.

We want to address often taboo issues that many people with vulvas face and provide tools for symptom relief, the appropriate and gentle care and effective communication guidance.

Why

We believe that it's time to take care of our vulvas. Without shame, but curiosity and pleasure.

How and what

For people with vulvas, Yoni offers topical vulva care products made of minimal and natural ingredients in a sophisticated design, that don't disturb the vaginal microbiome while helping to alleviate discomfort and give people the control and insight to feel confident and empowered in themselves and their bodies.

H12

PRESENTATION FUTURE PRODUCT CONCEPTS

(2)

Portfolio possibilities

1

Pain? Haven't heard of her

Numbering skin care system

2

How to keep your vulva happy

Do a gene analysis

3

Goodbye ingrowns

Intimate shower gel

4

Vulvodynia

Protective barrier cream

5

Vaginismus

Dealing with body fears

6

Hey it's me, your vulva

A new gel solution for pain

7

Incontinence

High resistance pads

The top topics

Education, exploration and skin care.

The biggest issues

Pain, shame and imbalances.

1A

Idea 1

Intelligent vulva care

What is it?

Vaginal microbiome testing overlaid turned into personalized vulva care

What exists already?

Yoni's vaginal microbiome testing and Yoni personalized kit

Who is it for?

People with regular experiencing imbalances with their microbiome, people trying to get pregnant, people experiencing pain issues and trying to find out reasons

How it fits Yoni

Yoni can be at the forefront of truly rethinking understanding and caring for our vulvas, unlocking inaccessible knowledge and bringing insights into a context of accessible reassurance and stepping into the role of female knowledge.

1B

Idea 2

AI vulva chatbot

What is it?

This educational chatbot makes it possible for people to chat with their vulva and ask questions and learn about their own body. It's filled with knowledge about physical attributes, health conditions, consent and sex (with consent or without)

What exists already?

The health chat bot Ada

Who is it for?

People curious about their own sexuality, with different level of knowledge. People wanting to improve their relationship with their body. Could also be an entrance point for Yoni

How it fits Yoni

Can create buzz about the care line, create an easy entrance for users to learn, interact

1C

Idea 3

Open source community

What is it?

An open source community approach to unlocking better vulva care and doing the data gap together. People can document their issues, treatments and what really worked to feel less alone

What exists already?

StartTheWeek's open source platform for a range of chronic health issues (and) health where people can connect their data on symptoms, locations, etc.

Who is it for?

People with vulvovaginal issues seeking insight, remedy and community

How it fits Yoni

Dealing with vulvovaginal issues can feel really lonely, yoni can offer one entry product that helps but contribute to a bigger vision. Yoni can be facilitator of conversations and experiences on a bigger scale

1D

Idea 4

A physical vulva space

What is it?

A space to explore everything vulva and discover and listen to stories of people sharing their personal journey with their vulva. The space could also be used for talks and workshops.

What exists already?

Timezone architecture using light to create a powerful atmosphere and calls by showing stories of vulvas and people telling their story with them.

Who is it for?

Anyone in the vicinity of the city with curiosity, people with vulvas interested in themselves and what people's experiences, looking for peers

How it fits Yoni

Raises awareness in a public forum, starts conversations and opens up space for Yoni to introduce their way of caring for vulvas and truly listening their characters

PRESENTATION
FUTURE
PRODUCT
CONCEPTS

(3)

1C

Idea 5

Communi-
cation
objects

What is it?
Object designed to facilitate a conversation about a difficult topic. This could be an educational talk, content and pleasure to use especially when pain conditions are involved, a self-explanation object.

What exists already?
Especially in design conceptual objects are often used to start conversations, especially in the realm of sex education



1C

Idea 5

Communi-
cation
objects

Who is it for?
Depending on subject, people interested in exploring themselves, exploring each other, people wanting to teach/learn about vulvas

How it fits Yoni
Taps into Yoni's visual competence and bridges the product competence towards communication and helps find step into a role of sharing knowledge in a gentle and playful way

1F

Idea 6

'It's me,
your vulva'
film

What is it?
Image film with the vulva as protagonist showing her experience: „Any it's me, your vulva - I think it's time we talk“, „a visit to be need for... I like it well, I like it good!“ „I need some attention, girl!“

What exists already?
Movies like „Yoni is Vulva“ from Libresse having cinematic impact



1F

Idea 6

'It's me,
your vulva'
film

Who is it for?
People who haven't given their vulva care too much thought, but know they could do better. People with neurological issues interested in new approaches

How it fits Yoni
Yoni can create buzz similarly to brands like Libresse, but this time it's film. A brand that can back up their claims, cues and often protects out of the ordinary

0C

Direction 2

Unlocking
the cycle.



Narrative

For too long our hormones have been portrayed as something erratic, impulsive, hysterical, to the point where we pretended our cycles didn't affect us. Hormonal contraceptives have suppressed the cycle and although we love the resulting sexual freedom, more and more people are finding that the side effects are unbearable for them.

We want to give our users the tools to see, understand and use their cycle and the resulting patterns. To discover themselves. It is about alleviating symptoms that are perceived as negative, to solve imbalances in a natural way and to use the rhythm of the cycle to reconnect with oneself. For a more conscious, patient and joyous relationship with our bodies.

That is why we offer holistic cycle care.

Why

We believe it's long overdue that we pay closer attention to our hormonal cycles. Away from a binary mindset of „period on, period off“ and towards a truly holistic approach. Using our cycles to our advantage.

How and what


For people with hormonals cycles, Yoni offers holistic cycle care products made of minimal and natural ingredients in a sophisticated design, that help manage cycle symptoms through body and mind and give people the knowledge about their body patterns to feel empowered and in tune with themselves.

