

ORA

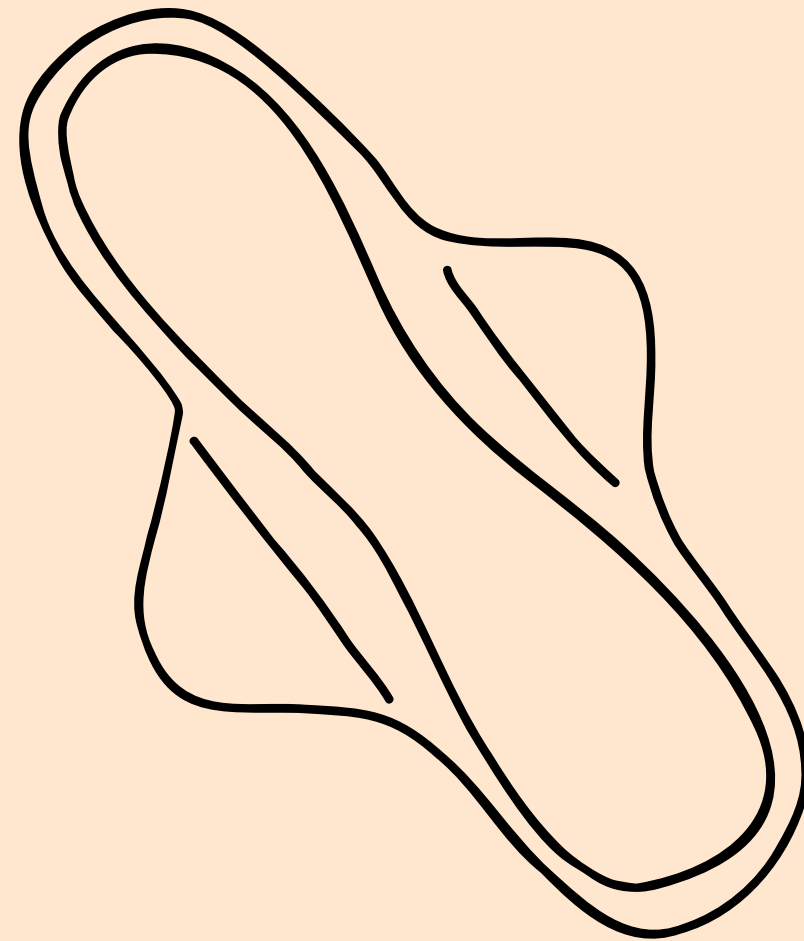
MENSTRUAL CUP AND APPLICATOR



LET'S MEET KELLY!

A **12-year-old elementary schooler** who got her **first period**

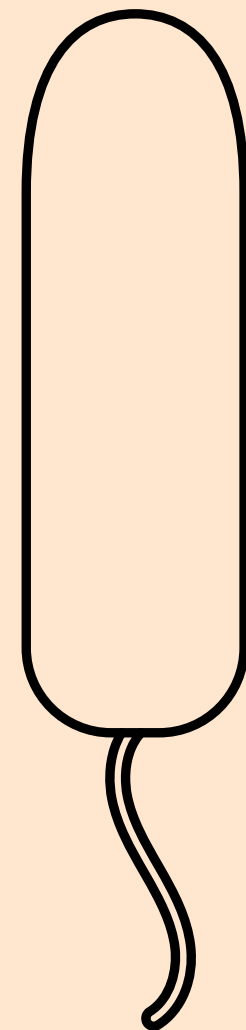
SINGLE-USE



PADS

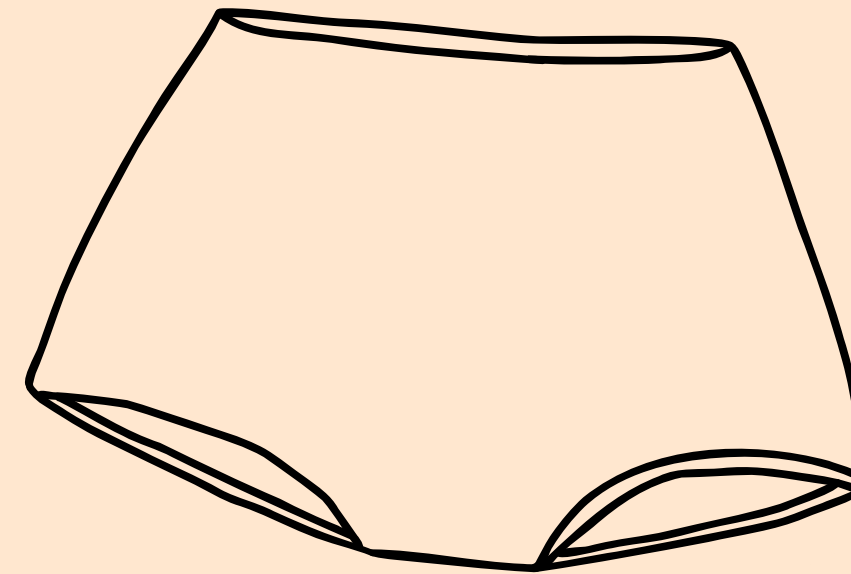
Wear Time: 4-8 hours

Absorption Capacity: 5-10ml

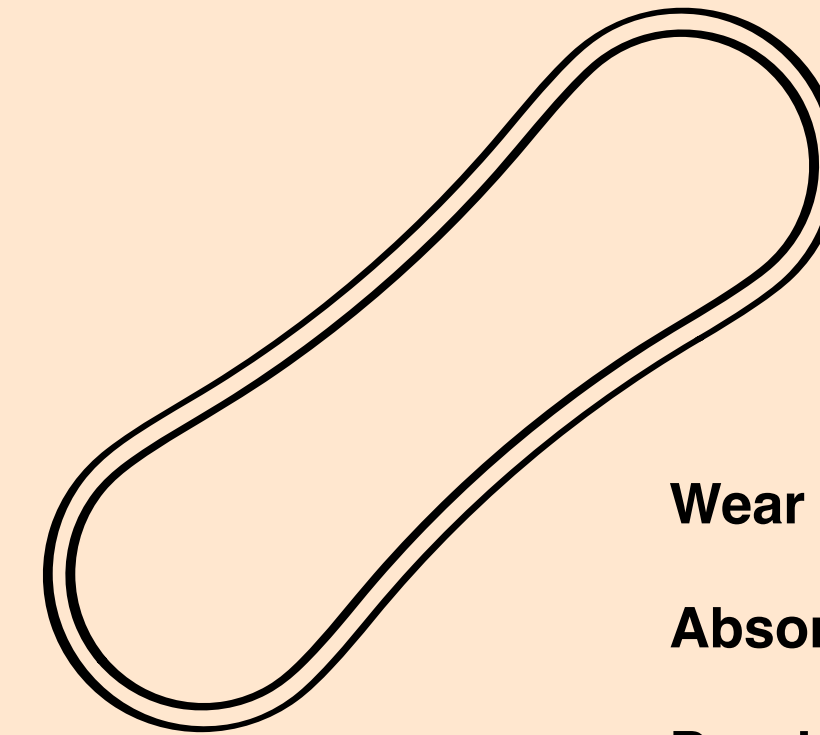


TAMPONS

REUSABLE



PERIOD UNDERWEAR



PADS

Wear Time: 4-6 hours

Absorption Capacity: 12-25 ml

Durability: Approx. 120 times



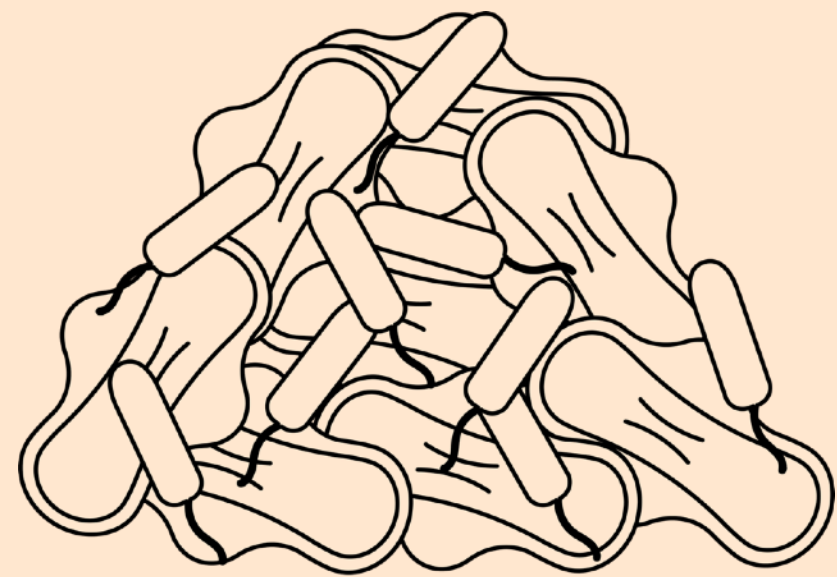
MENSTRUAL CUP

Wear Time: 12 hours

Collection Capacity: 30-60ml

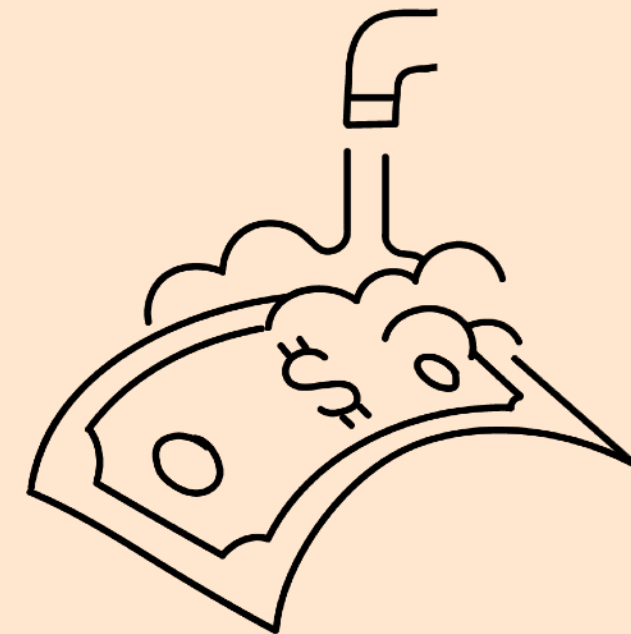
Durability: Up to 10 years

1 WASTE IN LANDFILLS



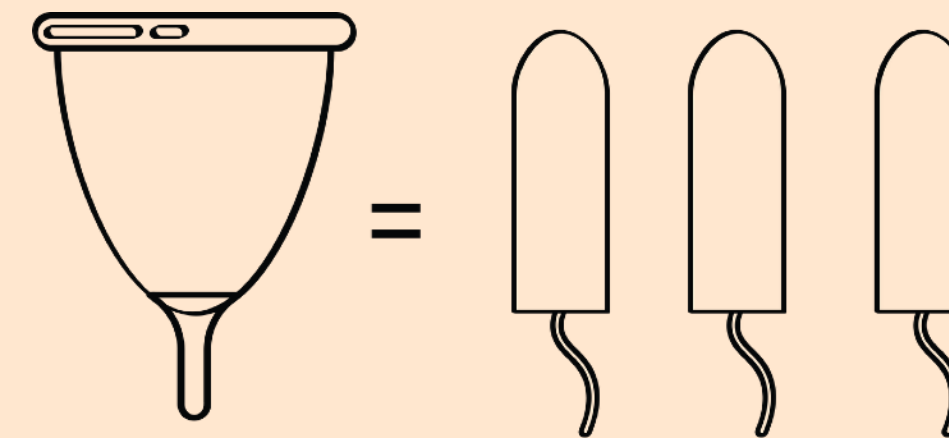
1 cup saves **3,000** pads and tampons from landfills

2 COST OF PERIOD PRODUCTS



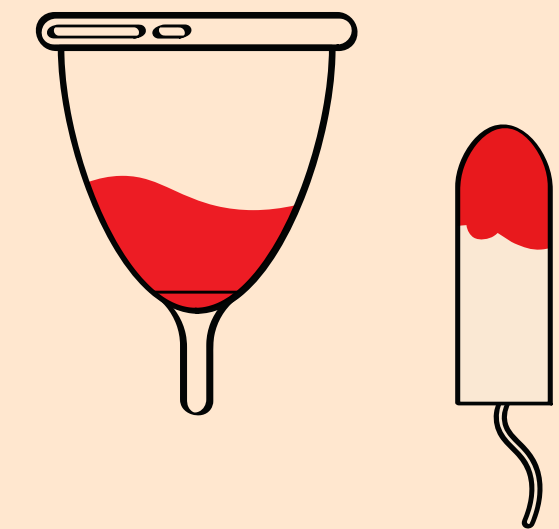
Using cups over pads and tampons saves you approx. **\$4000**

3 WEAR TIME & CAPACITY



Wear for up to **12 hours**. Menstrual cups hold **3-5x** more blood.

4 ABSORPTION VS COLLECTION



Blood absorption over collection puts you at risk for **human toxicity**.



