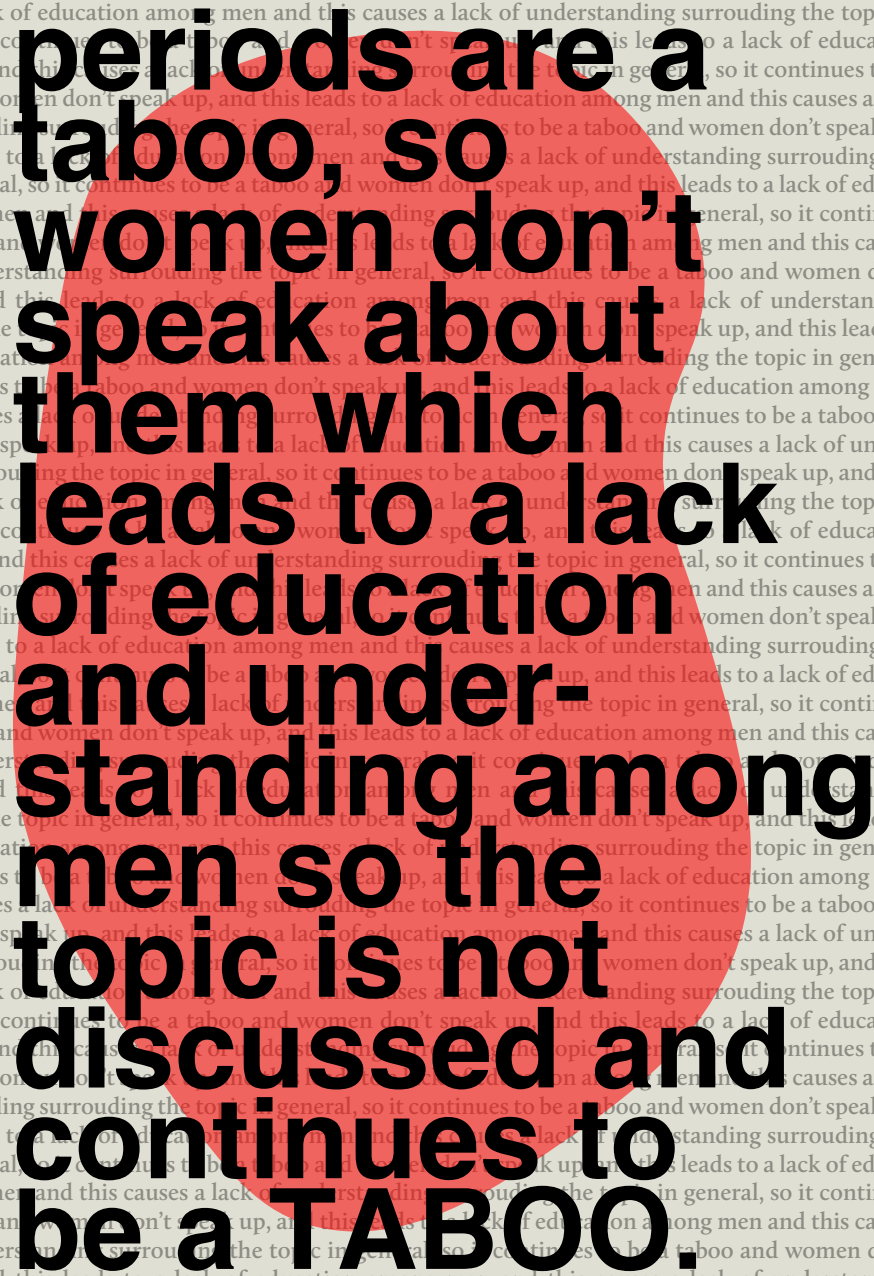




Common Blood

Presented by **kotex**

Written to break the stigma
surrounding periods and to
start a healthy conversation



**periods are a
taboo, so
women don't
speak about
them which
leads to a lack
of education
and under-
standing among
men so the
topic is not
discussed and
continues to
be a TABOO.**

Introduction

Despite the growing media coverage surrounding reproductive health, periods remains a **taboo** in our society.