Portfolio possibilities

1	2	3	4	5
All seasons	Spring Libido	Summer: Nutrition	Autumn: Skin	Winter: Menstruation
Physiocal cycle app with food plan	Detox tea „Hera“ for spring, detox tea „Venus“ for summer, detox tea „Mars“ for autumn, detox tea „Jupiter“ for winter	Herbal teas and food plan „Detox“ for spring, „Detox“ for summer, „Detox“ for autumn, „Detox“ for winter	Detox tea for autumn, skin care „Detox“ for autumn, skin care „Detox“ for winter, skin care „Detox“ for spring, skin care „Detox“ for summer	Menstrual cycle app with food plan, skin care „Detox“ for autumn, skin care „Detox“ for winter, skin care „Detox“ for spring, skin care „Detox“ for summer

The top topics

Reframing the cycle, nutrition and planning.



The biggest issues

Hormone Imbalances, untapped potential and frustrations.


0A

Idea 1

A cycle
reset

What is it?
A „advent calendar“ for resetting your cycle, based on equinoxes with rough diet on cycle and inner person has, each day a supplement/nutrient/period product + information on this day = advice for reset.

What exists already?
Cycle personal nutritional supplements per day and books about resetting your cycle



PRESENTATION
FUTURE
PRODUCT
CONCEPTS

(4)

2D

Idea 2

Next level
cycle sync

Who is it for?
People interested in stepping into their potential, a new way of life while being mindful and connected to their natural self

How it fits Yoni
Yoni can help people unlock their cycle beyond menstruation and take an active part in reframing the conversation around cycles into a proactive approach

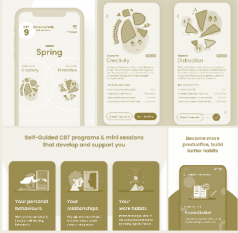
2D

Idea 3

Cycle self
development

What is it?
Cycle programs to develop your cycle skills and optimize your life towards a specific goal by using cycle habits. This could be about seeking 100% mental, health issues or physical performance, libido.

What exists already?
Multimemory cycle tracking apps, mostly about documenting, no goal oriented CX concepts for more cycled apps, personal development apps solving different learning paths



2D

Idea 3

Cycle self
development

Who is it for?
People realizing they have issues with their cycle/health and needing help to get an overview and step by step program to overcome them

How it fits Yoni
Yoni can not only offer this service, but also products that people would need to optimize their cycle. This also opens up the space for collaboration with meditation or exercise apps or professionals etc.

2D

Idea 4

Reposition
short film

What is it?
A film reframing the new direction into a video: waking up, breathing in, coming to life, reconnecting with one's natural being, stepping into one's nature and finding new energy and balance

What exists already?
Especially perfume commercials communicating deep emotions, drive and connection to nature



2D

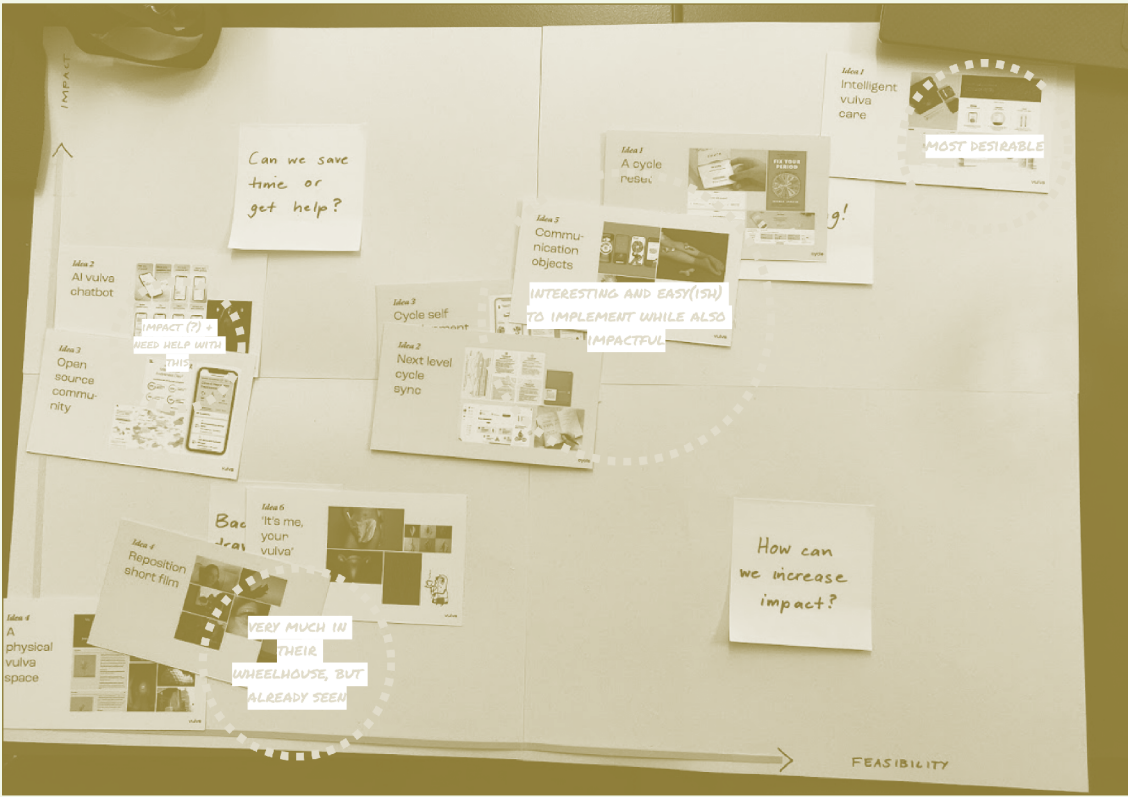
Idea 4

Reposition
short film

Who is it for?
People interested in personal development trying to find more balanced ways to live their life, people off hormonal birth control and people experiencing their cycle as something chaotic, lacking energy and rhythm

