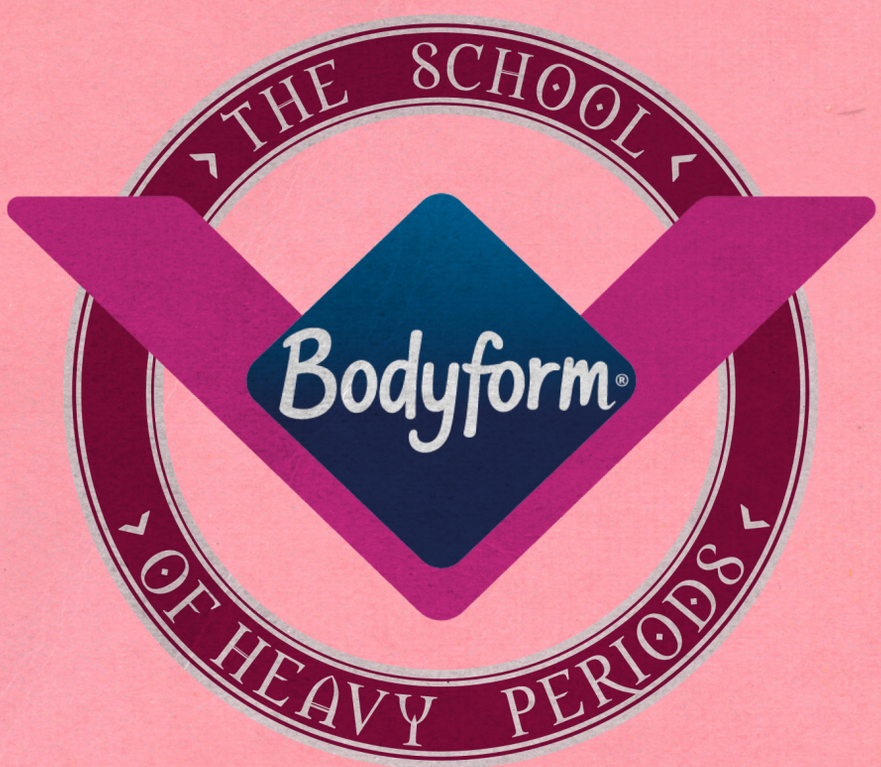

THE SCHOOL
Bodyform®
OF HEAVY PERIODS

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:
CHANGES IN YOUR PERIOD OVER TIME
YOUR PERIOD DOESN'T STAY THE SAME, NEITHER SHOULD YOUR UNDERSTANDING OF IT.

LESSON 5:
SEX AND HEAVY PERIODS
LET'S ADDRESS THE QUESTIONS PEOPLE DON'T ALWAYS FEEL COMFORTABLE ASKING.

LESSON 6:
HEAVY PERIODS IN THE WORKPLACE
HOW TO BOSS YOUR PERIOD AT WORK.

LESSON 7:
THE SIDE EFFECTS OF HEAVY PERIODS
UNDERSTANDING THE WIDER IMPACT ON YOUR BODY AND MIND.

LESSON 8:
HOW TO TALK TO YOUNG GIRLS ABOUT HEAVY PERIODS
HELPING THE NEXT GENERATION FEEL PREPARED AND UNASHAMED.

LESSON 9:
FINDING THE RIGHT PROTECTION FOR HEAVY PERIODS
SO YOU CAN GO ABOUT YOUR DAY.

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.

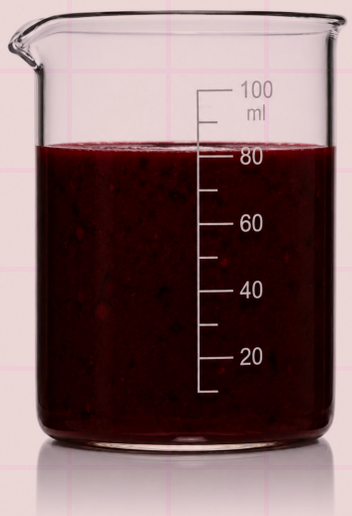
READY TO BEGIN? TURN THE PAGE. YOUR FIRST LESSON STARTS NOW.

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.