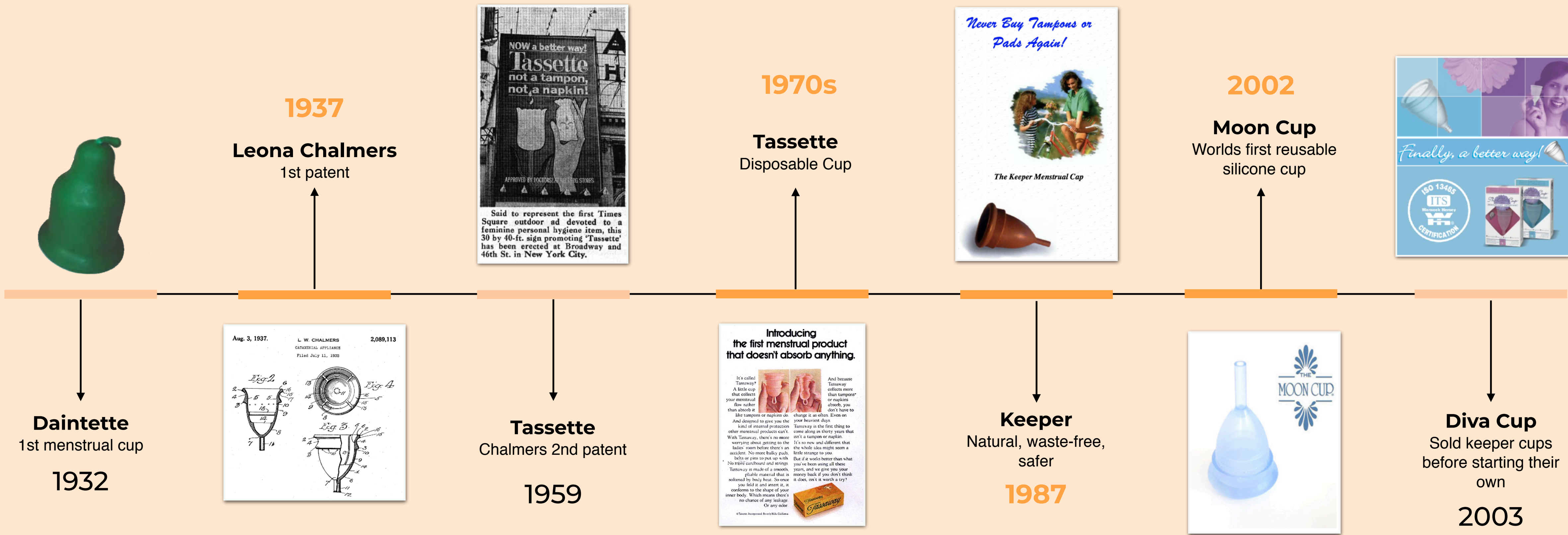
Dr. Katya Ostrow
OB-GYN

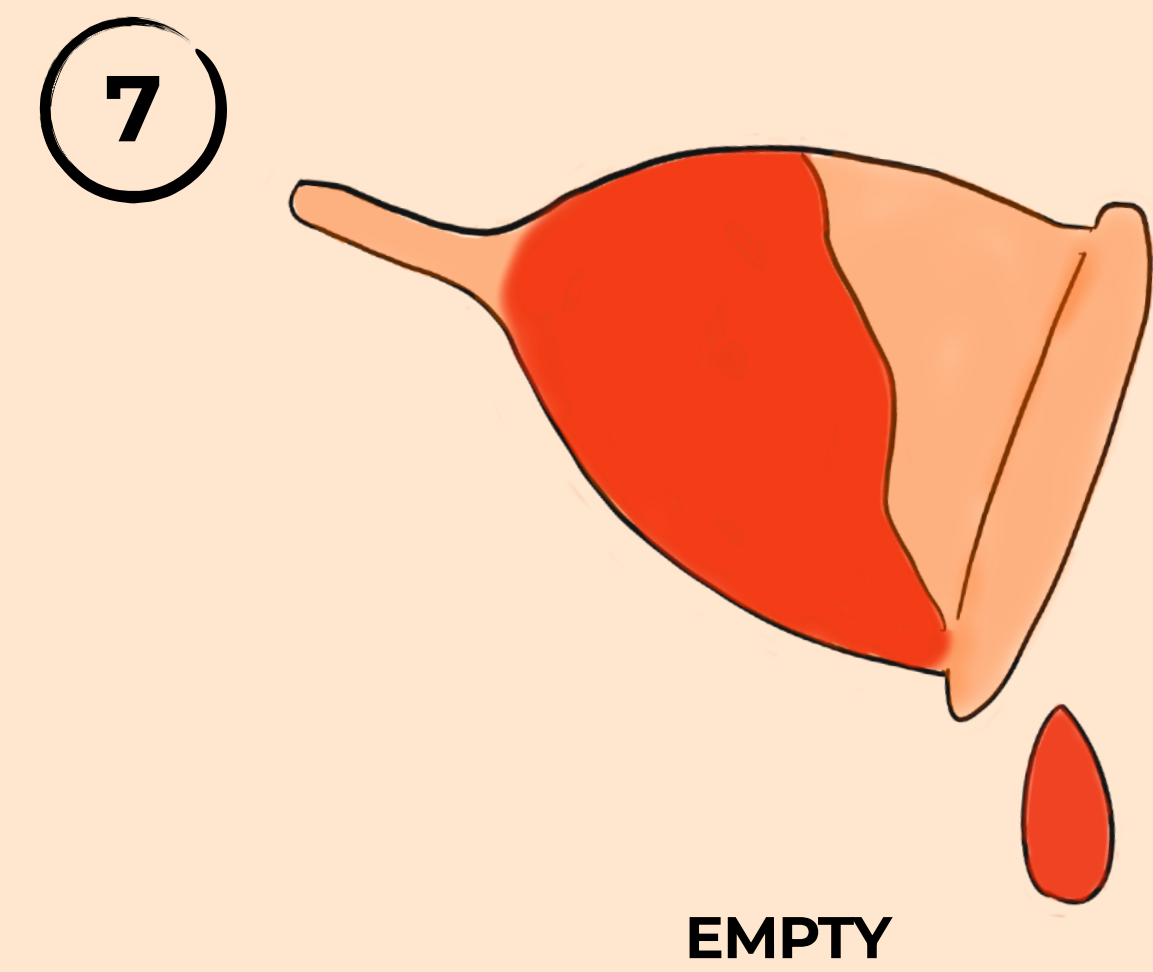
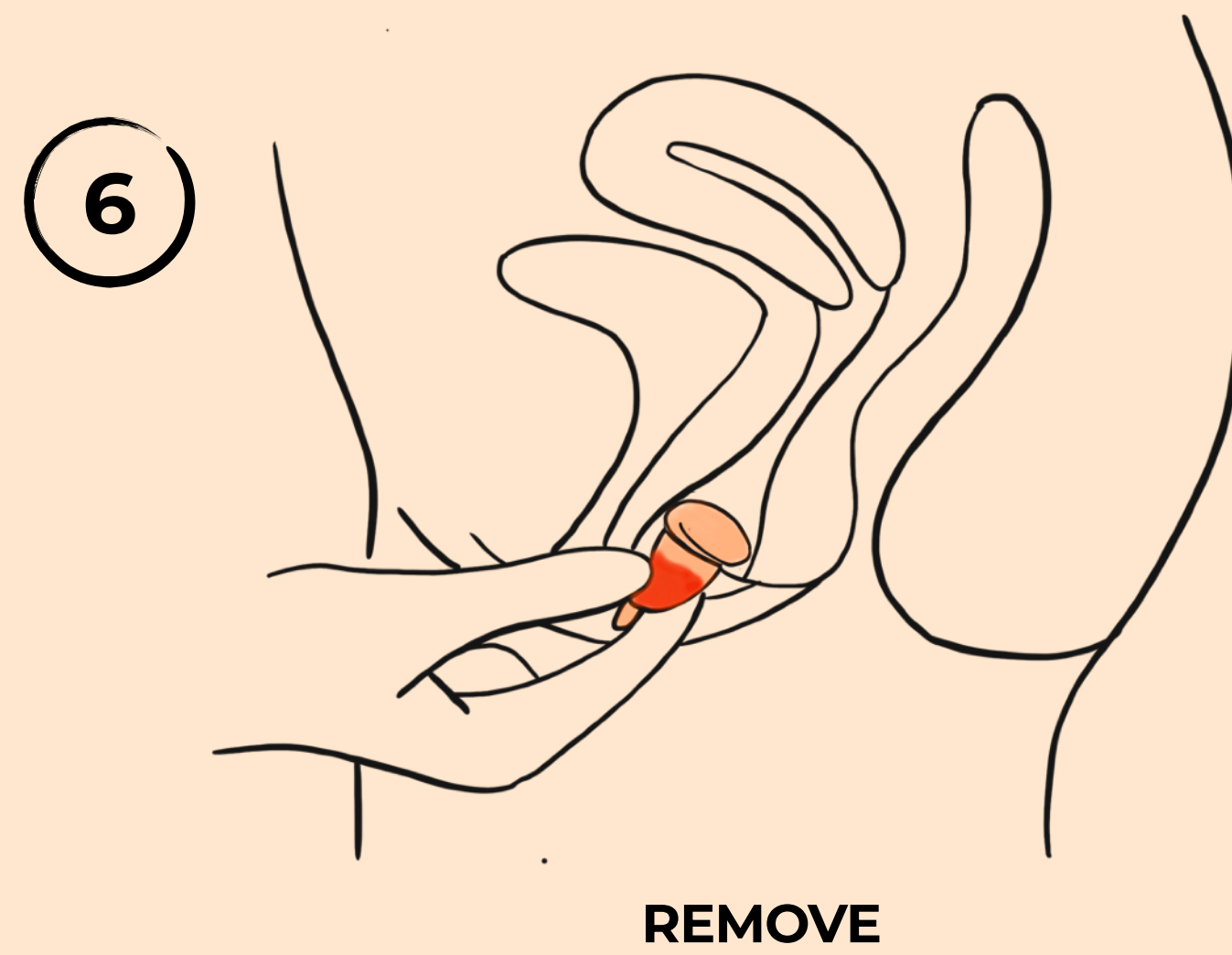
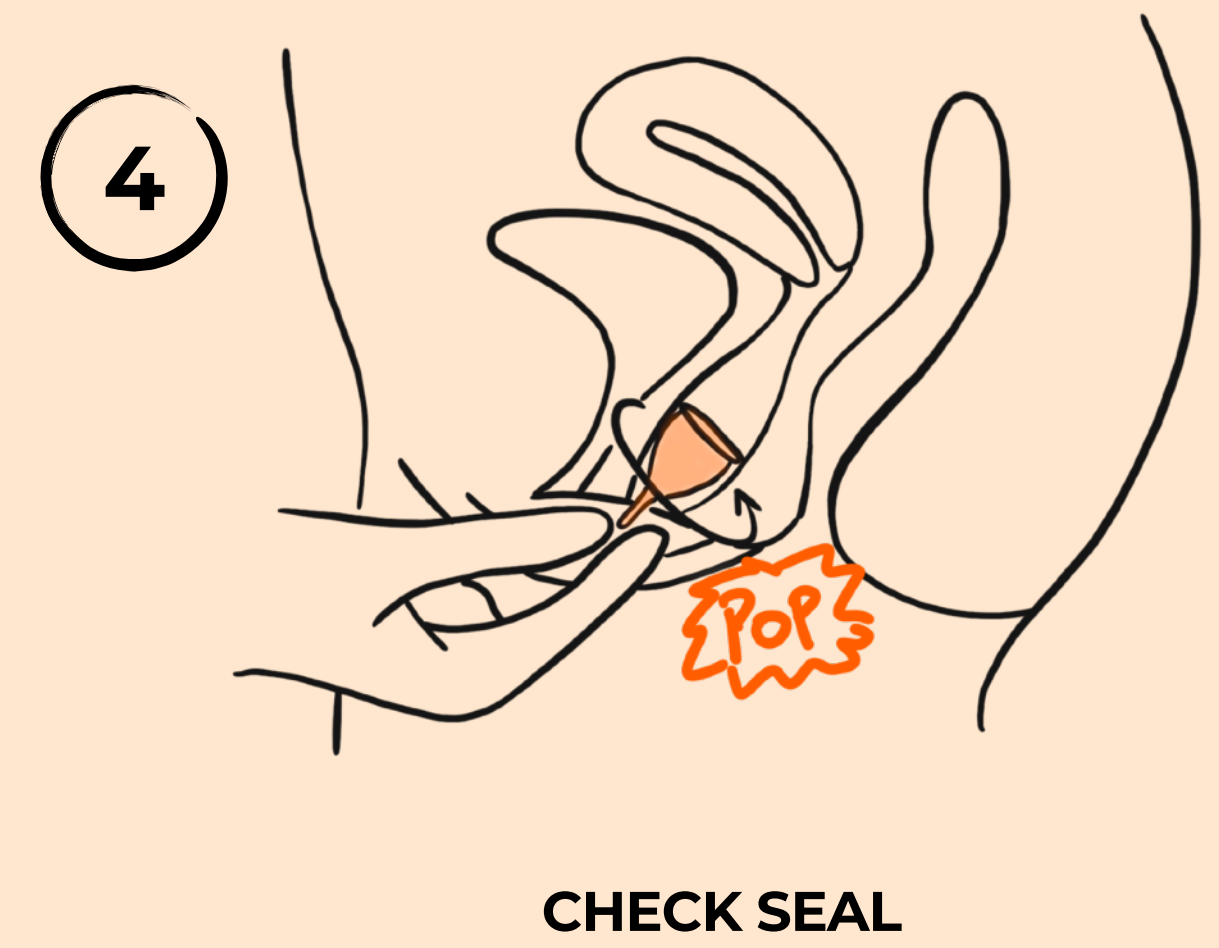
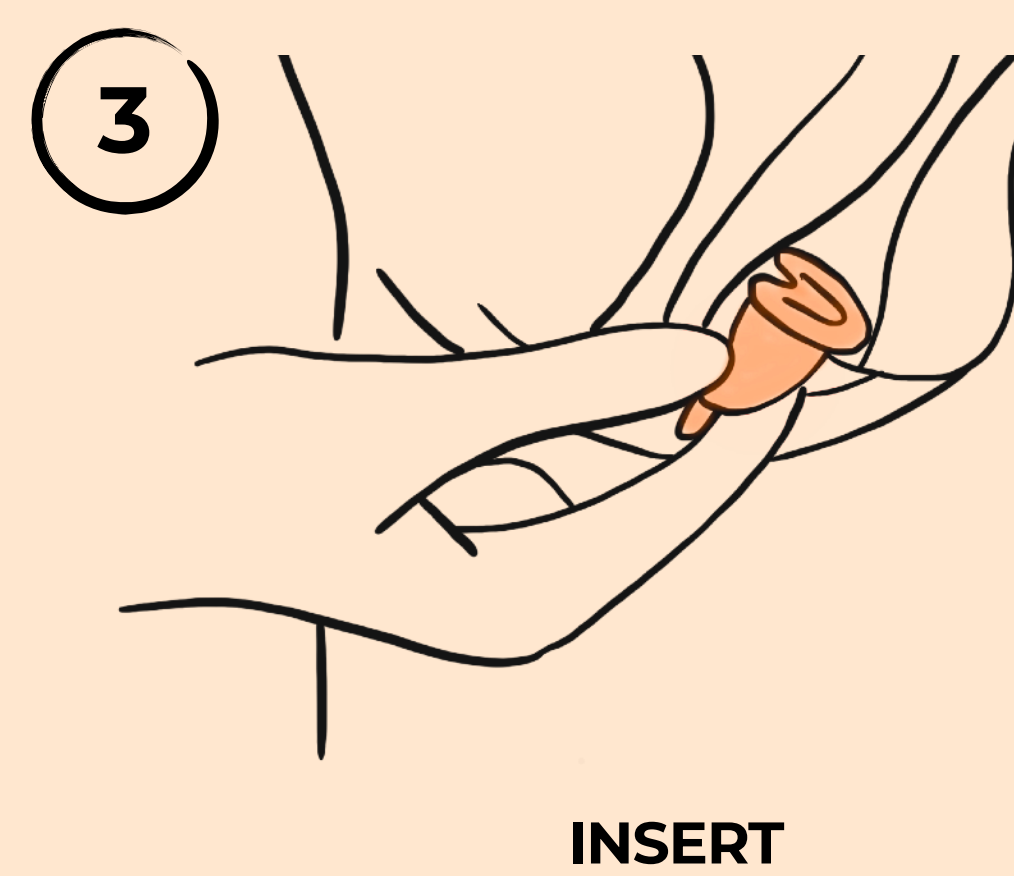
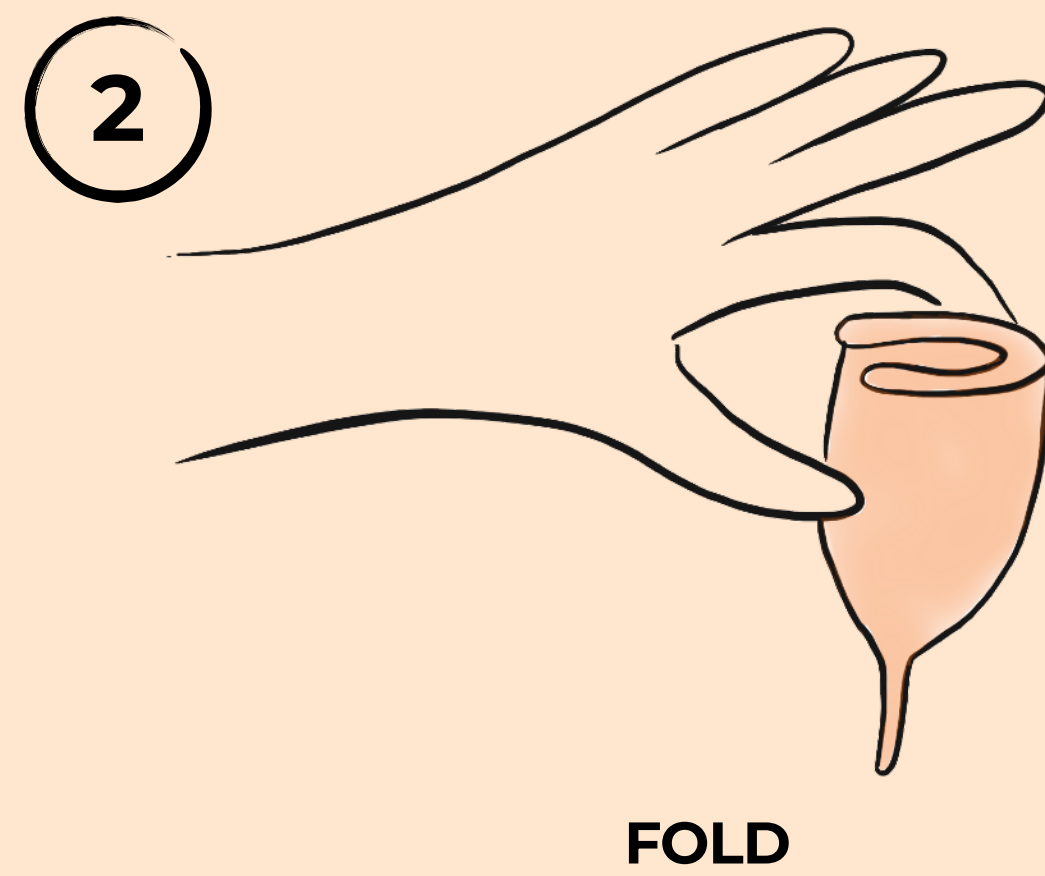
“