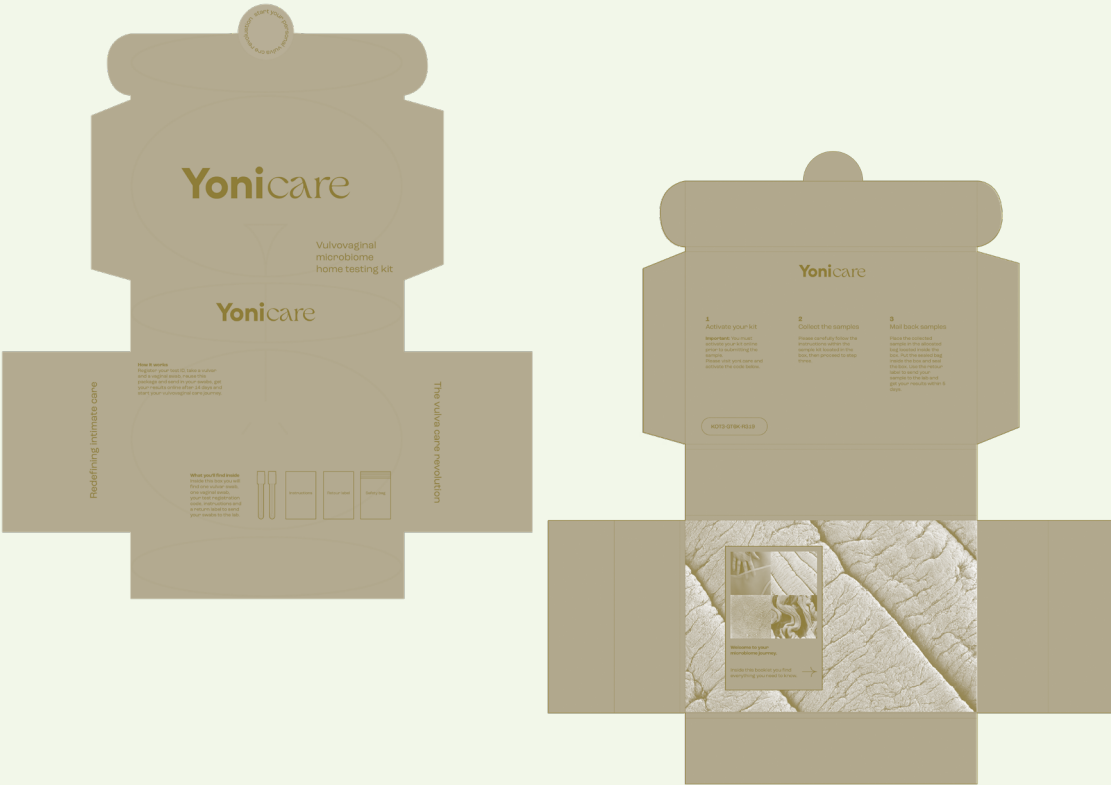
How it fits Yoni
Shows Yoni's drive to keep pushing the conversation, connecting natural ingredients, back to the roots, but in a modern way

CONCEPT
EVALUATION



PACKAGING
DESIGN

(1)

