

The Beppy Clover

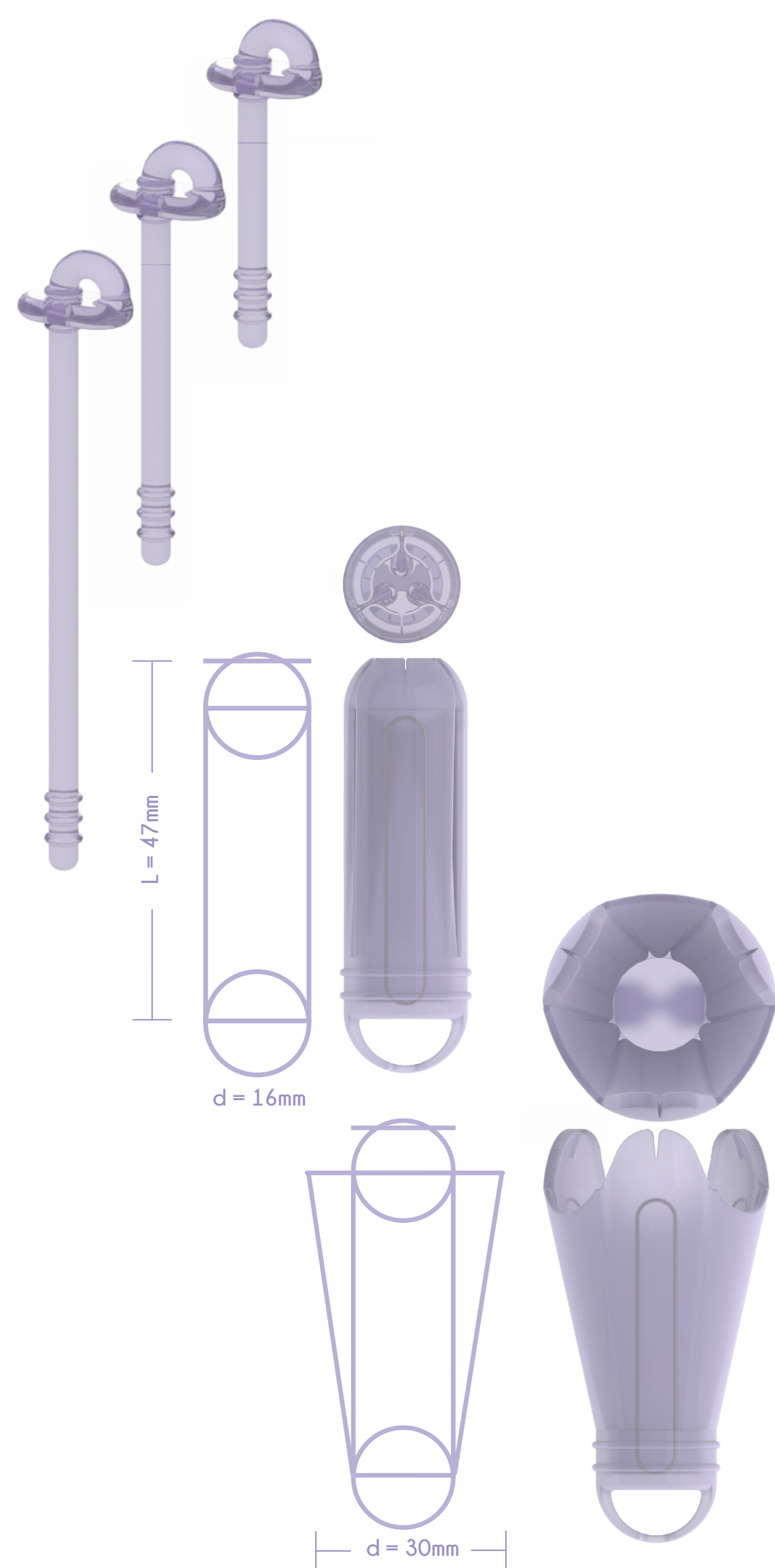
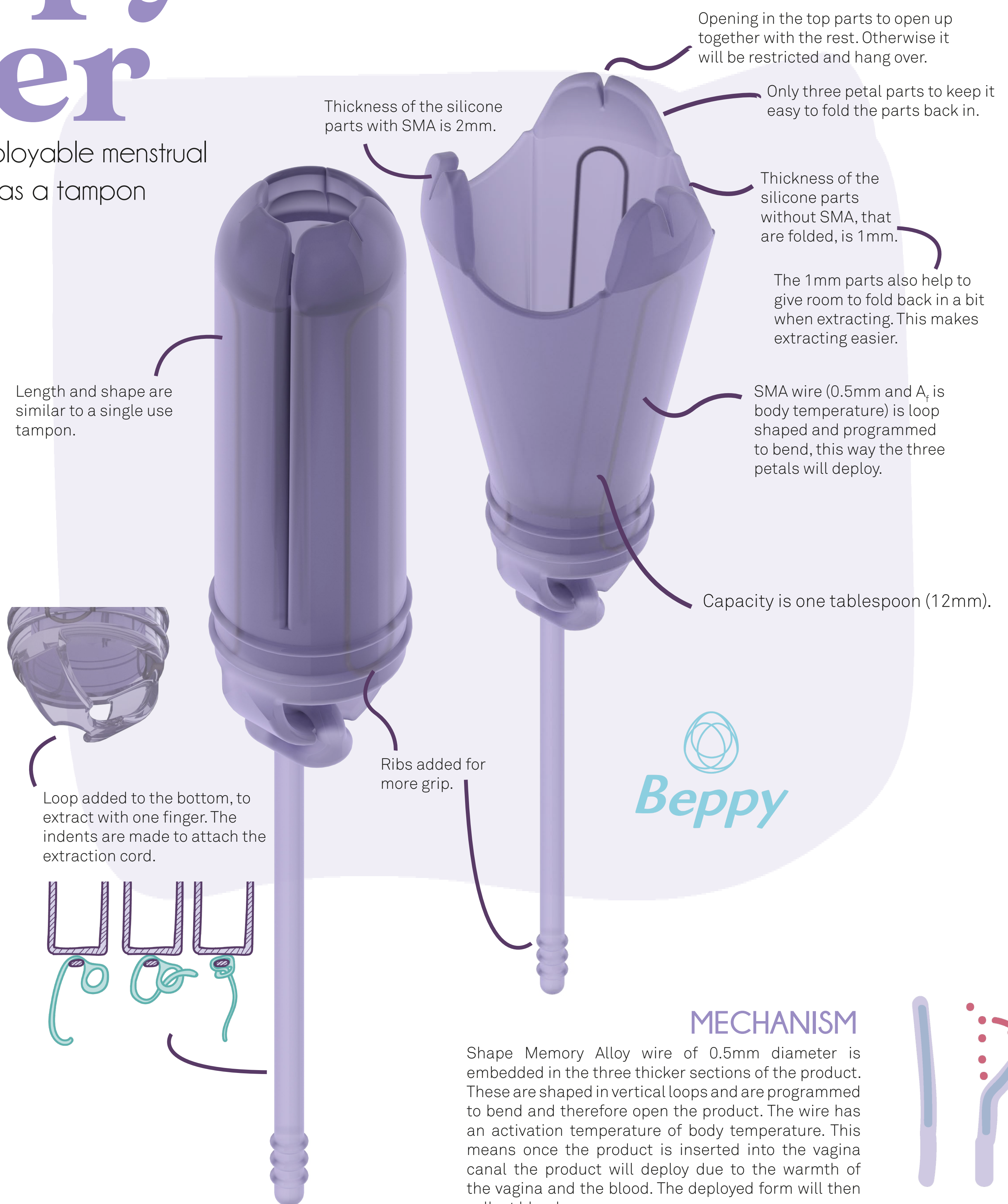
A reusable, blood collecting, deployable menstrual product similar in shape and size as a tampon

THE PRODUCT

The Beppy Clover is a new menstrual product for Beppy and designed to be a reusable, blood collecting product, and with a similar shape and size as a tampon. The undeployed design is made to be perceived as less intimidating to insert and extract than the cup. Furthermore, the cup deploys with the help of SMA wire once inserted into the vagina. At last, the user is given the choice to add an extraction cord for easier retrieval of the Clover.

THE NAME CLOVER

The name is chosen because of its physical appearance, having three sections. Therefore, it is similar to a clover having three petals. Furthermore it is a link to nature which can show its reusability. Clover is easy to say and has a positive association to it which will help to think of the product less intimidating.



DIMENSIONS

Dimensions are carefully thought out by researching the dimensions of current products like tampons and cups, but also other insertable products like dilators. The goal was to have dimensions similar enough to a tampon but great enough to have capacity similar to a menstrual cup.

MECHANISM

Shape Memory Alloy wire of 0.5mm diameter is embedded in the three thicker sections of the product. These are shaped in vertical loops and are programmed to bend and therefore open the product. The wire has an activation temperature of body temperature. This means once the product is inserted into the vagina canal the product will deploy due to the warmth of the vagina and the blood. The deployed form will then collect blood.