Menstrual cups are the **safest** period hygiene products. There is however a **learning curve**, but once you learn it you **never feel it** in your vaginal canal. It is recommended to use compared to **tampons** since there is a low risk for **toxic shock syndrome**

”

**However, Pads and tampons are
still the most widely used**





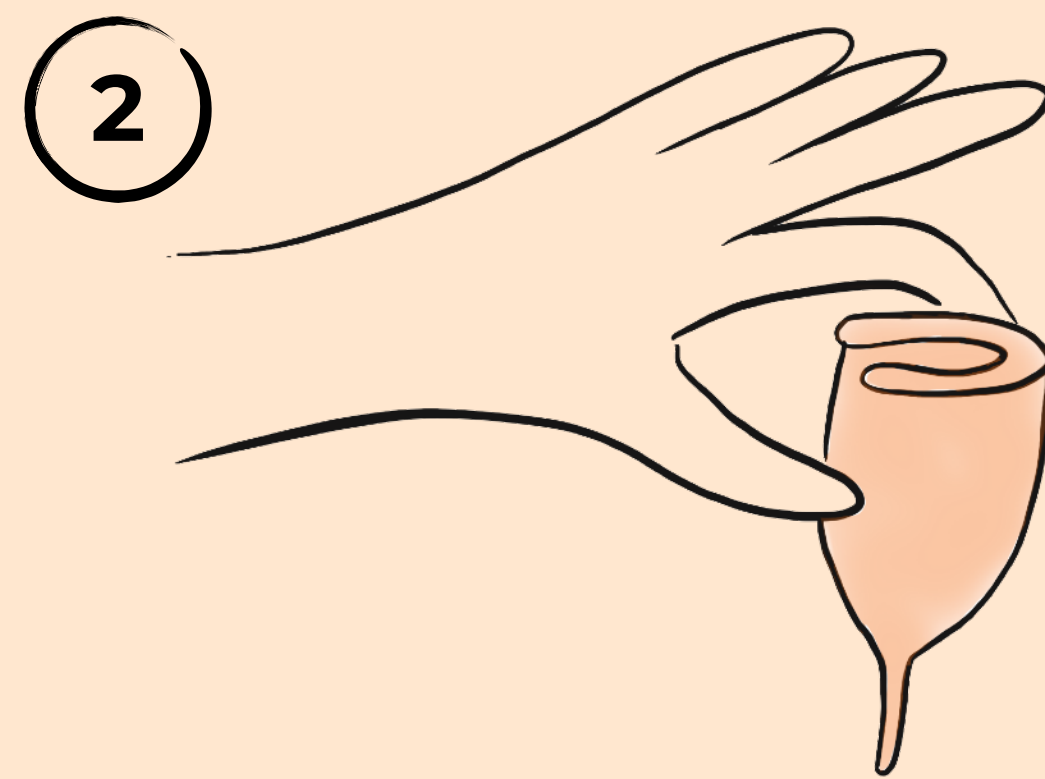
RESPONSE FROM 16 INDIVIDUALS

We asked **objective** and **subjective** questions:

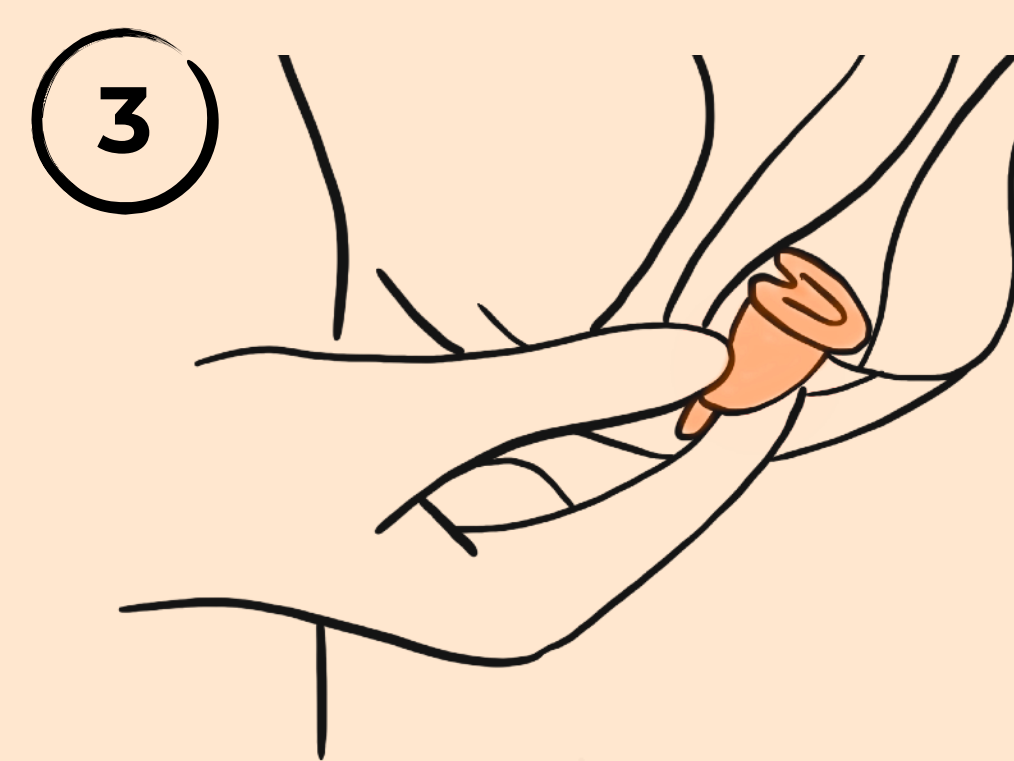
- Gender Identity
- Age
- Demographic
- Menstrual Products
- Successes and Challenges



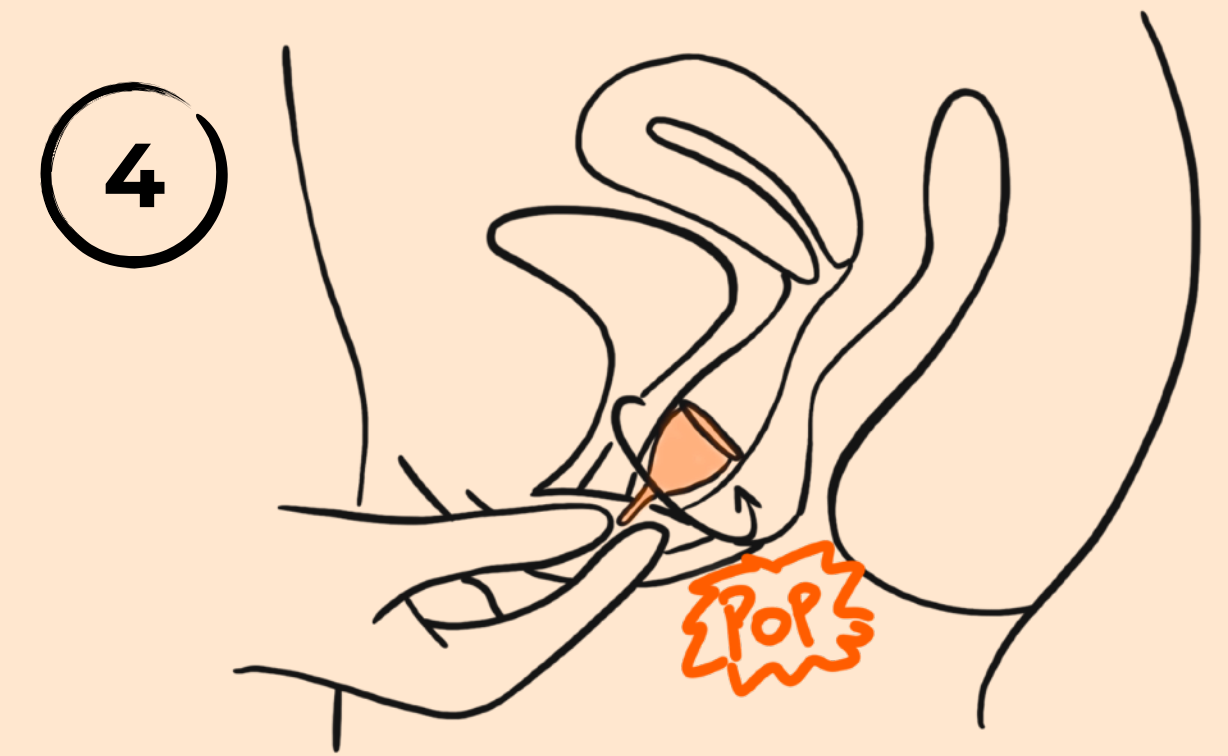
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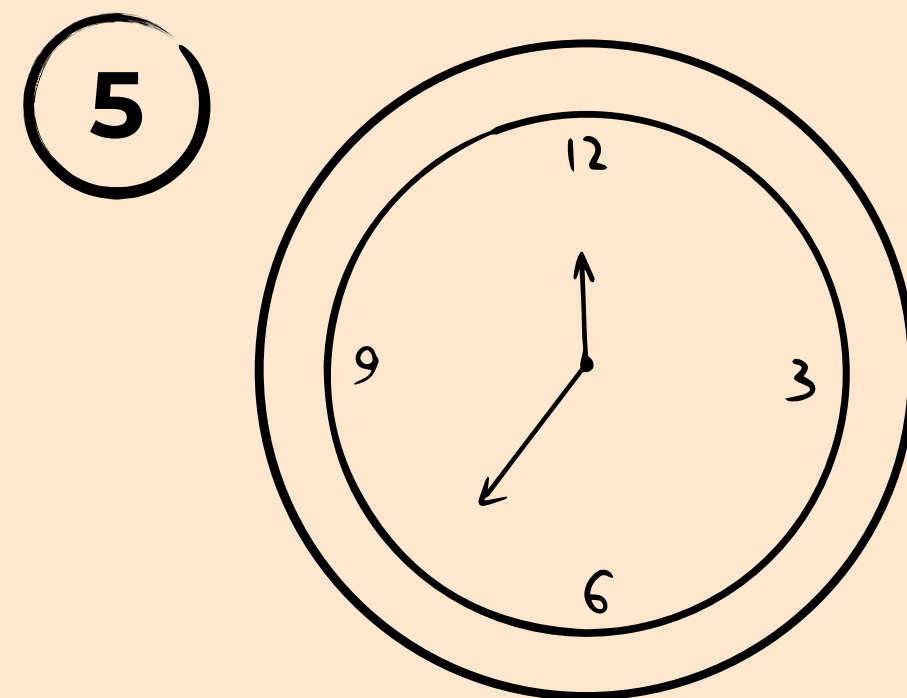
FOLD