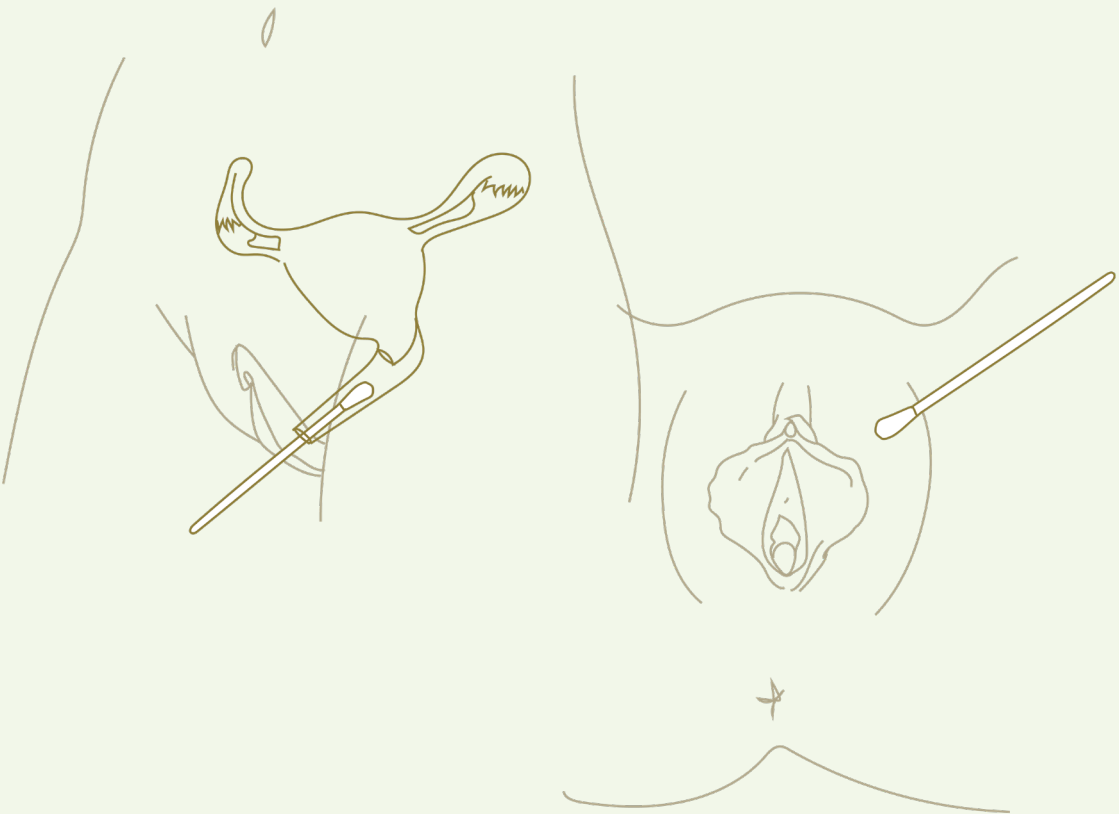


PACKAGING
DESIGN

(2)

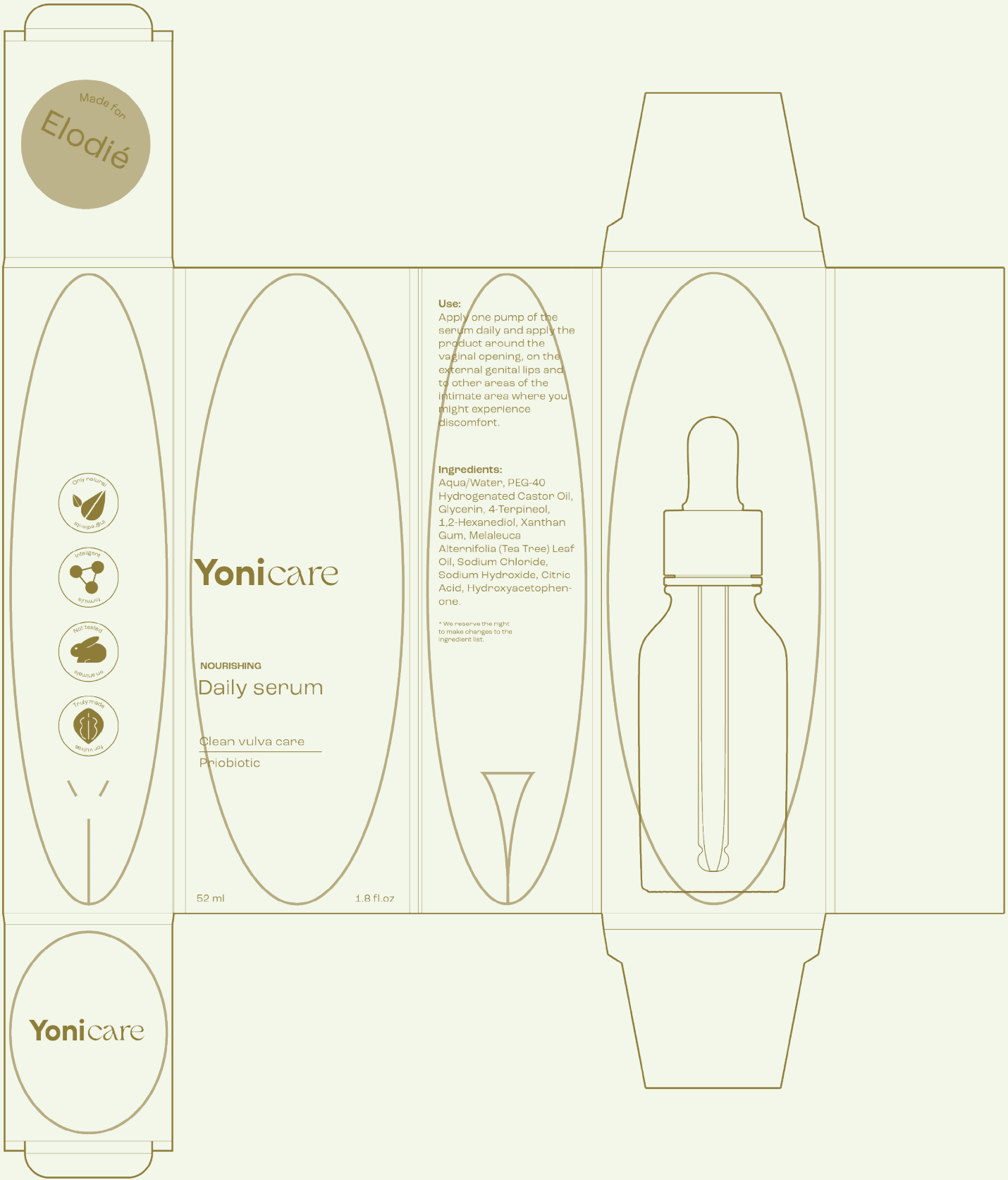
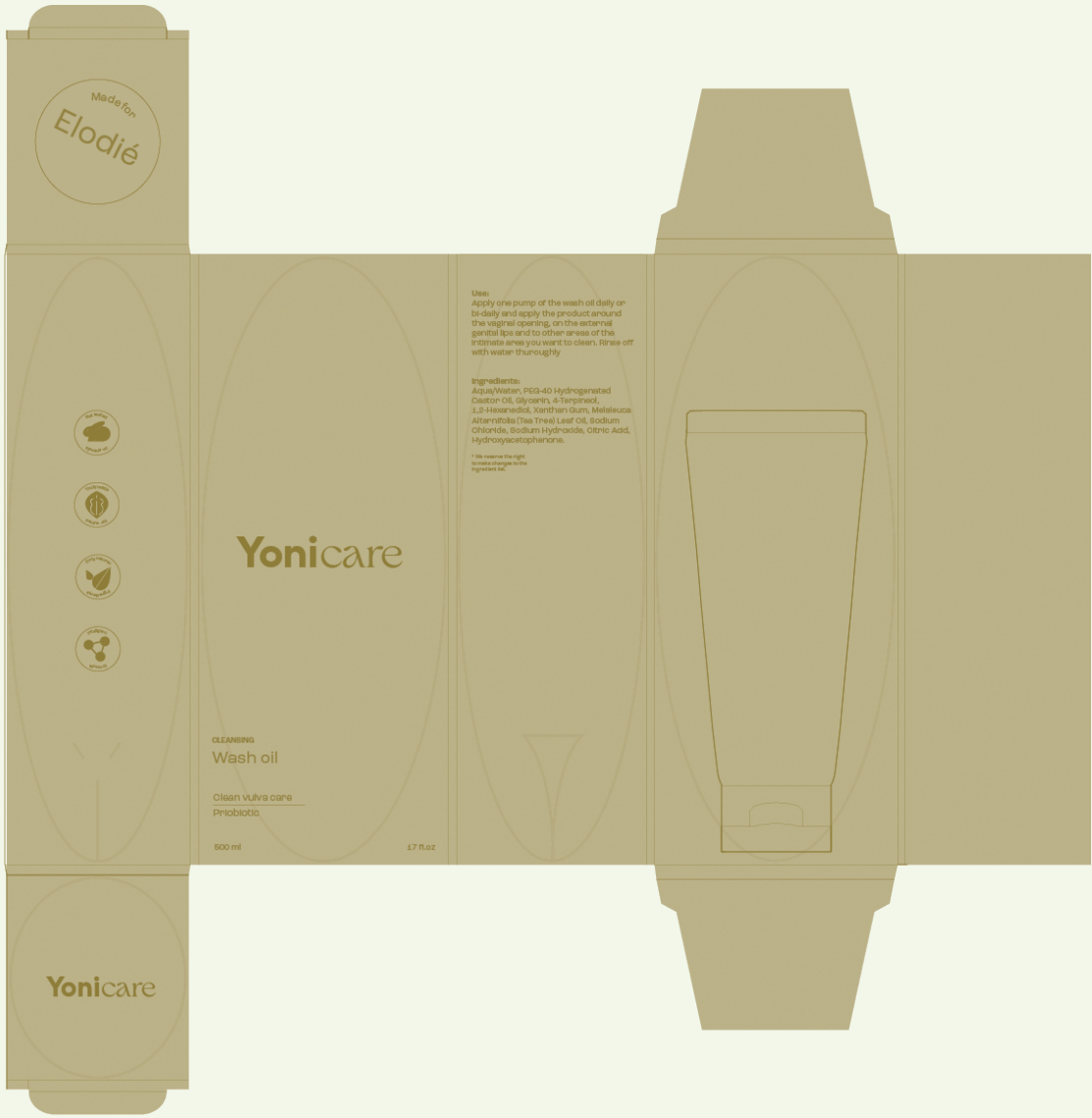