LESSON 4

CHANGES IN YOUR PERIOD OVER TIME

ALRIGHT CLASS, HERE'S SOMETHING YOU PROBABLY WEREN'T TAUGHT. ***YOUR PERIOD DOESN'T STAY THE SAME.*** *THAT'S RIGHT, IT CHANGES OVER TIME. AND NO, THAT DOESN'T MEAN SOMETHING'S WRONG.* ***IT MEANS YOUR BODY IS EVOLVING.*** *LET'S WALK THROUGH IT.*

1. When your period first starts at puberty, it's common for things to feel unpredictable. Your cycle might be irregular, heavier or lighter than expected that's because your body is still finding its rhythm. As you move into adulthood, your period often settles into a more regular pattern. But even then, it's not set in stone.

2. Stress, changes in weight, new exercise routines, or shifts in your lifestyle can all affect your cycle from timing to flow.

3. Then there's childbirth. After having a baby, your period might disappear for a while. And when it comes back, it could be heavier, lighter, or just different. That's okay. That's your hormones readjusting, and your body recovering.

4. Next comes perimenopause the stage leading up to menopause. This is where things can become unpredictable again. Hormone levels fluctuate, which can mean heavier or lighter periods, shorter or longer cycles, or even skipped periods altogether.

5. And finally, menopause. This is when your periods stop completely. But the journey to get there is not always straightforward.

SO IF YOUR PERIOD CHANGES OVER TIME WHETHER THAT'S OVER MONTHS, YEARS, OR DECADES THAT'S NORMAL. YOUR CYCLE ISN'T BROKEN.

IT'S JUST CHANGING WITH YOU.

CLASS DISMISSED.

LESSON 5

SEX & HEAVY PERIODS

ALRIGHT CLASS, QUICK QUESTION. ***WHO REMEMBERS BEING TAUGHT ABOUT SEX AT SCHOOL?*** *AND MORE IMPORTANTLY* ***WHO REMEMBERS BEING TAUGHT ABOUT HAVING SEX ON YOUR PERIOD?*** *EXACTLY.*

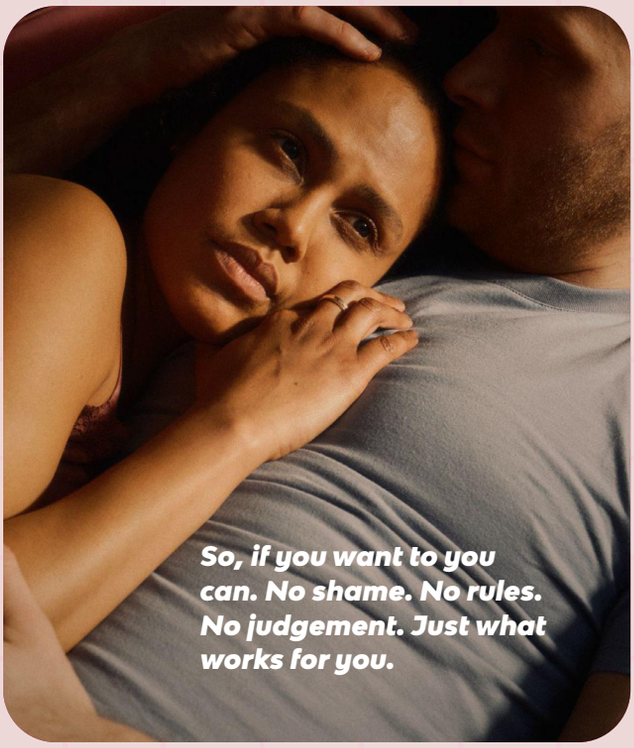
SO LET'S TALK ABOUT IT. CAN YOU HAVE SEX DURING A HEAVY PERIOD?
YES. YOU ABSOLUTELY CAN.

There are no medical rules saying you can't, the most important thing is that it's your decision, and you feel comfortable.

But there are a few things to be aware of;

- ***IT MIGHT FEEL DIFFERENT.***
  Some people experience more sensitivity, discomfort, or cramping so communication with your partner is key.
- ***SEX CAN ALSO AFFECT YOUR FLOW.***
  For some, it may temporarily slow down. For others, it might get a bit heavier so it's worth keeping that in mind afterwards.
- ***YOU CAN STILL GET PREGNANT DURING YOUR PERIOD.***
  So if you're having sex, make sure you're using the protection that's right for you.
- ***AND YES IT CAN BE MESSY.***
  That's completely normal.