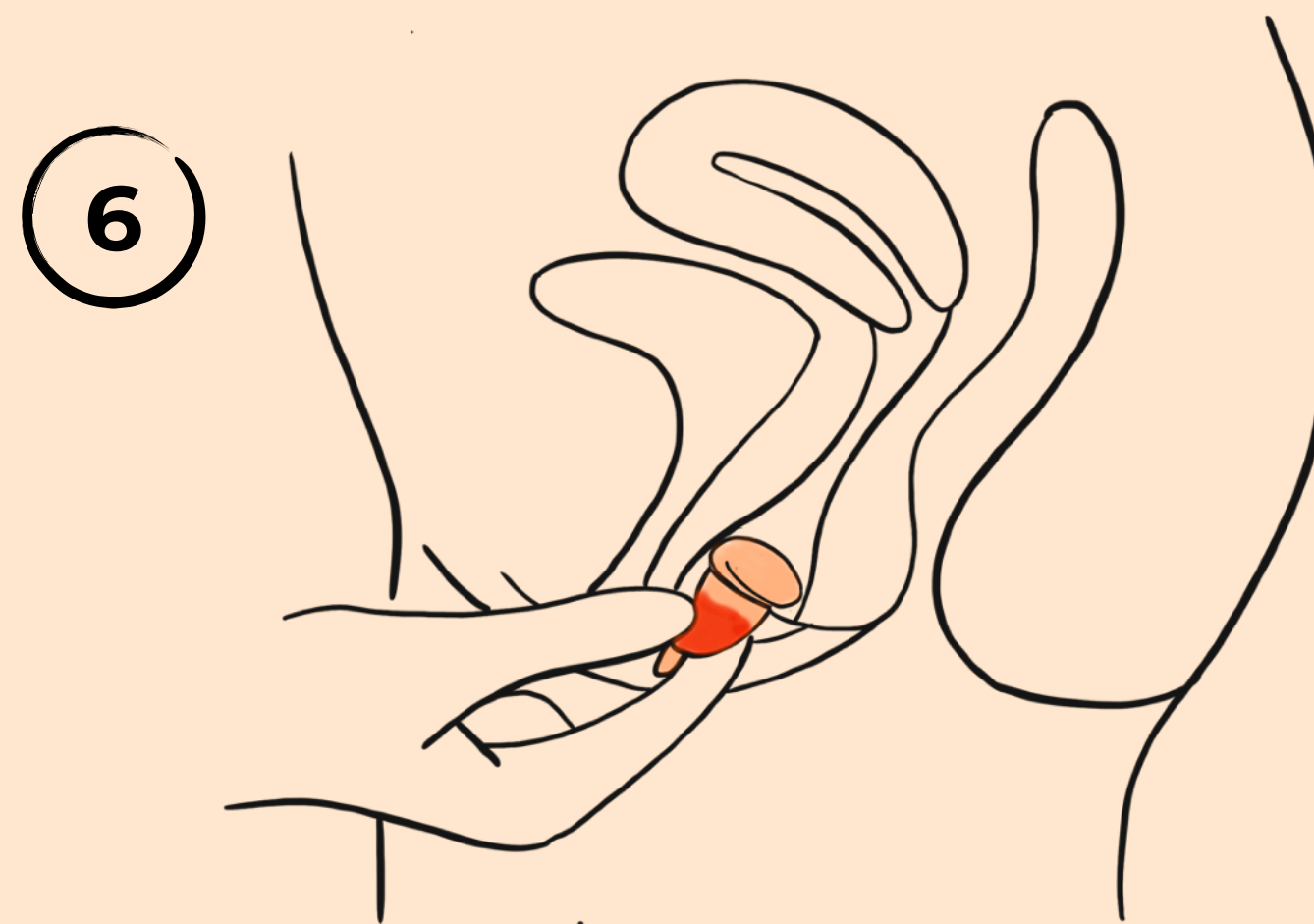
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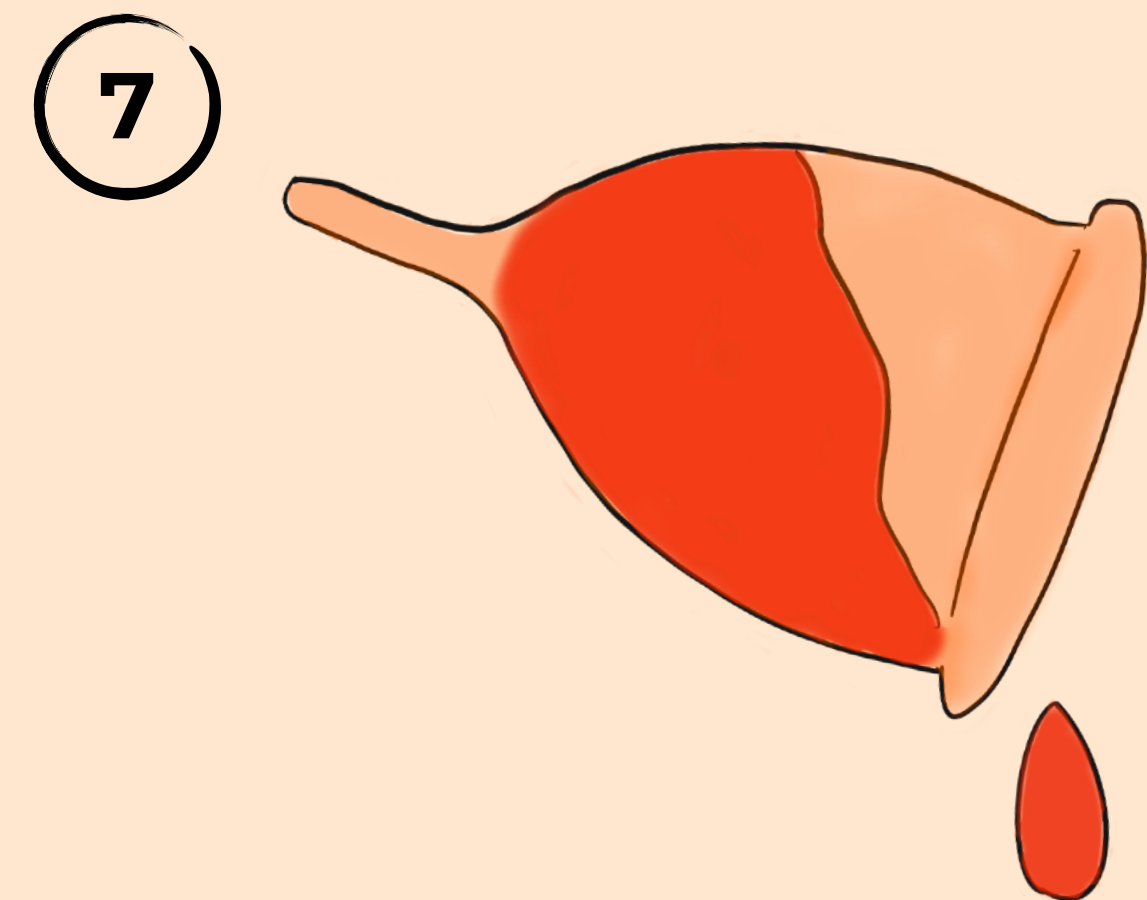
CHECK SEAL



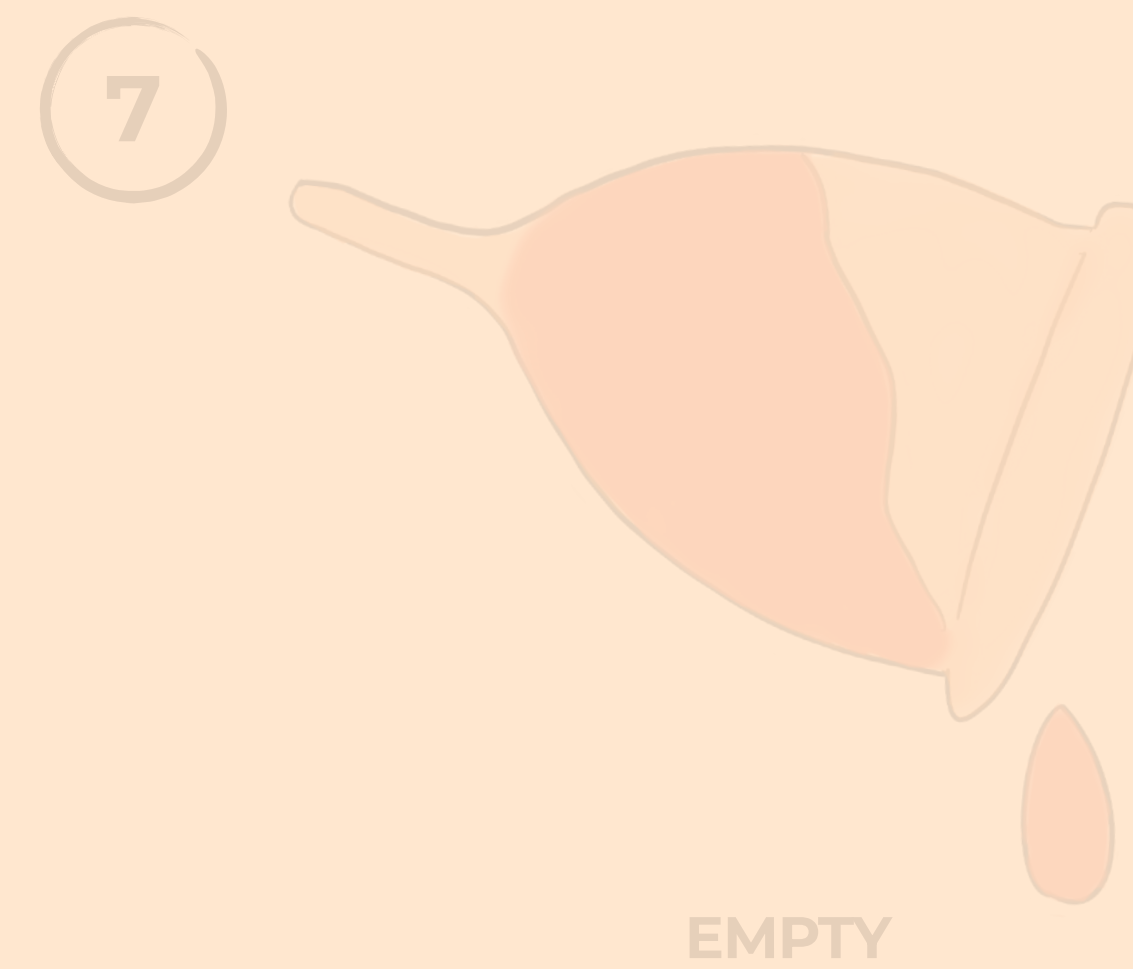
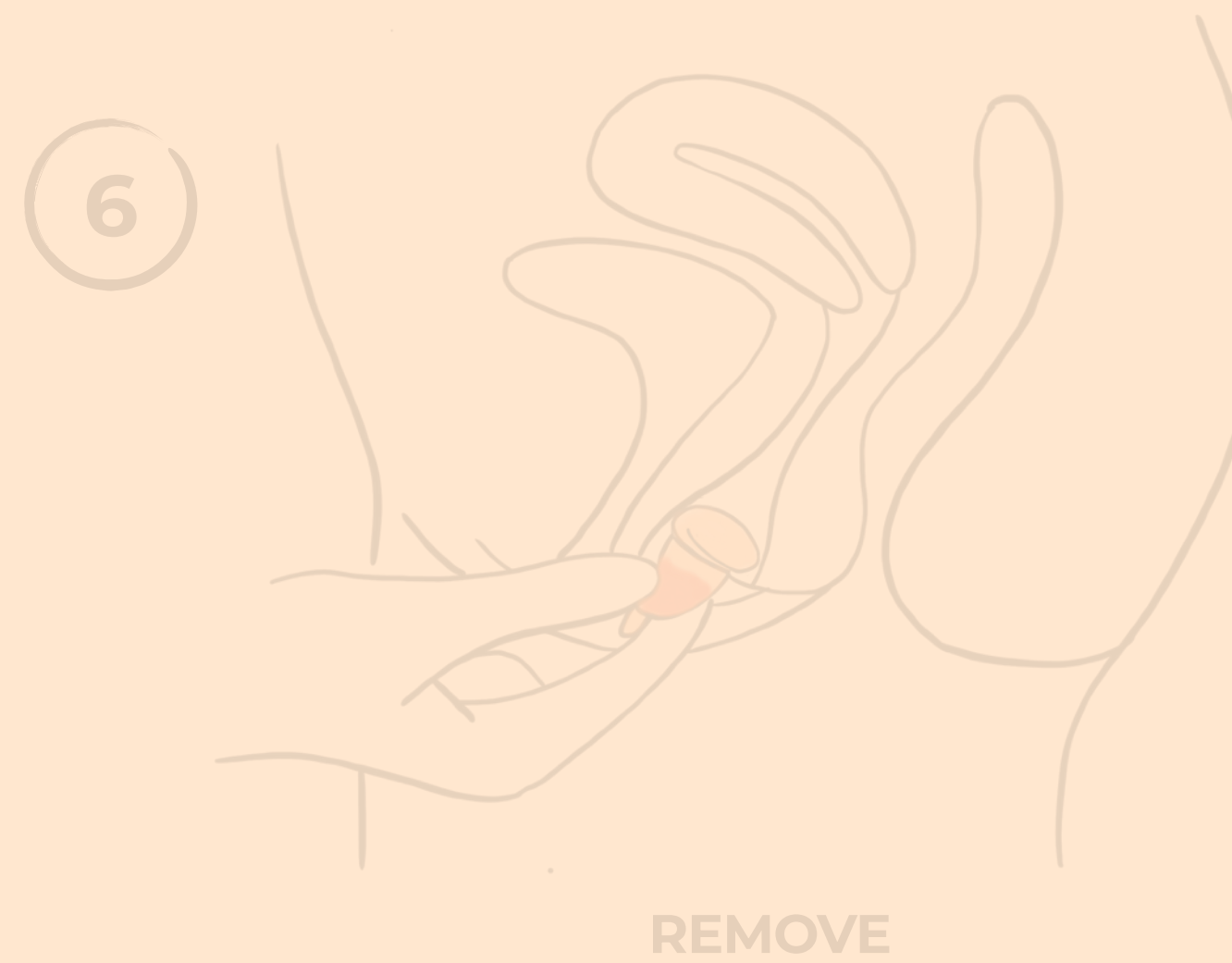
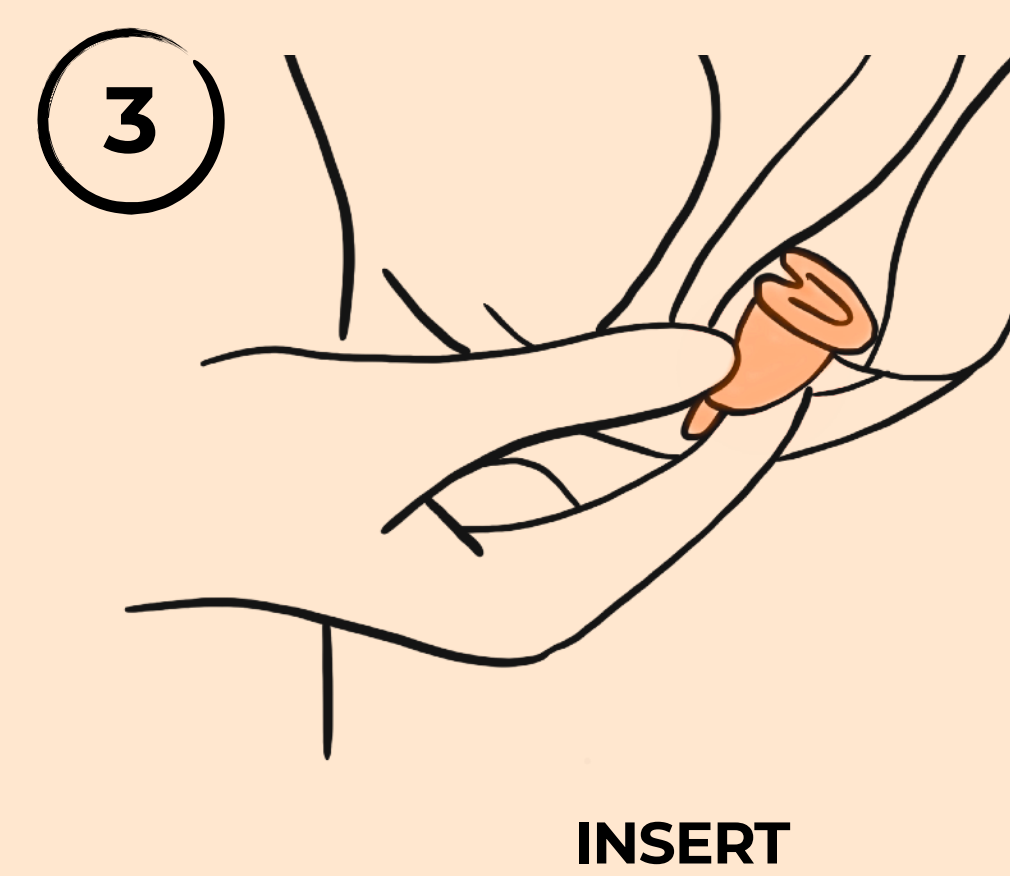
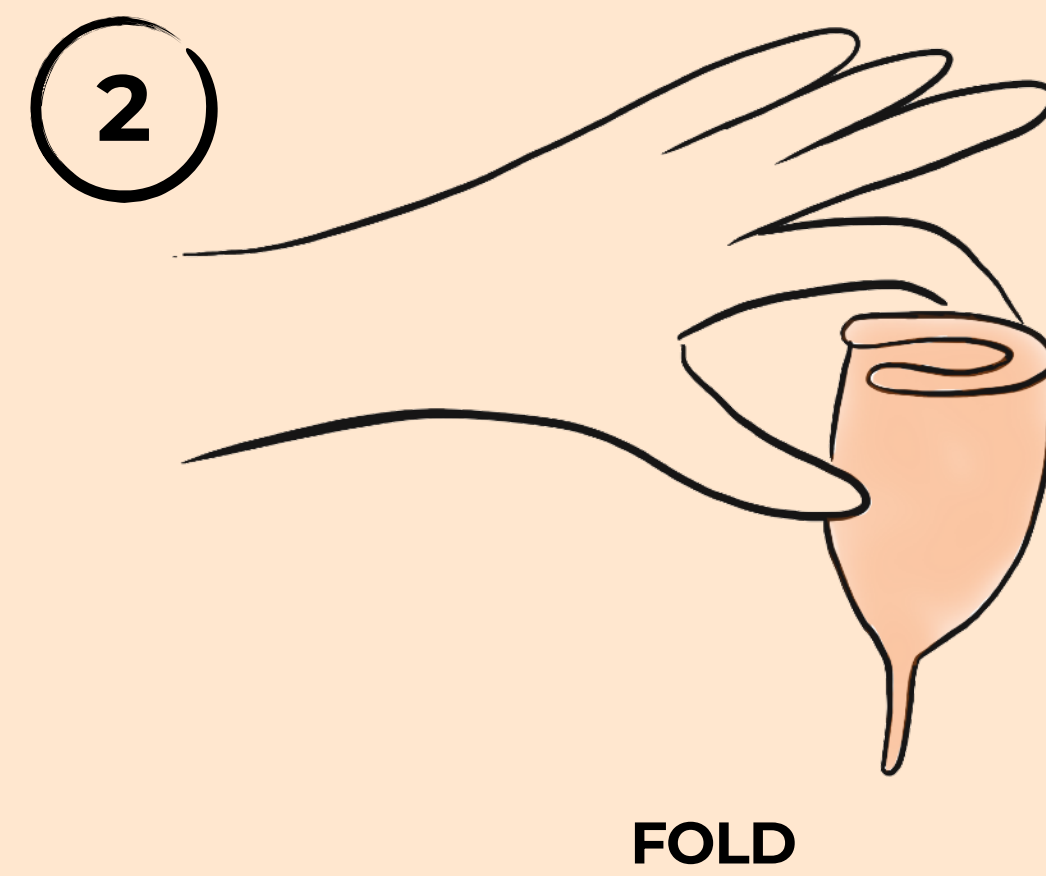
WEAR UP TO
12 HOURS