ILLUSTRATION
OF HOW SWABS
NEED TO BE
TAKEN



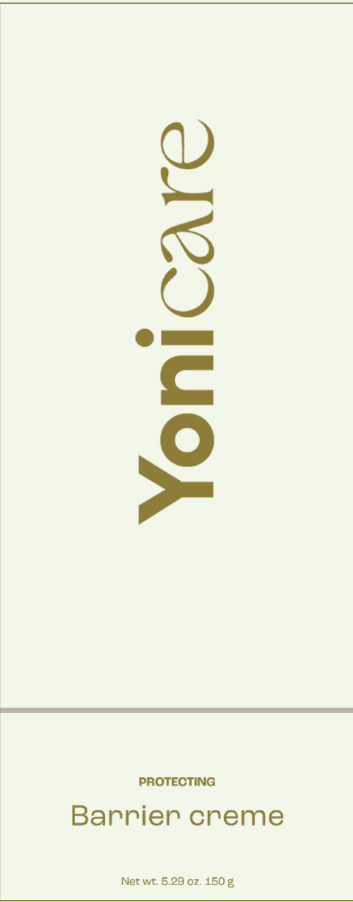
PACKAGING
DESIGN

(3)



PACKAGING
DESIGN

(4)



PRODUCT
RENDERINGS

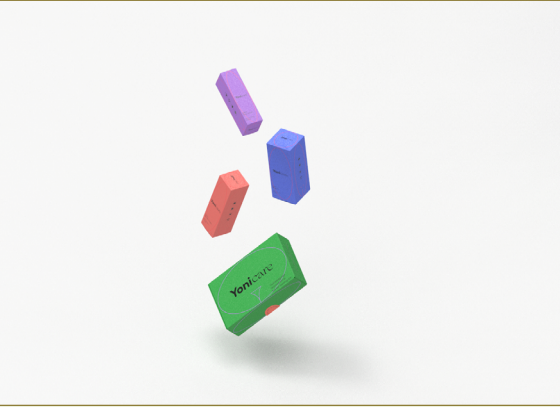
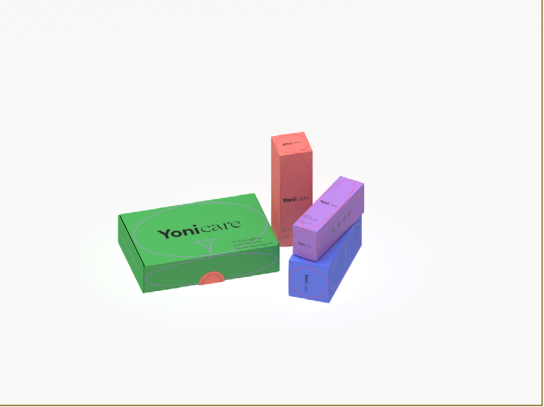
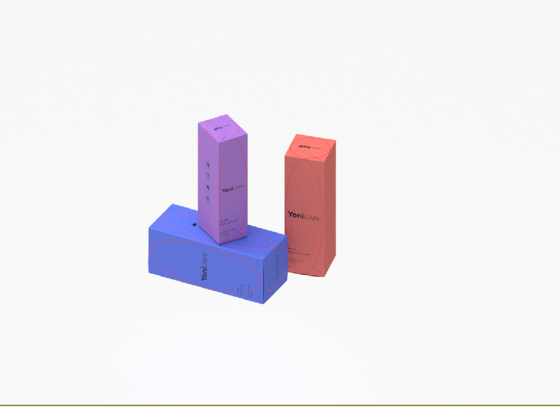
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H18