Something as simple as laying down a towel and being open about it can make a big difference. One more thing you might not have been told: Orgasms can actually help relieve period pain, and in some cases, may even reduce flow.



CLASS DISMISSED.

LESSON 6

HEAVY PERIODS IN THE WORKPLACE

ALRIGHT CLASS, LET'S TALK ABOUT SOMETHING THAT DOESN'T GET DISCUSSED NEARLY ENOUGH. ***MANAGING A HEAVY PERIOD AT WORK.*** *BECAUSE FOR A LOT OF PEOPLE, THIS ISN'T JUST INCONVENIENT,* ***IT'S STRESSFUL.***

IN FACT, MOST WOMEN SAY THEY FEEL STRESS MANAGING THEIR PERIOD AT WORK BUT ONLY A SMALL NUMBER WOULD ACTUALLY FEEL COMFORTABLE TALKING TO THEIR MANAGER ABOUT IT. AND THAT'S UNDERSTANDABLE.

It can be difficult to explain what you're dealing with. Especially if you feel embarrassed, or if your manager doesn't relate to your experience.

But here's what you should know. If your period is affecting your ability to work, you are allowed to say that. You don't need to over-explain. This is a health issue and you can treat it as one. You also don't have to specifically say it's your period if that makes you uncomfortable. You can focus on the impact instead.

For example, you might need:

- More breaks
- To leave earlier
- To step out of a meeting
- Or to work from home

And if you're really not feeling well, it's okay to go home. You wouldn't stay at work if you were unwell and this is no different. You're not asking for special treatment. You're responding to something that's affecting your health.

And if your symptoms are difficult to manage, it's important to speak to a doctor.

Now, a few practical things that can help day-to-day.

- Using higher absorbency protection can reduce how often you need to change which can make a big difference during a working day. Bodyform Ultimate Ultra Towels is designed for heavier flows, helping you feel more secure and in control.
- It's also a good idea to keep a spare kit with you at work.
- And finally, try to stay hydrated and take regular breaks where you can.

CLASS DISMISSED.

LESSON 7

THE SIDE EFFECTS OF HEAVY PERIODS

ALRIGHT CLASS, QUICK QUESTION. DID ANYONE EVER ACTUALLY TEACH YOU ABOUT ***THE SIDE EFFECTS OF HEAVY PERIODS?*** *NO? THOUGHT NOT.*

LET'S GO THROUGH WHAT YOU SHOULD HAVE BEEN TOLD.



FIRST: CLOTS.

They can feel alarming, especially if you're not expecting them. And while they can be completely normal during a heavy period, size matters. If you're passing clots larger than a ***10p coin***, it's important to speak to a doctor.

NEXT: FLOW.

Heavy periods aren't always consistent. You might have very little bleeding for a while and then suddenly, a lot all at once. That unpredictability is exactly why being prepared and using the right level of protection makes such a difference.

BUT IT'S NOT JUST ABOUT BLEEDING.

Heavy periods can also come with other symptoms, like fatigue, dizziness, pain, and even shortness of breath and those symptoms can have a real impact on your day-to-day life from your energy levels to your ability to focus or stay active.

THAT'S WHY IT'S IMPORTANT TO PAY ATTENTION TO YOUR CYCLE AND TAKE NOTE OF ANY CHANGES. IF ANYTHING FEELS UNUSUAL OR CONCERNING, SPEAK TO A MEDICAL PROFESSIONAL.

CLASS DISMISSED.

LESSON 8

HOW TO TALK TO YOUNG GIRLS ABOUT HEAVY PERIODS

ALRIGHT CLASS, THIS ONE'S FOR THE PARENTS AND GUARDIANS. HERE'S SOMETHING YOU MIGHT NOT KNOW.
A LARGE NUMBER OF GIRLS AREN'T TAUGHT ABOUT PERIODS BEFORE THEY HAVE THEIR FIRST ONE.