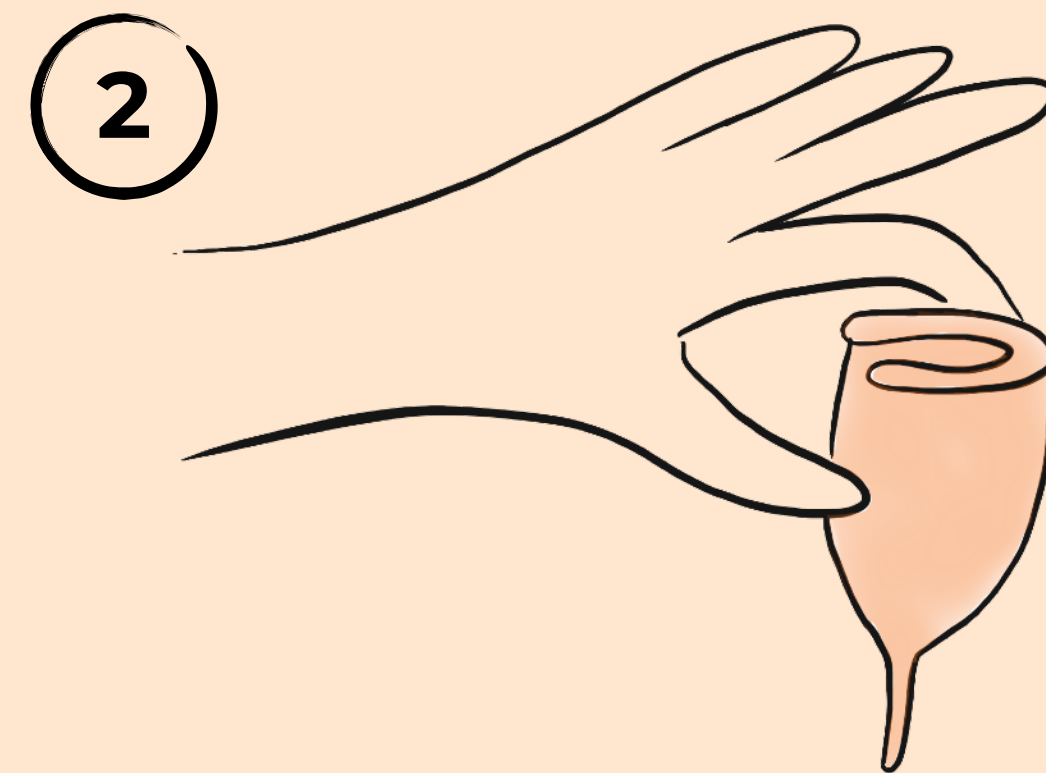


REMOVE

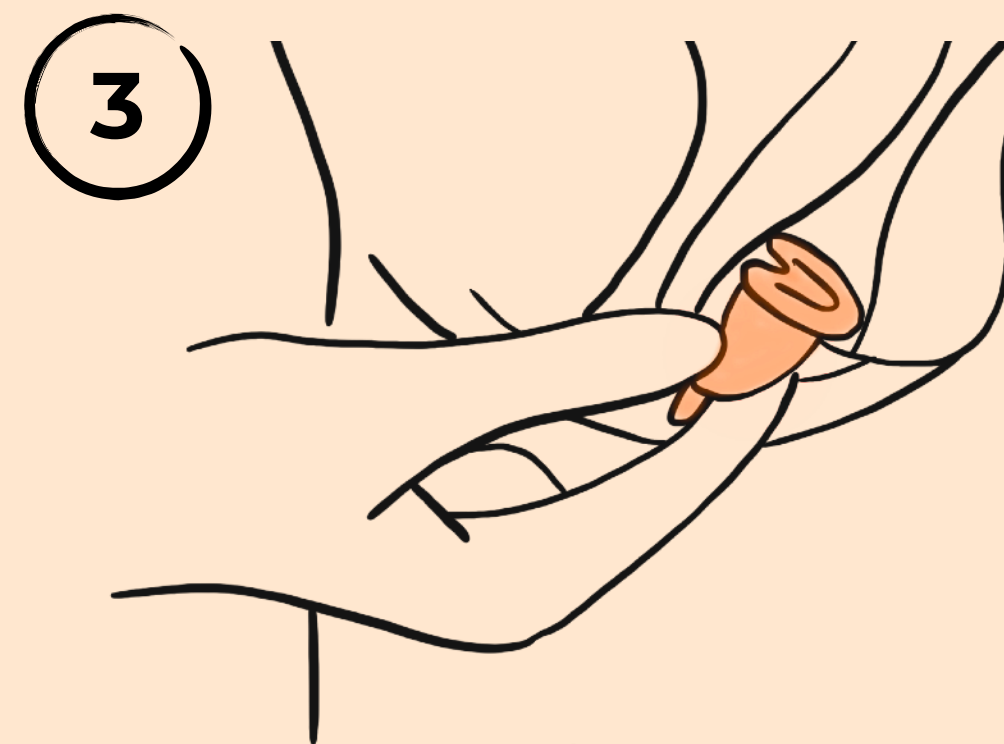


EMPTY





FOLD



INSERT

“

Learning how to fold it
and insert it in a way that
worked for my body was
challenging

“

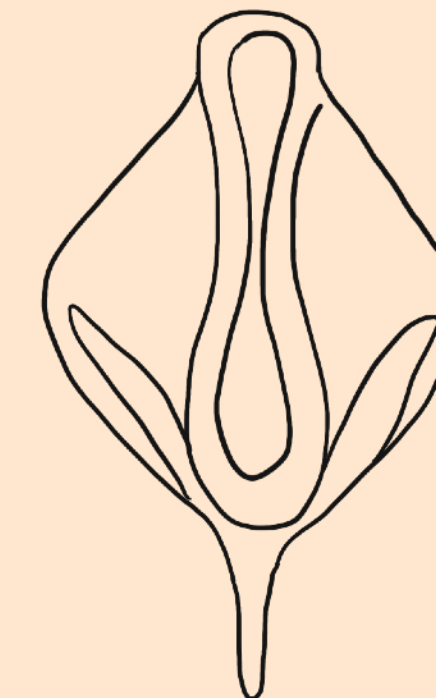
I was **not able to insert it**
in properly to keep the
cup in place



PUNCH DOWN



SEVEN



DIAMOND

“

I **gave up** when I was unable to
correctly insert the cup after
several attempts

MARKET SCAN: MENSTRUAL CUPS





Fleurity Applicator

- Works with any cup
- No intuitive way of folding the cup
- The applicator is made using plastic

- The applicator is made using plastic
- No intuitive way of folding the cup

Enna Cup + Applicator



**Sunny Cup + Applicator
(Yet to launch)**

- The product introduces a new fold that must be learned in order to use

WHAT IS OUR OPPORTUNITY?

Design a **menstrual cup** and **applicator** that **intuitively** helps follow a **universal fold** for **easy insertion**



**Why is it important to target
young teenagers like Kelly?**



Benjamin Gardner
Psychologist

“

Breaking habits requires effortful control, whereas **forming** a habit results from **learning** and memory processes that operate in an **automatic fashion**

”

**How do we get our products in the
hands of a young teenager?**

1 Parent resources



2 Gynecologist clinics



3 School seminars





People are able to **converse freely** with **friends** and about brands. And people are able to have a huge platform for **expressing their views**

