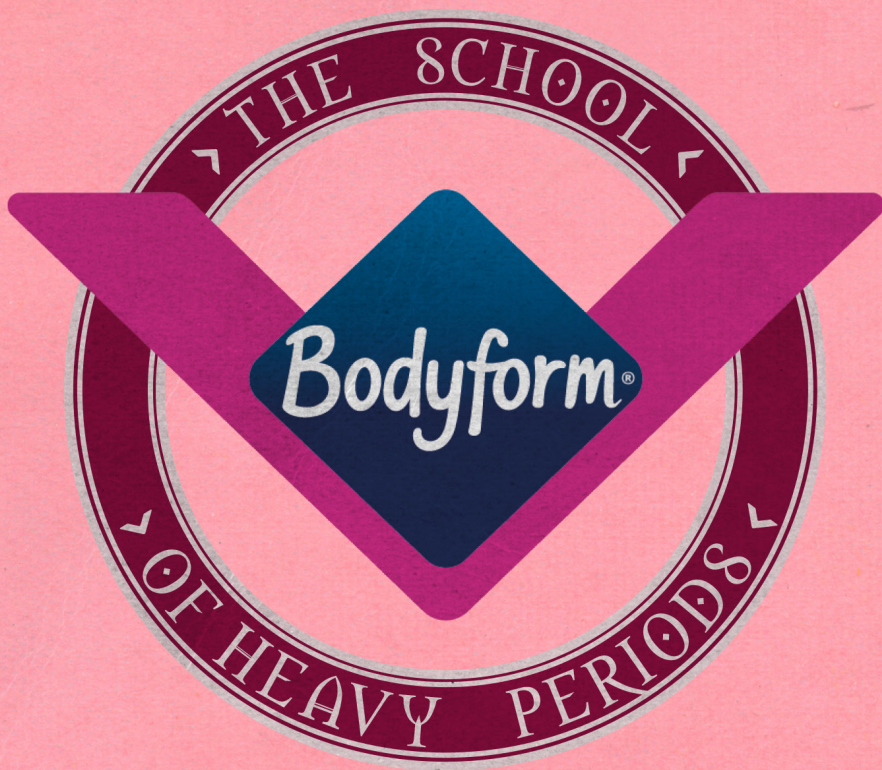




WELCOME TO THE SCHOOL OF HEAVY PERIODS



HERE, WE'LL COVER WHAT YOU **SHOULD HAVE BEEN TAUGHT FROM THE START**. WE'LL BREAK DOWN WHAT'S HAPPENING IN YOUR BODY, WHAT'S CONSIDERED NORMAL, AND HOW TO MANAGE THE REALITY OF A HEAVY FLOW, **DAY AND NIGHT**.

BECAUSE HEAVY PERIODS ARE COMMON. THEY ARE MANAGEABLE.
AND YOU SHOULDN'T HAVE TO FIGURE THEM OUT ON YOUR OWN.

CLASS IS IN SESSION.



THE LESSON PLAN

THE SCHOOL OF HEAVY PERIODS IS OUR WAY OF FILLING IN THE GAPS, **PROPERLY THIS TIME.**

SO, WE'VE BUILT A CURRICULUM THAT COVERS ALL OF IT AND WE'LL BE RELEASING A NEW LESSON REGULARLY.

LESSON 1: WHAT IS A HEAVY PERIOD?

WE'LL START WITH THE BASICS: WHAT "HEAVY" ACTUALLY MEANS.

LESSON 2: WHEN TO SEE A DOCTOR

HOW TO SPOT THE SIGNS THAT IT'S TIME TO SEEK MEDICAL ADVICE.

LESSON 3: HOW TO DEAL WITH A HEAVY PERIOD

EVERYDAY WAYS TO MANAGE YOUR FLOW WITH MORE CONFIDENCE.

LESSON 4: COMING SOON

LESSON 5: COMING SOON

LESSON 6: COMING SOON

LESSON 7: COMING SOON

LESSON 8: COMING SOON

LESSON 9: COMING SOON

THINK OF THIS AS YOUR UPDATED CURRICULUM. **ONE THAT REFLECTS REAL LIFE.**
ADDITIONAL LESSONS WILL BE ADDED THROUGHOUT THE TERM.

INTRODUCTION

NOW, PAY ATTENTION, THIS BIT'S IMPORTANT.

HEAVY PERIODS ARE FAR MORE COMMON THAN MOST PEOPLE REALISE. AND YET, THEY'RE RARELY TALKED ABOUT OPENLY. WHICH MEANS A LOT OF PEOPLE ARE LEFT:

FEELING
UNPREPARED

FEELING
EMBARRASSED

SIMPLY GETTING ON
WITH IT, WITHOUT THE
INFORMATION THEY NEED

**WE DON'T THINK THAT'S GOOD ENOUGH.
THIS SCHOOL EXISTS TO CHANGE THAT.**

BEFORE WE MOVE ON, TAKE NOTE OF THIS.

If you've ever felt like you're the only one dealing with a heavy period - you're not. They're far more common than people talk about. This classroom is here to make those experiences visible and understood. If you're ever unsure about what you're experiencing, it's important to speak to a medical professional.

RECOMMENDED EQUIPMENT

Now, let's talk about what you'll need. When your flow is heavier, standard protection isn't always enough. So choosing the right product matters.

Our Bodyform Ultimate range is specifically developed to provide protection and comfort for heavy flows (compared to our standard Bodyform Ultra towels) with ultra-soft and high-performing materials to quickly absorb abundant flows deep into the pad and unique leak-repelling side barriers to offer even better leakage protection.

Consider this your top-of-the-class solution for heavy periods.