Men are often not properly educated when it comes to the basics of female hygiene, despite the role that females play in their **everyday lives**.
This needs to change.

We want men and women to come together to to **normalize** the conversation about the menstrual cycle. Because in the end, it doesn't matter whether you've physically experienced a period or not. If men and women have one thing in common, it is our blood.



68%

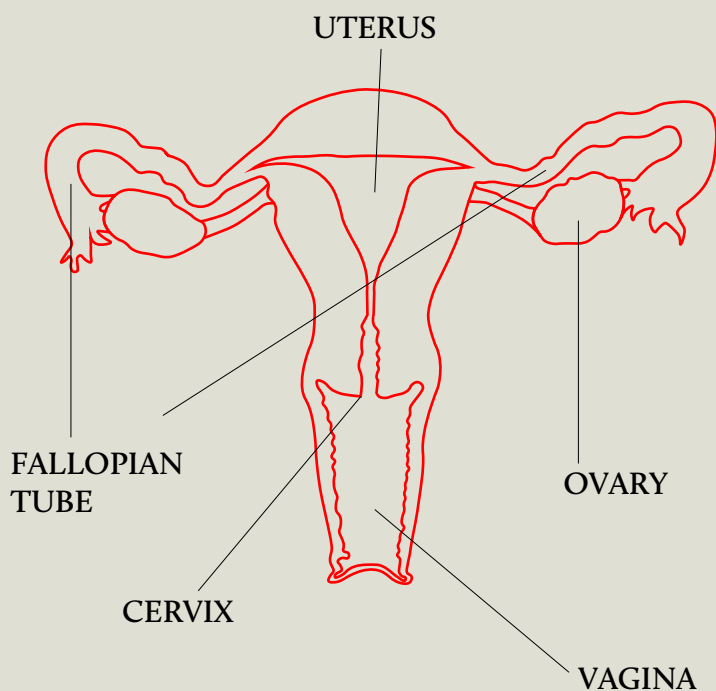
**of women believe
men to be
uneducated
when it comes to
women's health**

**of men believe
to be very
educated when
it comes to
women's health**



75%

FEMALE ANATOMY



POSSIBLE SYMPTOMS

- mood swings - abdominal
- cravings - breast tender
- sleeping - loss of appetit