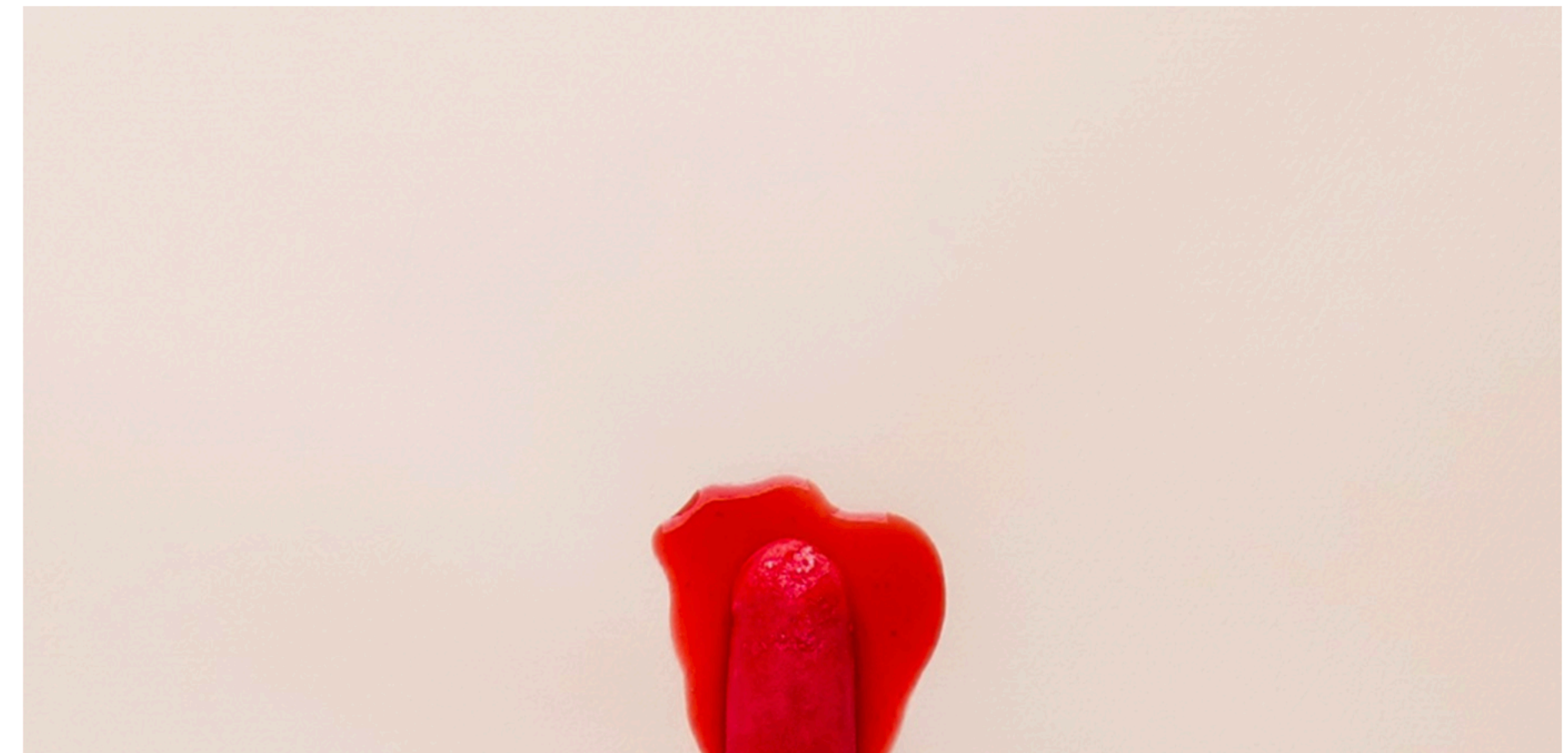
BRAND MARKETING

June 8, 2021

Menstruation in Advertising – Breaking the Ultimate Taboo

Periods: Branding for the Instagram Age

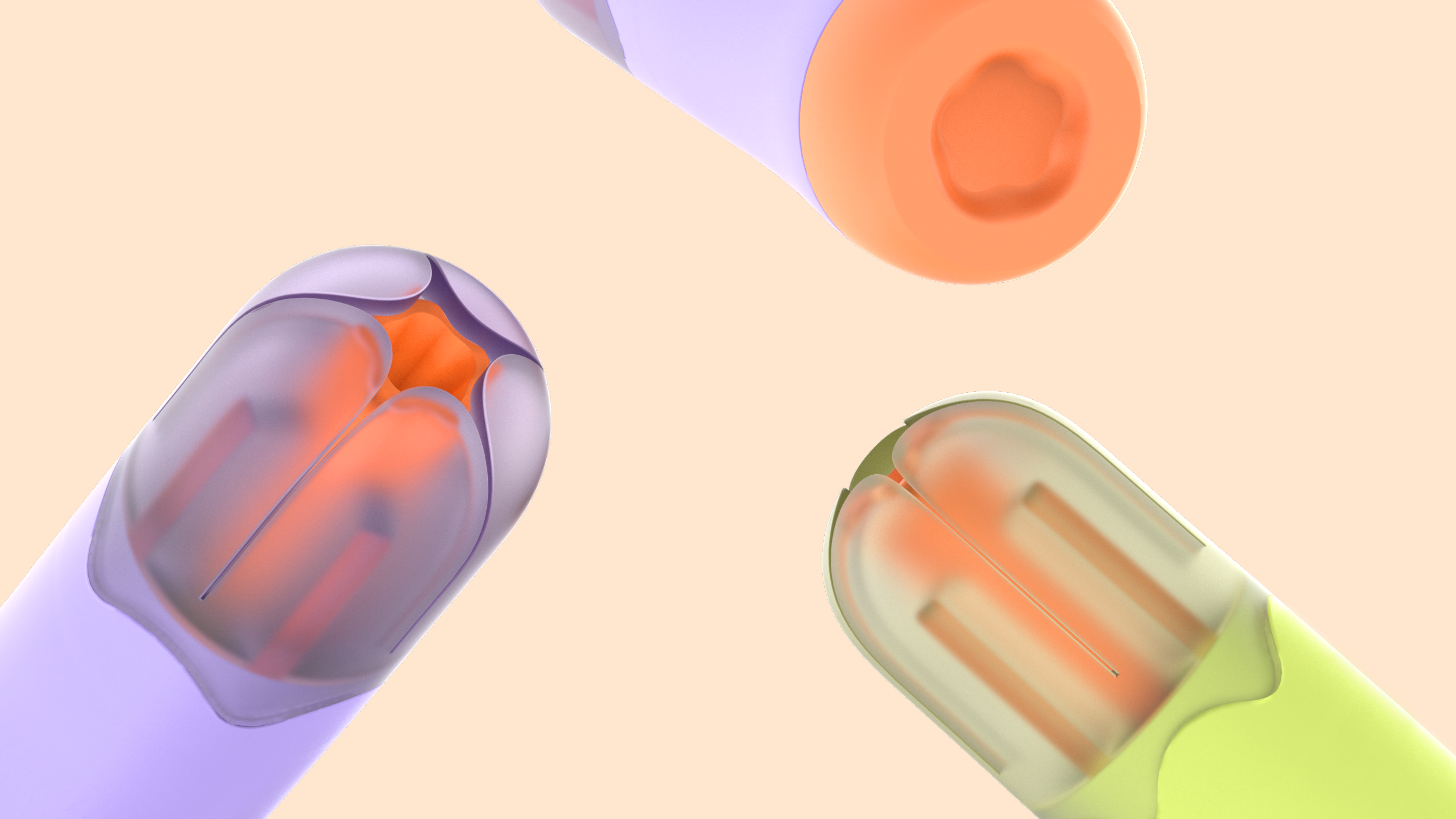
What we can learn from period product marketing



MAKE THE BETTER CHOICE THE EASIER CHOICE!