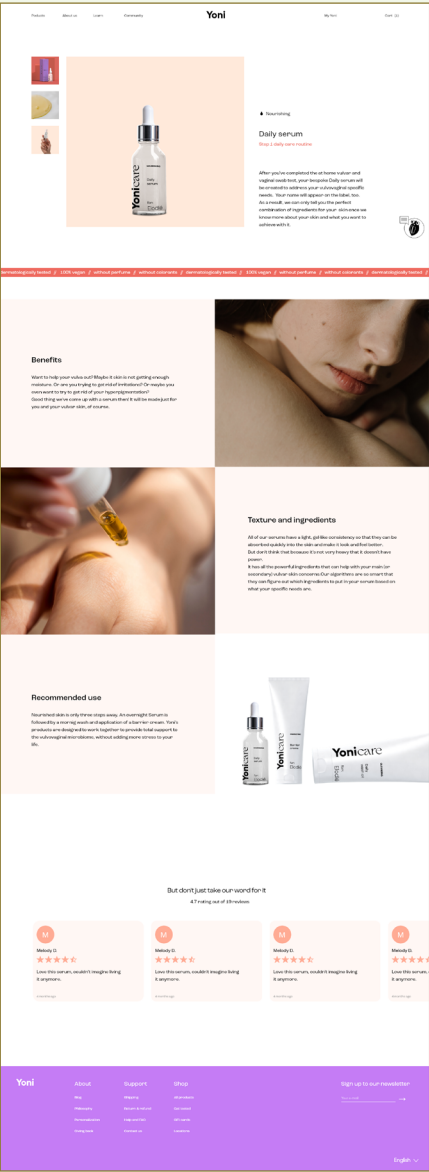
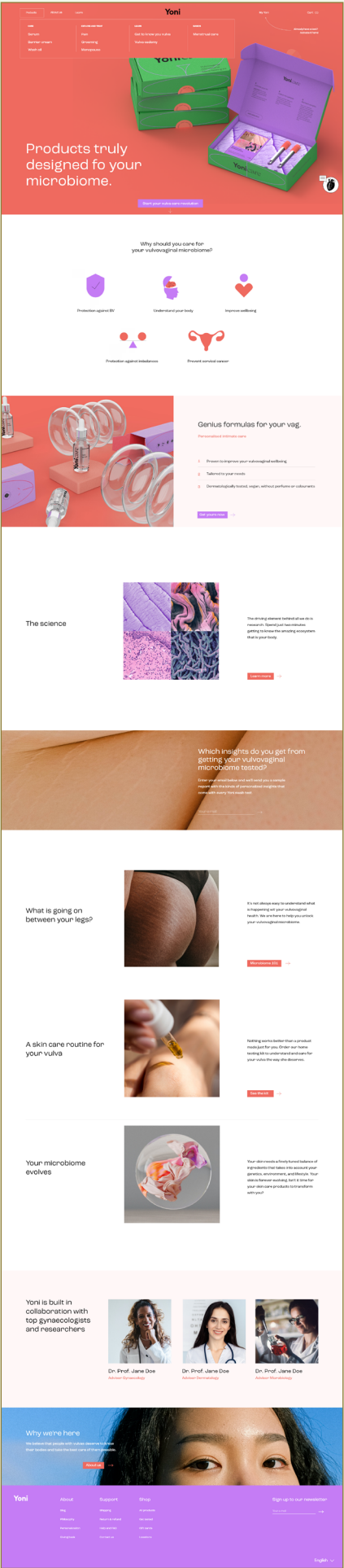
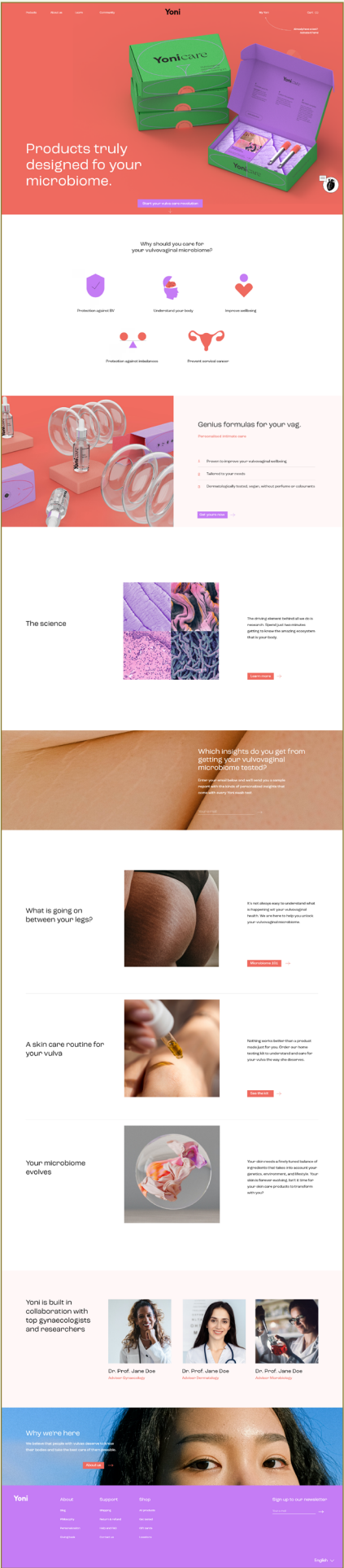
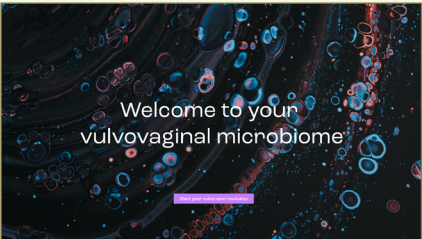
PRODUCT
RENDERINGS