**THE
MENSTRUAL
CYCLE
LASTS**

**28
DAYS**

MENSTRUATION

Uterus lining is shed which causes the bleeding to occur

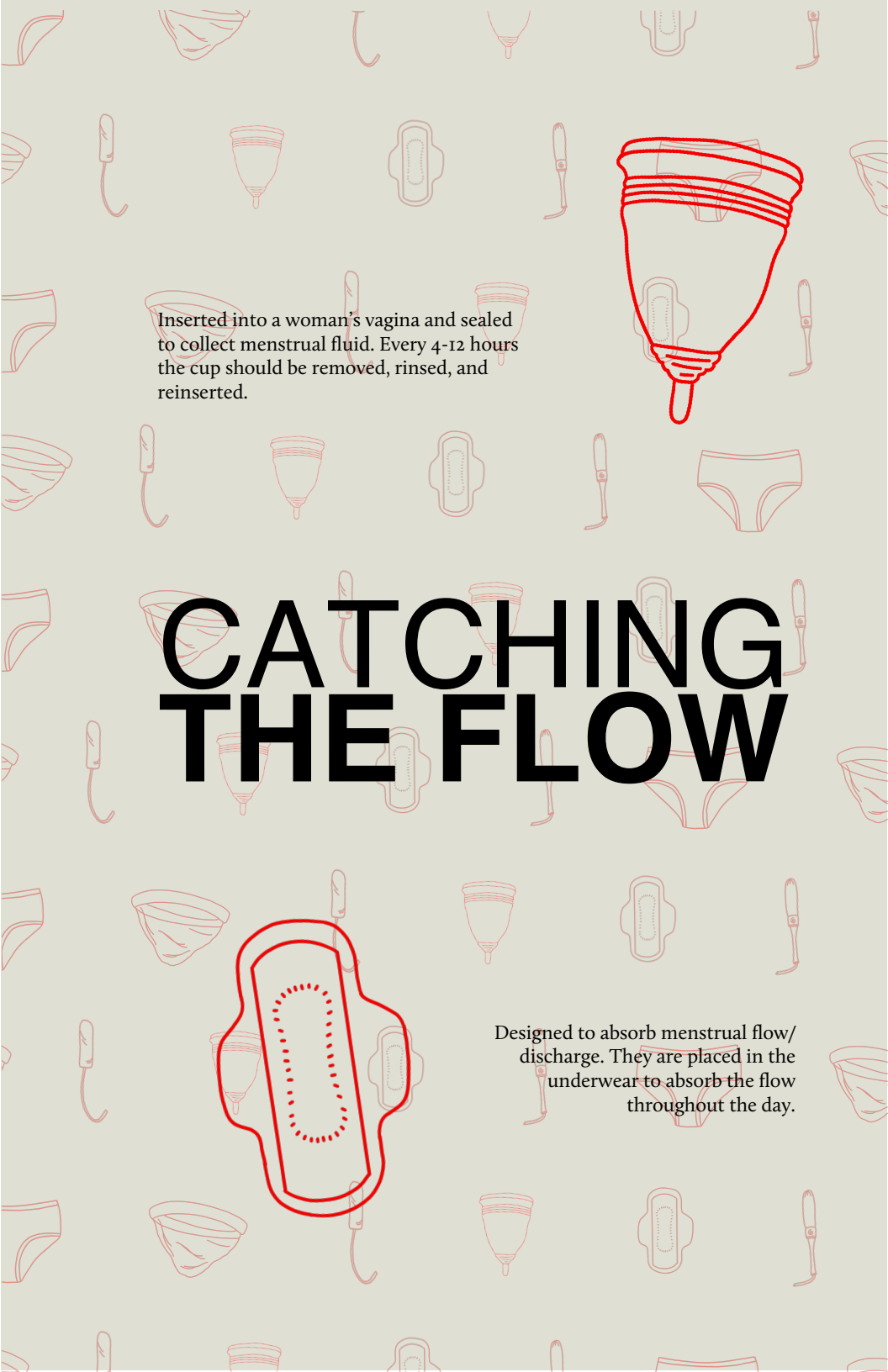
Egg breaks down if not fertilized. This results in rapid level changes in hormones and is known as the premenstrual cycle or PMS. Uterin lining begins to thicken.

Lining begins to grow again

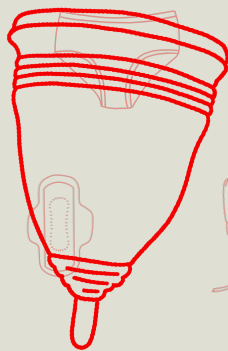
OVULATION

A mature egg is released from the ovary. The egg can be fertilized by sperm to cause pregnancy.

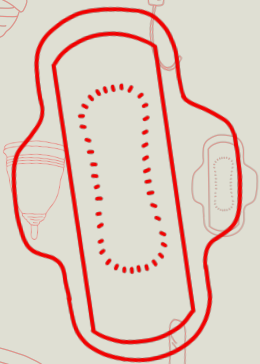
al cramping - bloating - depression - anxiety - head aches - muscle aches - food
ness - joint pain - nausea - fatigue - acne - constipation - diarrhea - trouble
e - dizziness - back pain - heart burn - vomitting - trouble exercising - and more



Inserted into a woman's vagina and sealed to collect menstrual fluid. Every 4-12 hours the cup should be removed, rinsed, and reinserted.