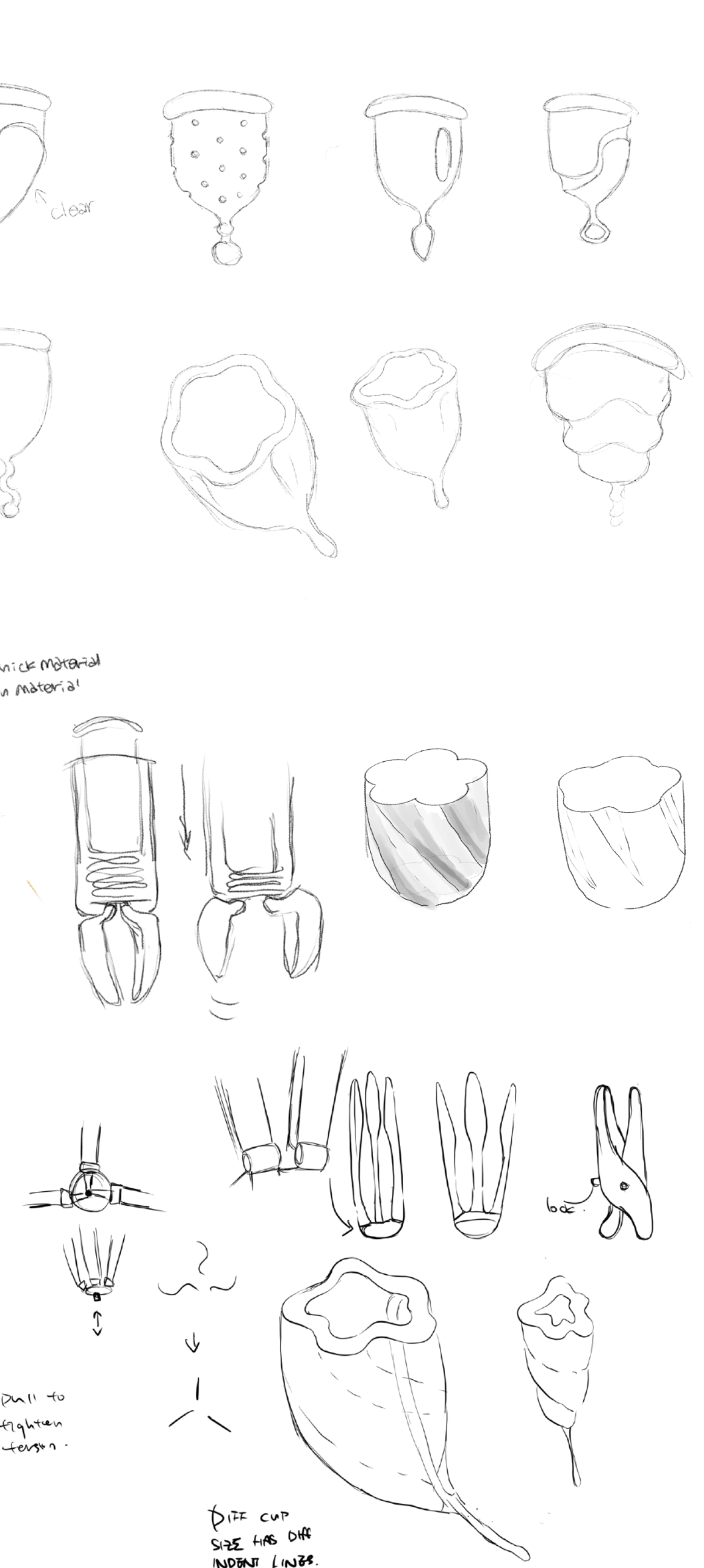
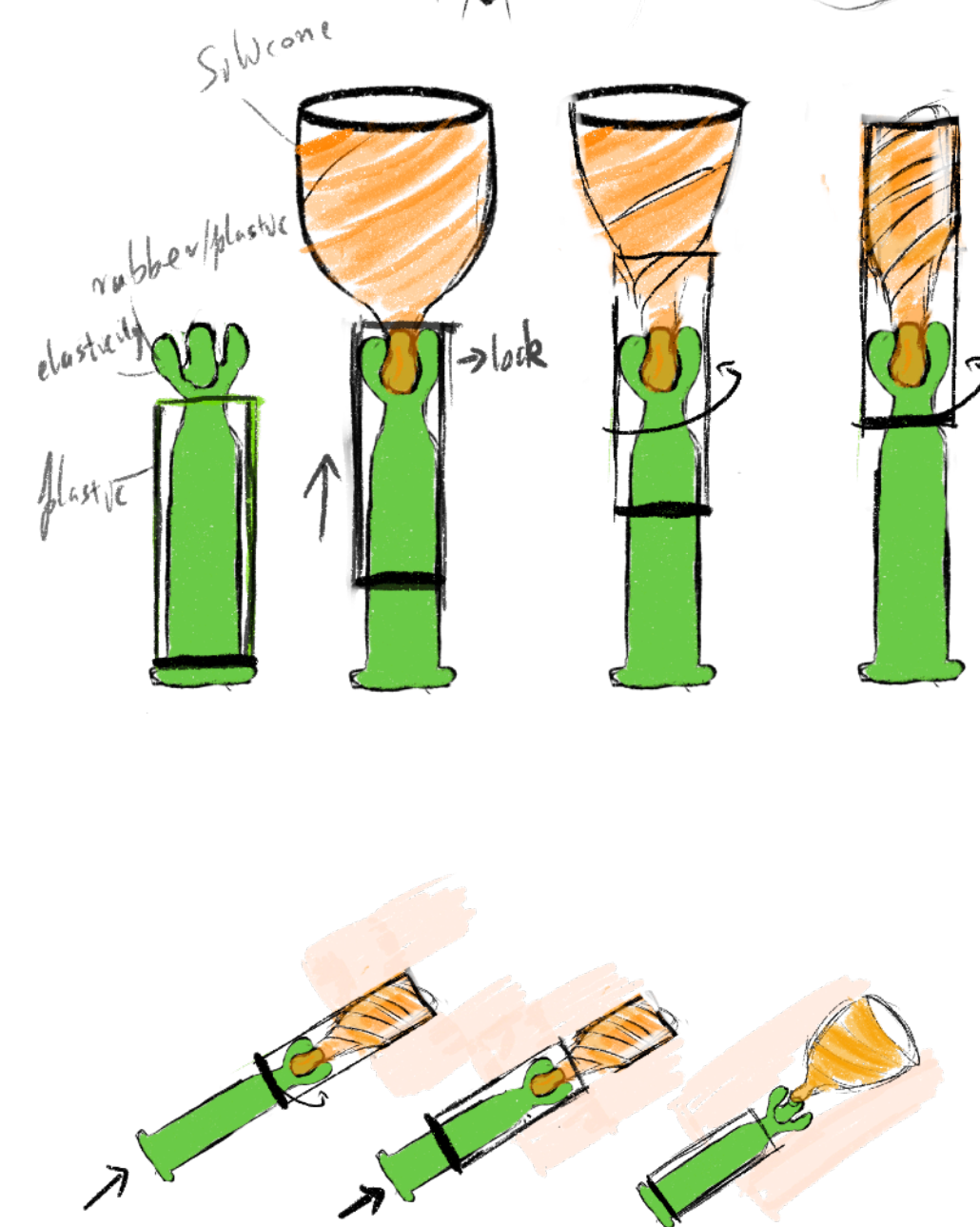
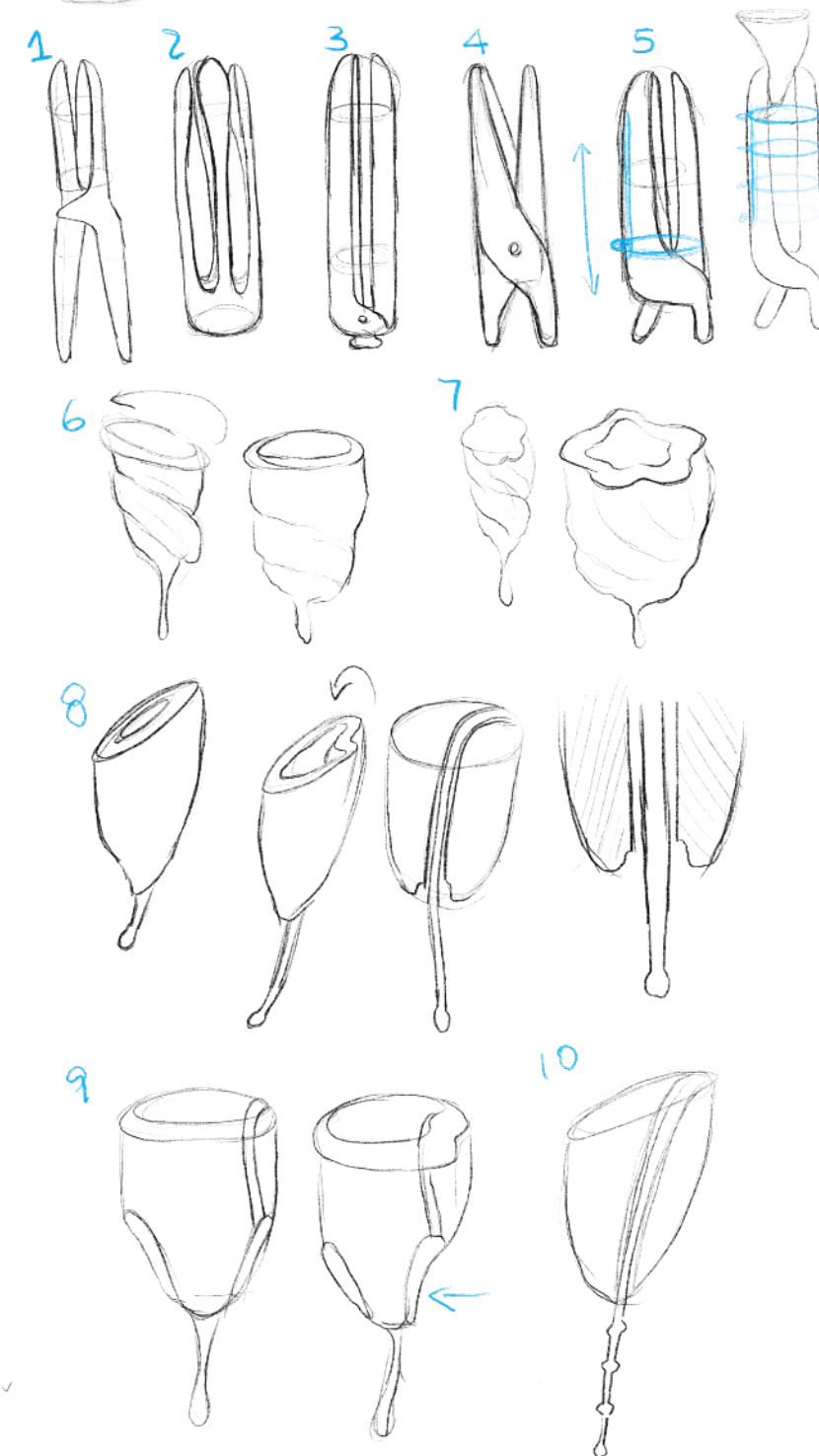
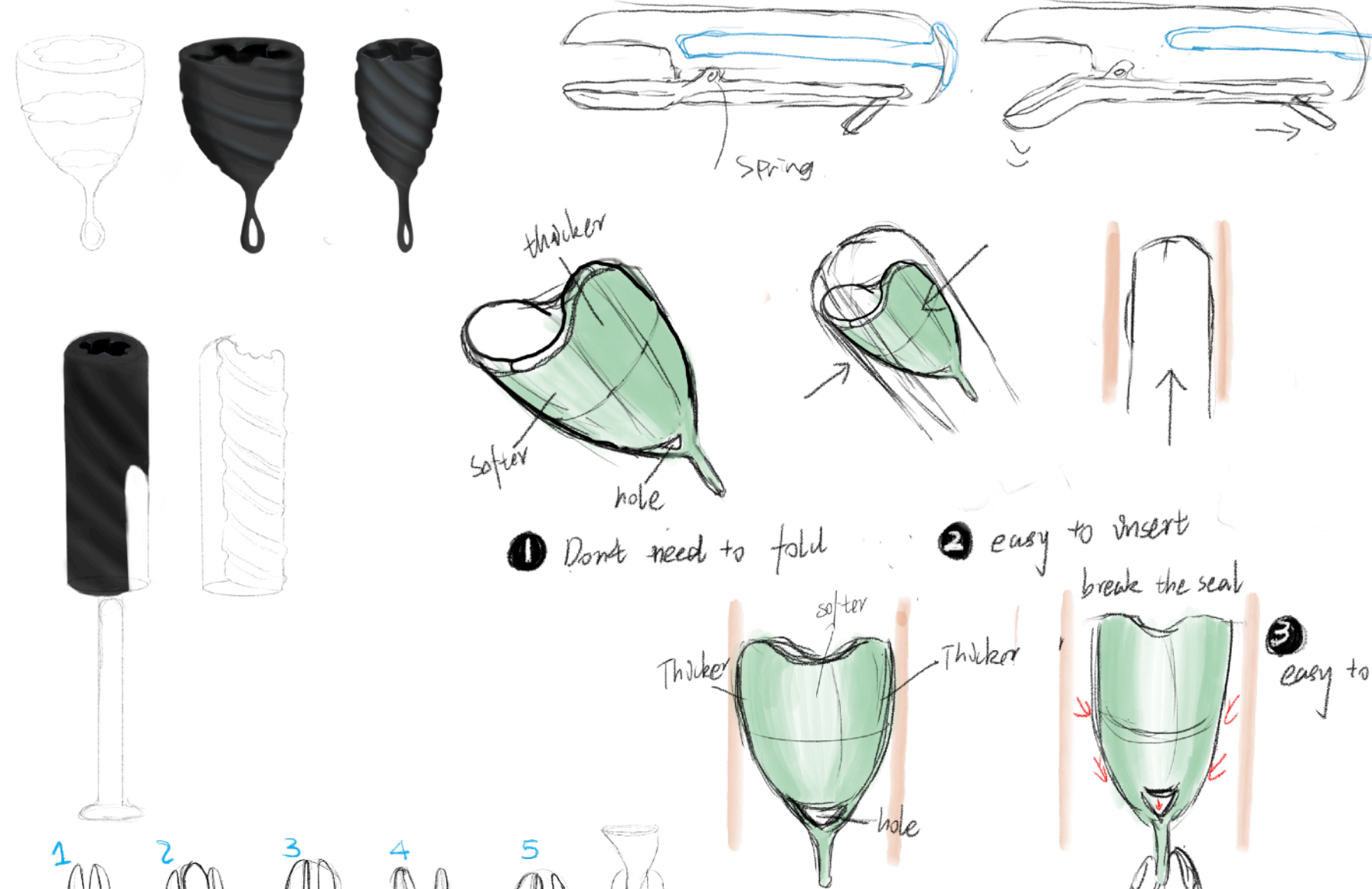
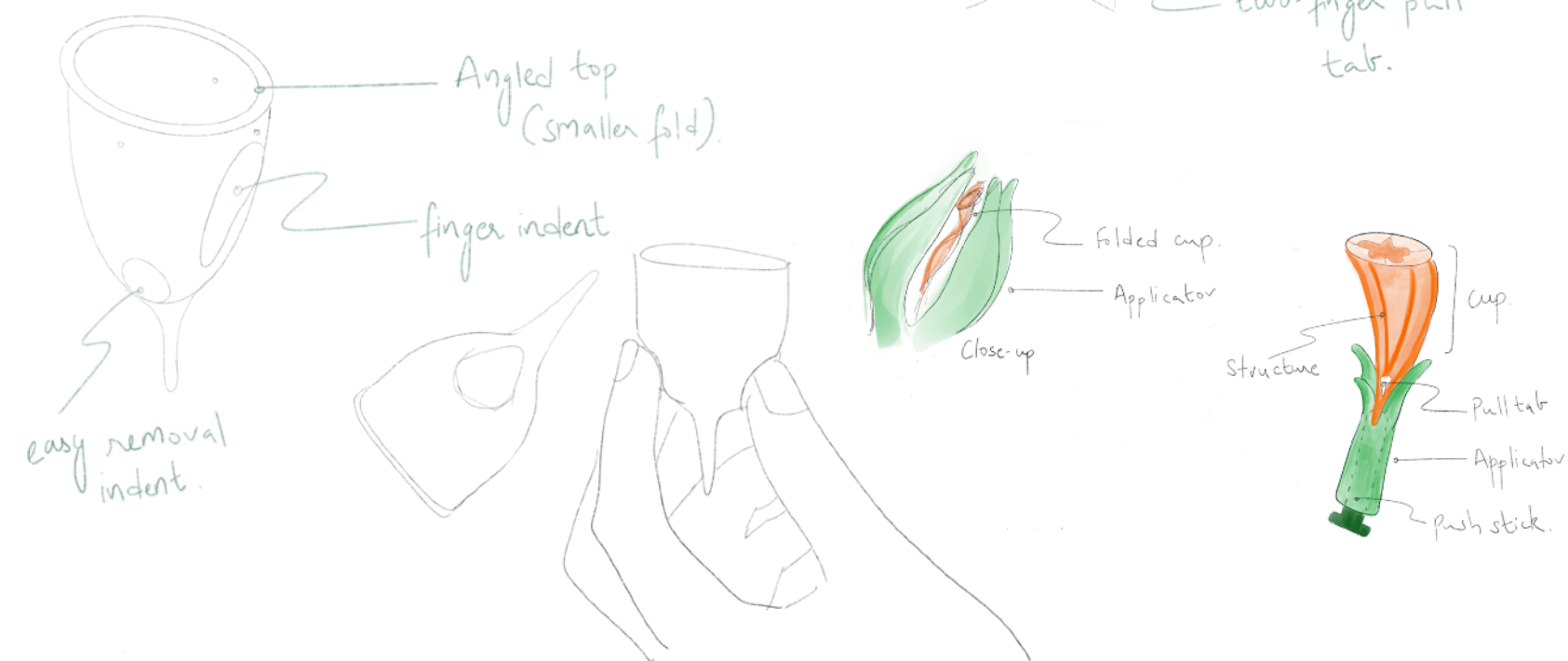
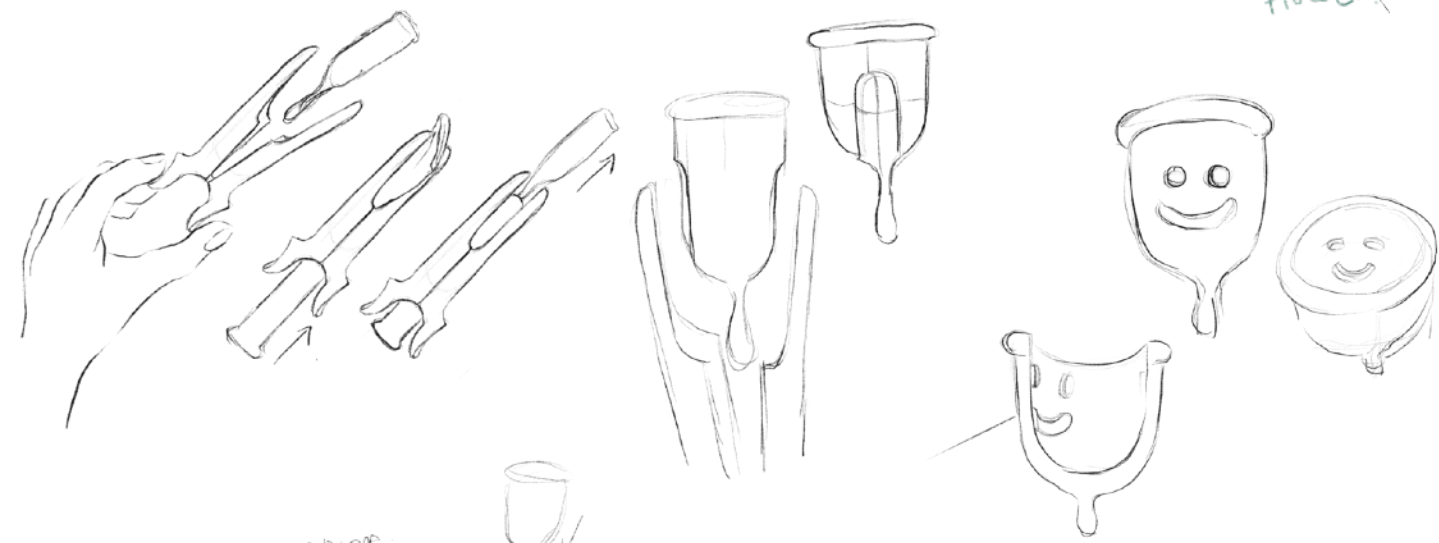
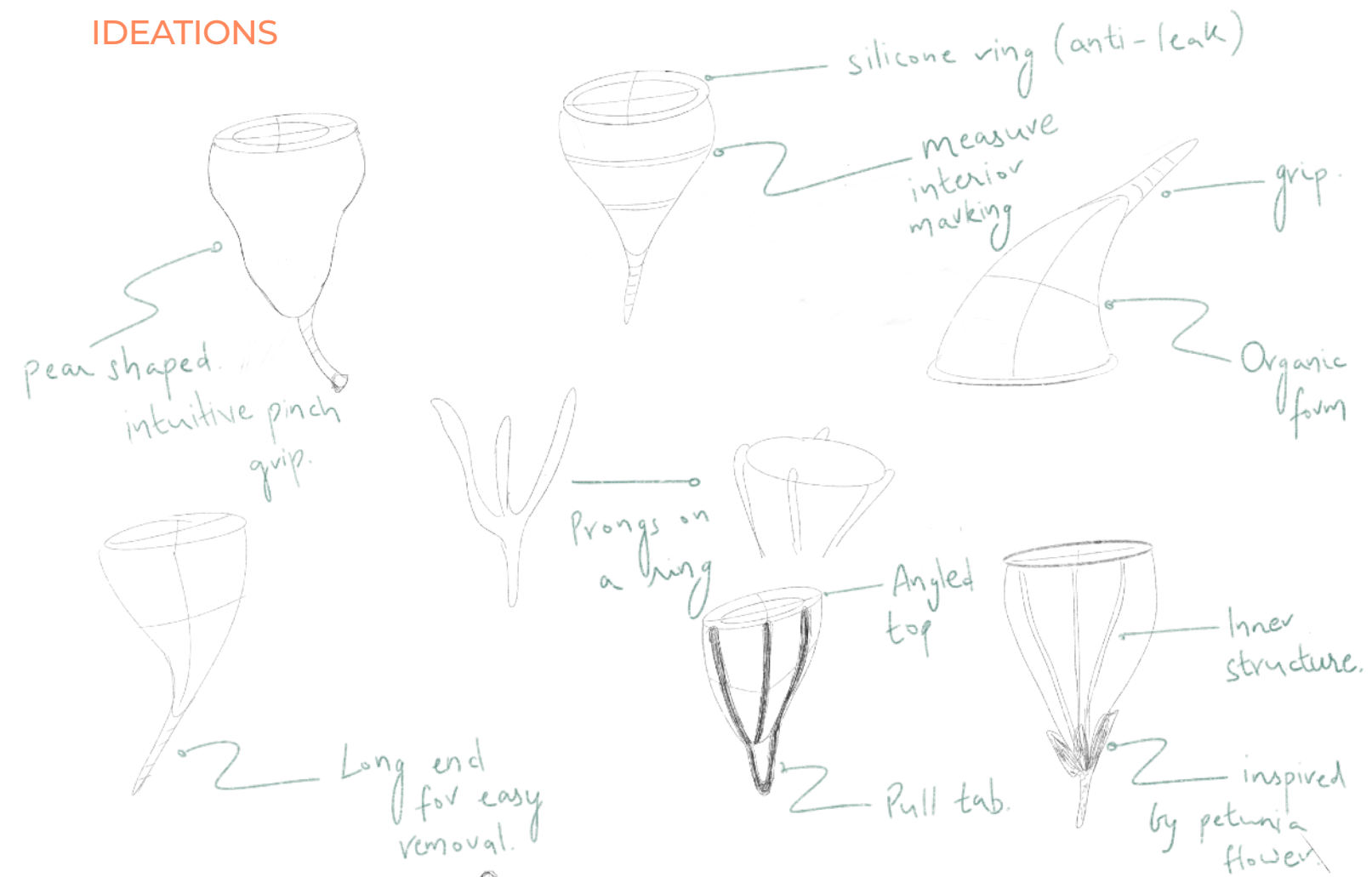
We believe that the best approach to menstrual care must be **natural, intuitive, predictable, and reliable.**