(1)



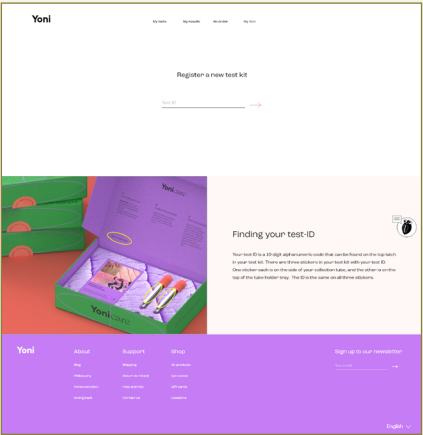
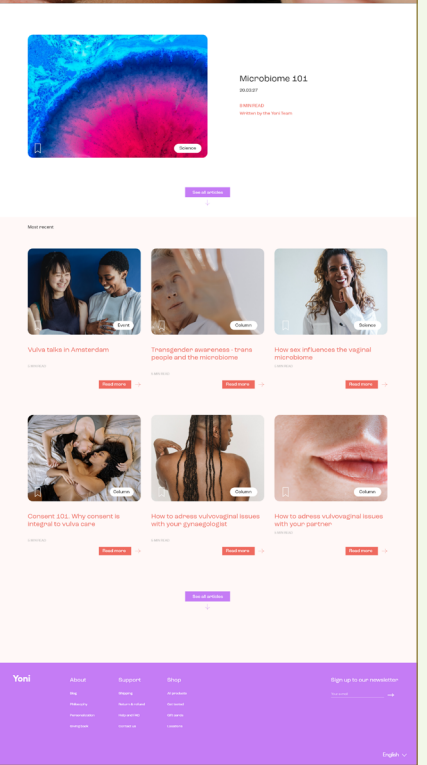
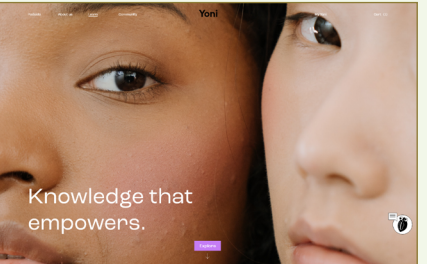
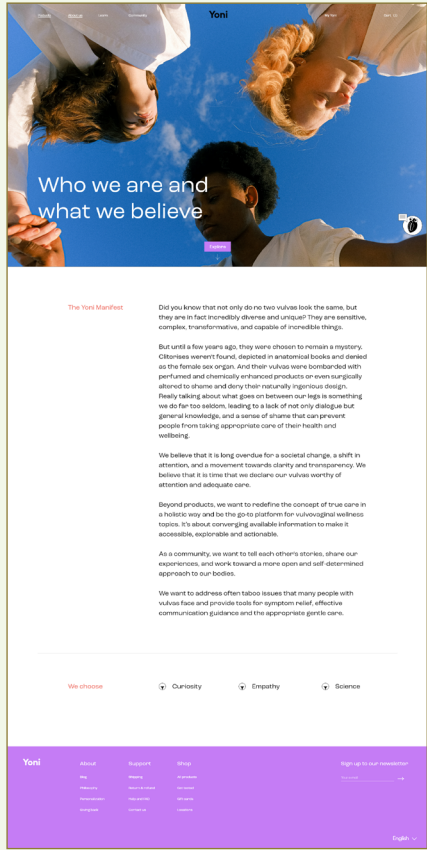
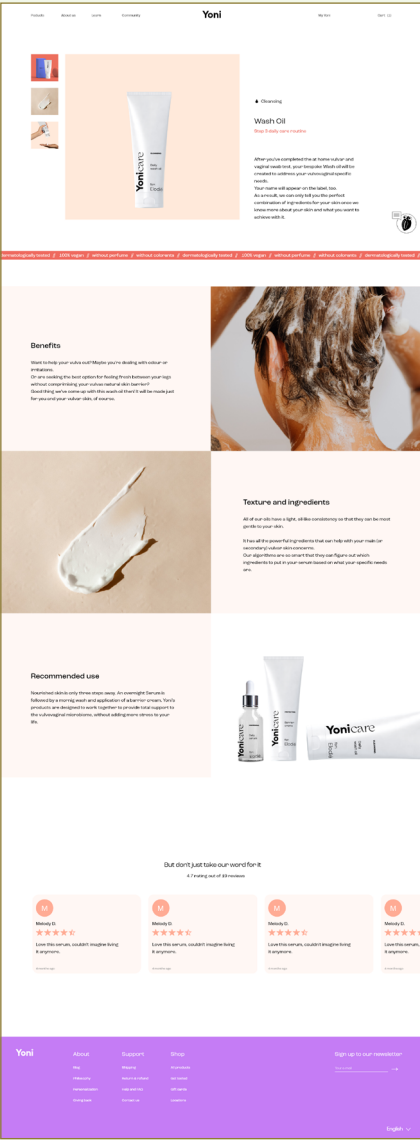
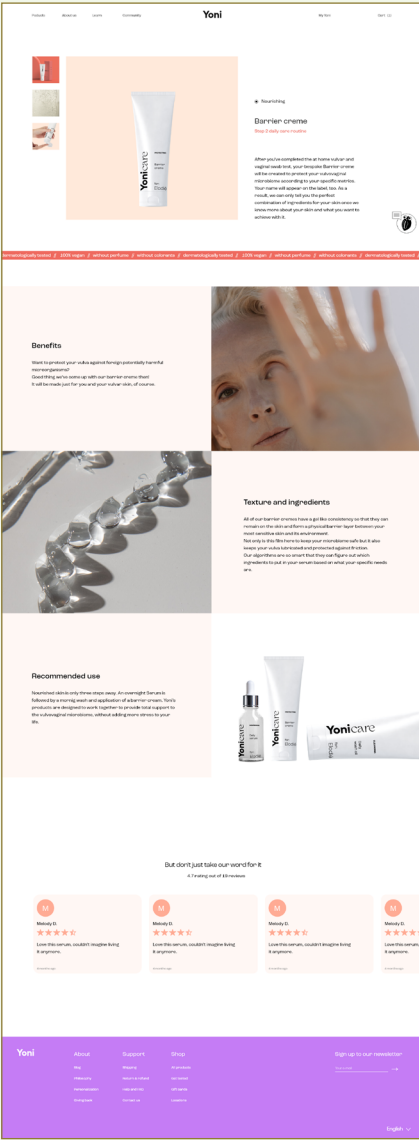
WEBSITE
PAGES