WHICH MEANS WHEN IT HAPPENS IT CAN BE CONFUSING AND SOMETIMES FRIGHTENING. SO, IF YOU HAVE A DAUGHTER, ***THIS IS WHAT SHE NEEDS TO KNOW.***

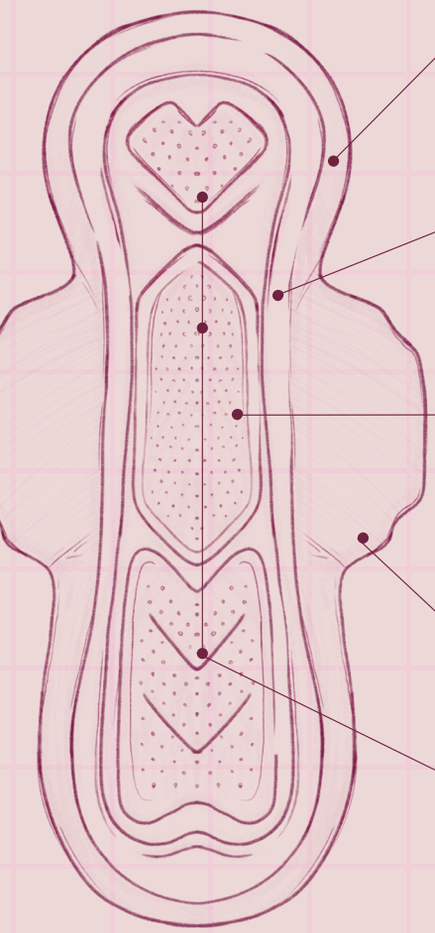
1. Make sure someone shows her how to use period products properly. It might seem simple, but for many young girls, it isn't and not knowing what to do can be stressful.
2. Help her be prepared. Make sure she carries enough products with her to get through the day, so she doesn't have to worry about being caught out.
3. It's also important she knows where the nearest toilets are at school and that it's completely okay to leave a lesson if she needs to.
4. Encourage her to pay attention to her body. If her periods start to feel heavier, more painful, or begin to affect her day-to-day life, she should feel comfortable speaking to a trusted adult.
5. Most importantly remove the shame. Half the population experiences periods.
6. They are normal and nothing to be embarrassed about.
   Make sure she knows she can talk openly and come to you whenever she needs to.
7. Start the conversation before her first period, not after, if you can.
8. Always use the real words like vagina and uterus.
9. If you're ever concerned about her cycle, speak to a medical professional.
   The more prepared she feels, the more confident she'll be.

CLASS DISMISSED.

LESSON 9

FINDING THE RIGHT PROTECTION FOR HEAVY PERIODS

ALRIGHT CLASS, TODAY WE'RE LOOKING AT SOMETHING VERY PRACTICAL. ***THE ANATOMY OF A HEAVY-PERIOD PAD****. IN PARTICULAR BODYFORM ULTIMATE. LET'S BREAK IT DOWN.*



CONTOUR & SHAPE

This isn't a flat pad. It's designed to contour to your body, moving with you as you walk, sit, or go about your day. That shape helps reduce gaps and helps prevent leaks at the edges.

COMFORT

Now, comfort. The materials are breathable and designed to be gentle on sensitive skin because when you're wearing something for hours, comfort matters just as much as protection.

SUPER-ABSORBENT CORE

Inside the pad is a super-absorbent centre that draws fluid deep into the pad, rather than letting it sit on the surface. Think of it like a sponge that pulls liquid downwards. This means better absorption, and a drier feeling against your skin.

WINGS AND LEAK PROTECTION

The wings help keep the pad securely in place, while the overall design helps guard against leaks where they're most likely to happen.

THREE ABSORPTION ZONES

We have targeted absorption zones. These are areas within the pad designed to absorb heavier flow, quickly which is especially useful on those days when your flow increases suddenly or unpredictably.

PUT SIMPLY, IT'S DESIGNED TO STAY IN PLACE AND DO ITS JOB SO YOU DON'T HAVE TO THINK ABOUT IT. BECAUSE A HEAVY PERIOD CAN BE UNPREDICTABLE BUT YOUR PROTECTION SHOULDN'T BE.

CLASS DISMISSED.



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