FINAL NOTE BEFORE YOUR FIRST LESSON

This isn't a one-time class. The School of Heavy Periods is here to keep teaching and keep opening up conversations that were ignored for too long.

READY TO BEGIN? TURN THE PAGE. YOUR FIRST LESSON STARTS NOW.

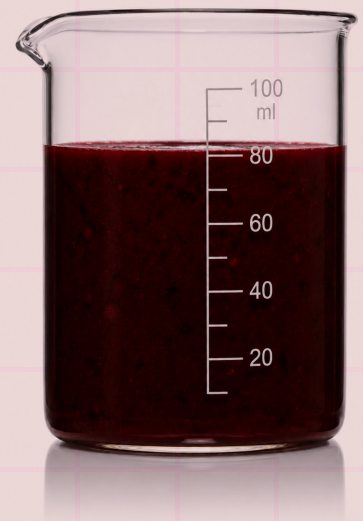


LESSON 1

WHAT IS A HEAVY PERIOD?

ALRIGHT CLASS, LET'S START WITH SOMETHING YOU PROBABLY SHOULD HAVE BEEN TAUGHT A LONG TIME AGO. **FOR YEARS, THIS IS HOW A HEAVY PERIOD HAS BEEN DEFINED... 80ML**

THAT'S THE CLINICAL THRESHOLD THE AMOUNT OF BLOOD YOU'D HAVE TO LOSE FOR YOUR PERIOD TO BE CONSIDERED **"HEAVY."**



NOW, QUICK QUESTION... WHEN WAS THE LAST TIME YOU MEASURED YOUR PERIOD IN MILLILITRES?

EXACTLY!

So today, we're going to talk about what a heavy period actually looks like in real life. Because for most people, the closest they've come to this lesson is a late-night scroll through forums asking: "Is this normal?"

Let's clear it up. **A typical period is more of a steady drip.** Predictable. Manageable. **A heavy period? That's a tap you can't turn off.** If you're needing to change or check your protection every one to two hours, that's considered heavy. If you're bleeding through your clothes or bedsheets, that's heavy. If you're setting alarms in the night just to manage it, also heavy.

And here's something else you probably weren't taught. If you're passing clots larger than a 10p coin, that can be a sign your period is heavier than it should be. If your period lasts longer than seven days, that's not just unlucky. And if you find yourself planning your day around the nearest toilet - yes, that counts too.

Because a heavy period isn't just about how much you bleed. It's about how often you're changing, how much it disrupts your day, and how much space it takes up in your head.

So, if any of this sounds familiar... you might be dealing with a heavy period.

CLASS DISMISSED.

LESSON 2

WHEN TO SEE A DOCTOR

*ALRIGHT CLASS, **THIS IS AN IMPORTANT ONE:**
SO LISTEN CAREFULLY. YOU'VE PROBABLY BEEN TOLD TO
JUST TAKE PARACETAMOL. TO JUST GET ON WITH IT.
THAT IT'S "JUST A PERIOD." **IT ISN'T.***

*HEAVY PERIODS CAN HAVE A REAL IMPACT ON YOUR BODY AND YOUR DAILY LIFE AND
SOMETIMES, THEY'RE A SIGN THAT SOMETHING ELSE IS GOING ON.*



SO LET'S BE CLEAR ABOUT THIS.

If your period is consistently heavy, if it's affecting your sleep, your energy, or your ability to go about your day it's time to speak to a doctor.

If you're bleeding for longer than usual, passing large clots, or finding that your symptoms are getting worse over time don't ignore it.

THESE AREN'T THINGS YOU HAVE TO JUST PUT UP WITH.

Doctors see this every day. And there are options available to help, but only if you ask. Many people delay getting support because they feel like they should just deal with it. But waiting can make things harder, both physically and mentally.

So consider this your permission. If something doesn't feel right, get it checked. That's not overreacting.

That's taking care of yourself.

CLASS DISMISSED.

LESSON 3

HOW TO DEAL WITH A HEAVY PERIOD

TODAY'S LESSON: **HOW TO DEAL WITH A HEAVY PERIOD.** BECAUSE HISTORICALLY, THIS IS SOMETHING YOU'VE HAD TO FIGURE OUT ON YOUR OWN. NO GUIDANCE. NO CLEAR INSTRUCTIONS. JUST TRIAL AND ERROR.

DOUBLING UP ON PRODUCTS. SETTING ALARMS IN THE MIDDLE OF THE NIGHT. WEARING BLACK, JUST IN CASE. SOUND FAMILIAR? **WELL... NO MORE.**

There is a way to manage a heavy period and it's actually quite simple. **Think of it like a formula. Heavy period management =**

1. PREPARATION,

+

2. AWARENESS,

+

3. THE RIGHT PROTECTION...

×

4. SUPPORT AND KINDNESS.

LET'S BREAK THAT DOWN.

1. Preparation means having what you need, wherever you are. No surprises. No being caught out.
2. Awareness means understanding your cycle. Tracking it. Spotting patterns. Staying one step ahead.
3. The right protection means using products designed for heavier flows. Because this isn't a "make do" situation you need something that can actually keep up.

That's where Bodyform Ultimate Ultra Towels comes in. It's specifically designed for heavy flows, giving you the protection you need to feel more in control. And one more thing. If your period is affecting your sleep, your energy, or your day-to-day life... it's important to speak to a doctor.

4. And finally, the rule that should have been at the top of every lesson: Be kind to yourself. Because managing a heavy period isn't just physical. It's mental too. That's the lesson you should have had.



CLASS DISMISSED.





FOR MORE INFORMATION VISIT BODYFORM.CO.UK
OR CONTACT BODYFORM@ESSITY.COM