(1)



WEBSITE PAGES

(2)



Yoni

Home

Elodie


Yoni Care

Yoni Test

Hey Elodie,
you results are here!

0

What will you learn
from a Yoni care
test?

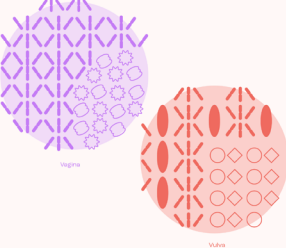


Our microbiome test kit is a high-tech scanner that identifies your flora about 400 to 600 times. You can use the test to get specific insight into your flora and whether your microbiome is in good health. The test also gives you a detailed report on your microbiome's health, including the presence of good and bad bacteria, and the overall health of your microbiome. This information can help you understand your microbiome's health and how to improve it.

Hey Elodie

Hey Elodie,
Let's look at your
microbiome together and
see what the results mean!

A clear representation of
your vaginal microbiome
composition



Lactobacillus

Other Microorganisms

Lactobacillus

Lactobacillus

Other Microorganisms

Let's break down what
each element you see
means.

The vaginal pH level

The vaginal pH level is a measure of the acidity of the vaginal environment. A healthy vaginal pH level is typically between 3.5 and 4.5. A higher pH level may indicate an imbalance in the microbiome, which can lead to various vaginal health issues.

Normal range: 3.5 - 4.5

Abnormal range: Above 4.5

The vaginal pH level

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Normal range: 3.5 - 4.5

Abnormal range: Above 4.5

Lactobacillus

Lactobacillus is a type of bacteria that is found in the vagina. It is the most common type of bacteria found in the vagina and is responsible for maintaining the pH level of the vagina. A healthy vaginal microbiome is dominated by Lactobacillus.

Normal range: 100 - 1,000

Abnormal range: Below 100

Lactobacillus and
acidobacteria

Lactobacillus and acidobacteria are two types of bacteria that are found in the vagina. Lactobacillus is the most common type of bacteria found in the vagina, while acidobacteria is a less common type. Both types of bacteria are responsible for maintaining the pH level of the vagina.

Normal range: 100 - 1,000

Abnormal range: Below 100

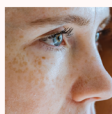
Microbiome diversity

Microbiome diversity is a measure of the number of different types of bacteria that are found in the vagina. A healthy vaginal microbiome is characterized by a high level of diversity, with many different types of bacteria present.

Normal range: 100 - 1,000


Abnormal range: Below 100

Our advice



First Things First, your microbiome is the key to your health. It's the foundation of your health and the key to your overall well-being. If you're not taking care of your microbiome, you're not taking care of yourself.

Our product
recommendations



We have a range of products that can help you improve your microbiome. Our products are designed to be gentle on your skin and to provide the best results possible.

Yoni

Home

Elodie

Yoni Care

Yoni Test

Sign up to our newsletter

0

Yoni

Home

Elodie


Yoni Care

Yoni Test

Hey Elodie,
we've got something
for you!


0

Step 1




The first step of our program is to use our Yoni Care products. These products are designed to be gentle on your skin and to provide the best results possible. They are also easy to use and can be used at home.

Step 2



The second step of our program is to use our Yoni Care products. These products are designed to be gentle on your skin and to provide the best results possible. They are also easy to use and can be used at home.

Step 3



The third step of our program is to use our Yoni Care products. These products are designed to be gentle on your skin and to provide the best results possible. They are also easy to use and can be used at home.

Yoni

Home

Elodie

Yoni Care

Yoni Test

Sign up to our newsletter

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