CATCHING THE FLOW

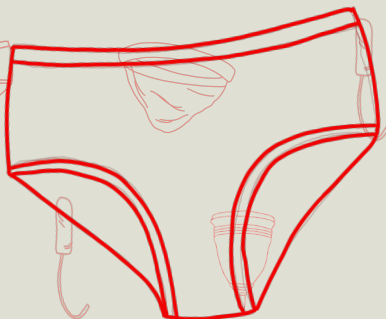


Designed to absorb menstrual flow/discharge. They are placed in the underwear to absorb the flow throughout the day.

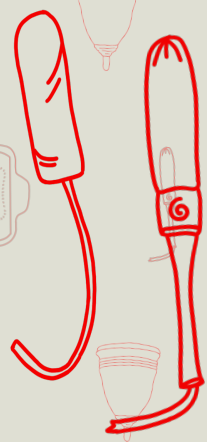
Sits at the base of the cervix and is propped up by the pubic bone. Blood is collected in the bag throughout use and the disc is thrown away after use.



Menstrual underwear is made with extra layers of fabric between the legs. It's designed to pull fluid away from the body and to trap it into the extra layers of the underwear to avoid getting it on other clothing.



Designed to be inserted into a woman's vagina during her cycle to absorb menstrual flow.



WOMEN

Discuss openly how you want to be treated while on your period and be willing to accept help from others.

Take the opportunity to educate men around you; Most men are willing to learn and listen but just don't know how to bring it up.

Be proud of what your body can do; It's easy to get frustrated with periods but remember that you literally have the ability to create life. How badass is that?

Speak up for yourself and other weomen when feeling disrespected. Often times men don't act with malintent.

Give men the benefit of the doubt. Assuming that men are closed-minded and insensitive adds to the problem and will only harbor unhealthy resentment.

Apologize for your emotions or hormones. What is happening in your body and the side effects you experience are real.

Use your period as an excuse to treat people poorly.

Feel embarrassed. It is a part of every woman's life and the sooner we embrace that the sooner we can break the taboo.

Expect that men will understand exactly how you feel. Men will never physically feel what you feel, but

Tell yourself you are weak when you're on your period. (just because your emotions are unpredictable)

DO NOT

DO

Be willing to talk but don't force the conversation.

Ask questions when you them and educate yourself about the menstrual cycle. (Talk openly with others so they can be educated too.)

Be patient and understanding with the women around you. Remember that you'll never truly understand how they are feeling.

Be willing to buy menstrual products. Nobody thinks you are buying them for yourself. It only shows that you are mature and understanding.

Ask how you can help and be willing to treat them individually how they need to be treated.

Minimize their pain. Symptoms can be super painful and physically debilitating.

Treat women like they are gross. The blood coming from them is the exact same blood that would come from any cut you have.

Don't assume a woman is on her period just because she is emotional. Everyone has hard days and we all experience emotions differently.

Don't participate in negative talk when it comes to periods. We get it, you're with your bros. You like making jokes and punching each other but don't degrade women. Ever.

Don't say things like "stop being so emotional" and "stop being so moody." Most women are aware of their emotions and conscious that their hormones are influencing their actions.

MEN

Break The Cycle



wear the pin

Until the stigma surrounding periods is destroyed, periods will continue to be a sensitive topic in our society.

If an emergency is to occur, we want women to know who they can safely talk to and who is a part of the cause. We have created a Common Blood pin for both men and women to attach to their bags and clothing to represent breaking the cycle, ending the stigma, and changing the conversation.

Anyone wearing this pin is safe. They are aware, educated and willing to help.

**carry feminine
hygiene products
(MEN & WOMEN)**

**be an advocate
for change**

**start the
conversation
WITH ANYONE**

**make the pledge at
theperiodpin.com**

A red and blue abstract graphic, resembling a stylized splash or a pair of overlapping shapes, is positioned behind the text. The red shape is on top and slightly to the left, while the blue shape is on the bottom and slightly to the right.

Maddy **Thompson**
Tanner **Manscill**
Marinda **Cummings**