Our mission is to create **eco-friendly, high-performance** products that are both **healthy** for your **body** and the **planet**. We as a team are dedicated to **promoting menstrual education** and **equity** to provide **equal opportunity** for every young individual to have access to **clean and reliable menstrual products.**



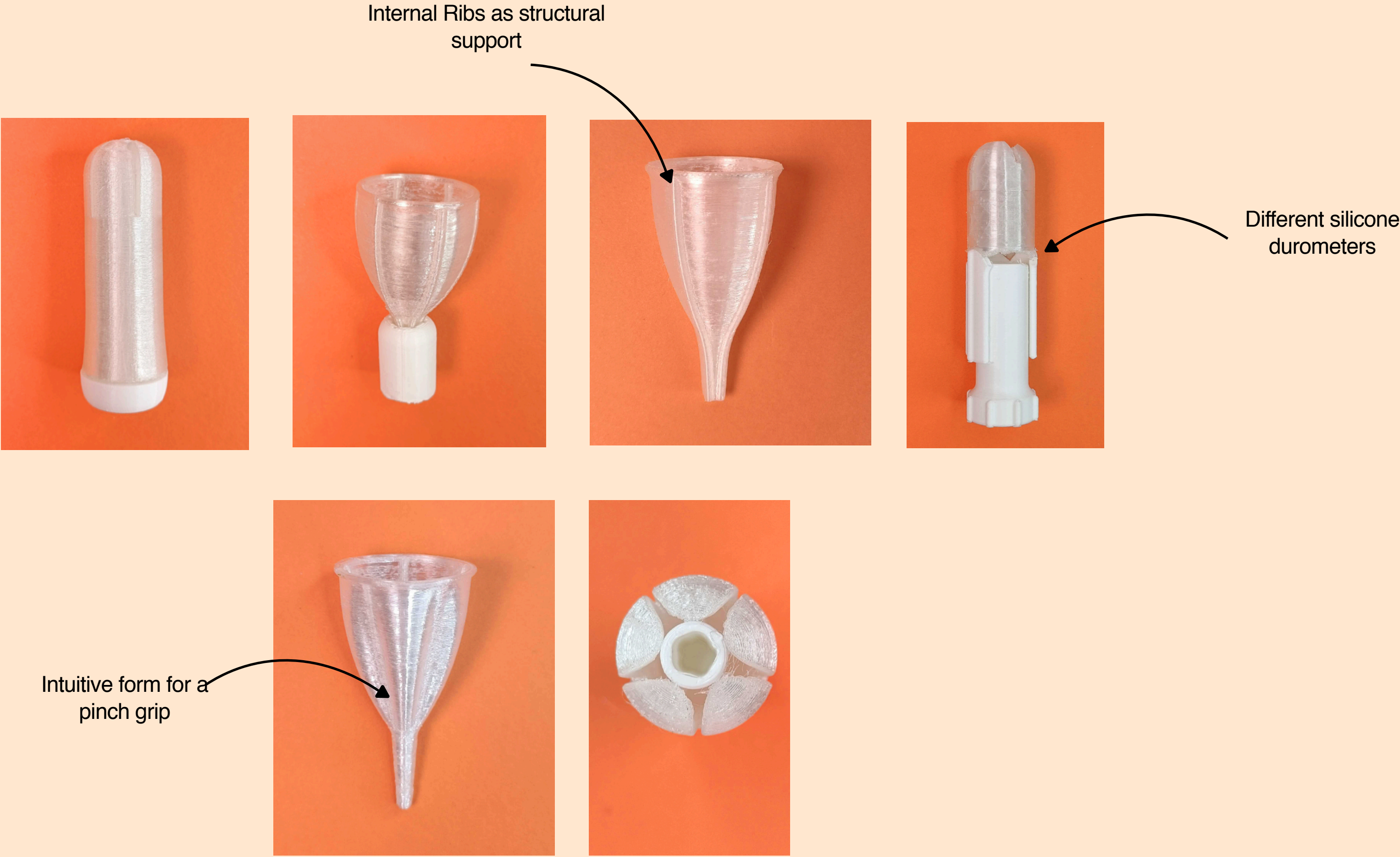
Design Process

IDEATIONS



PROTOTYPES



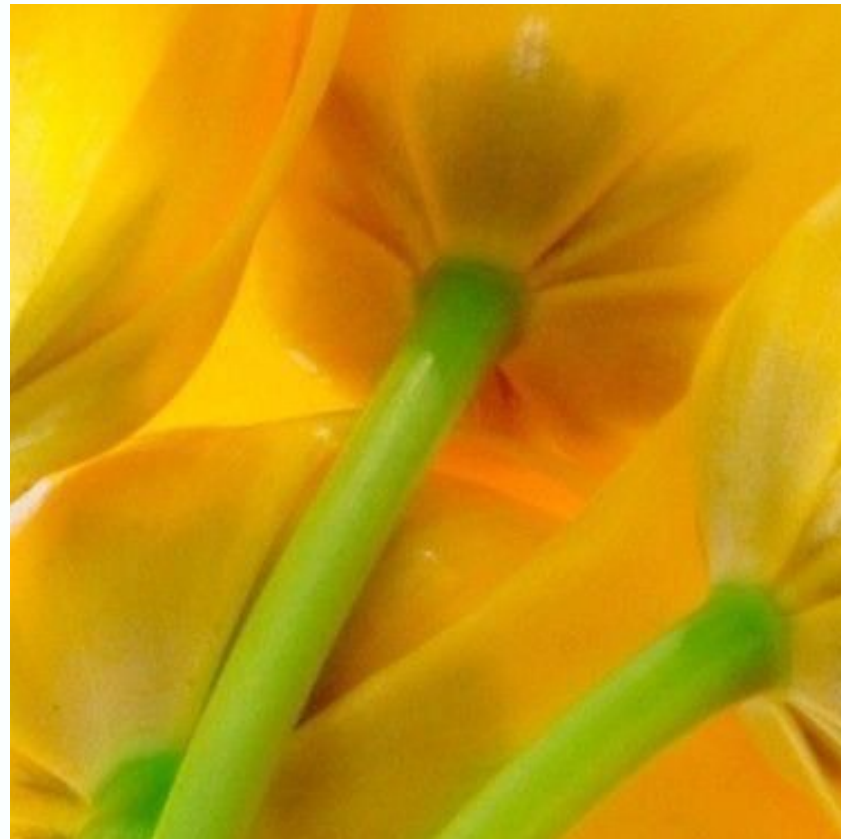




Branding



ENERGETIC, FRESH, BOLD





9981FC

FF7E64

FC8E5D

F7D157

CDE07D

ORA

An opening or entrance to a passage, especially one at either end of the cervix of the uterus.

"HEY!" or "LISTEN!" Japanese mothers tend to shout "Ora" at their children to draw attention from them.

PACKAGING

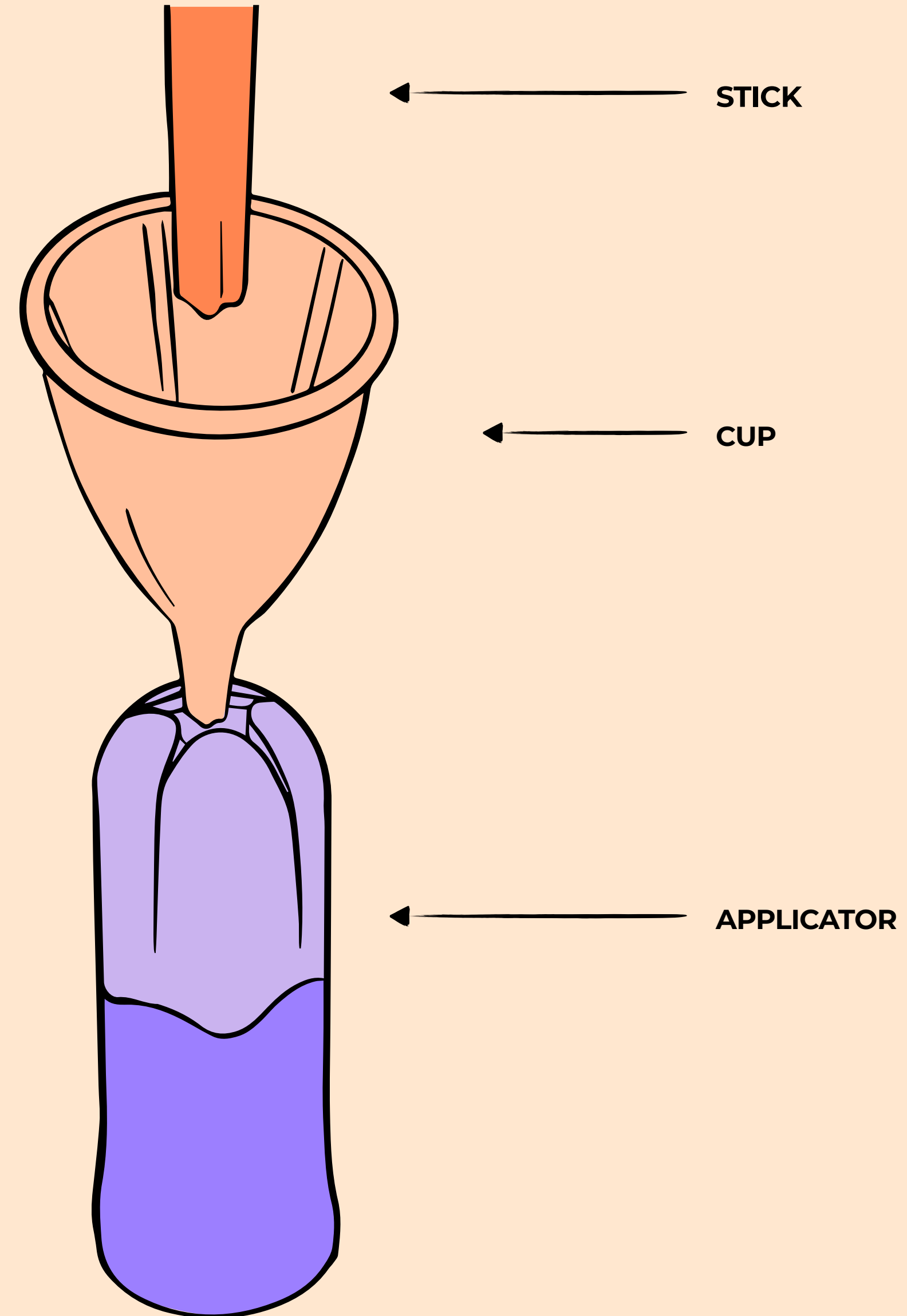


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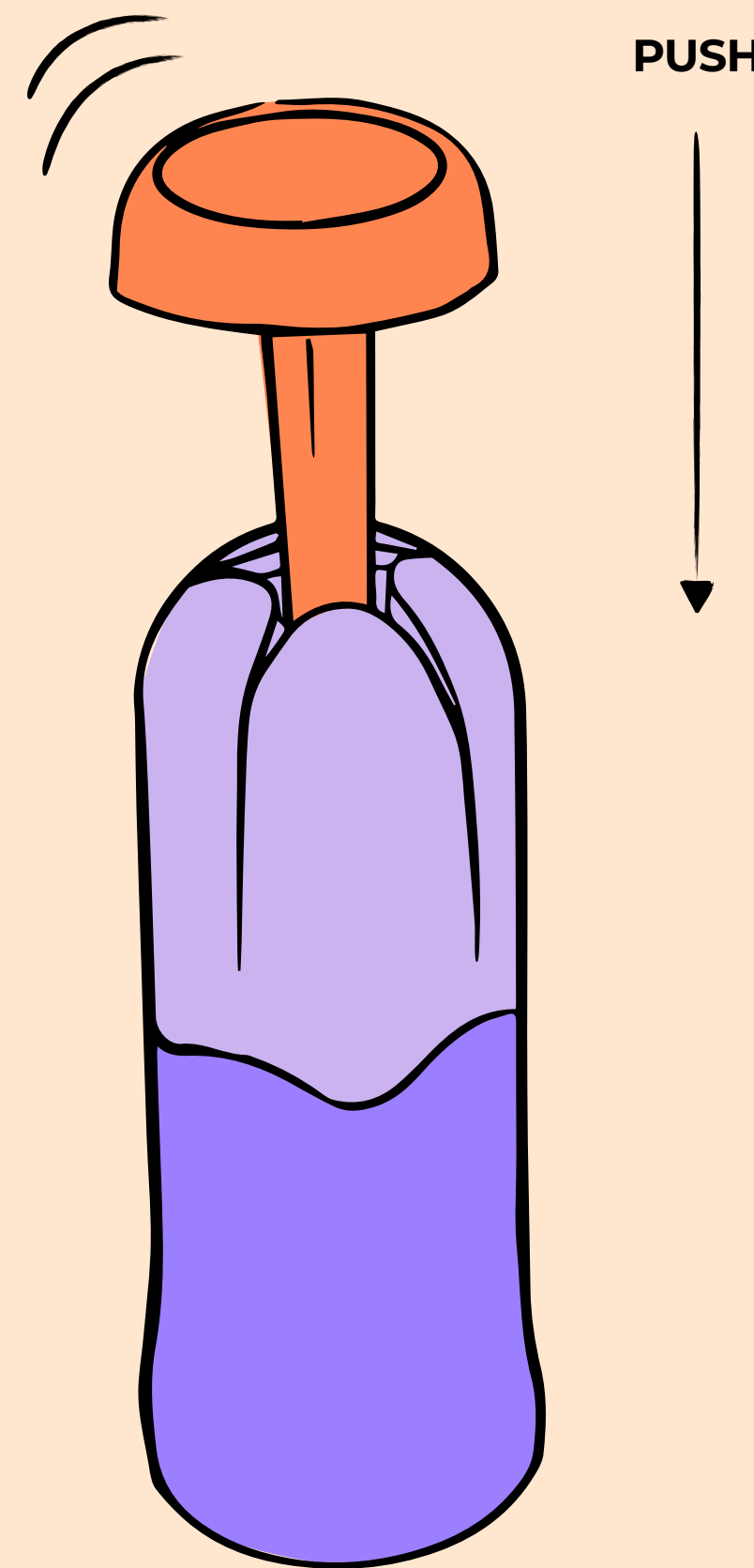


CLEAN

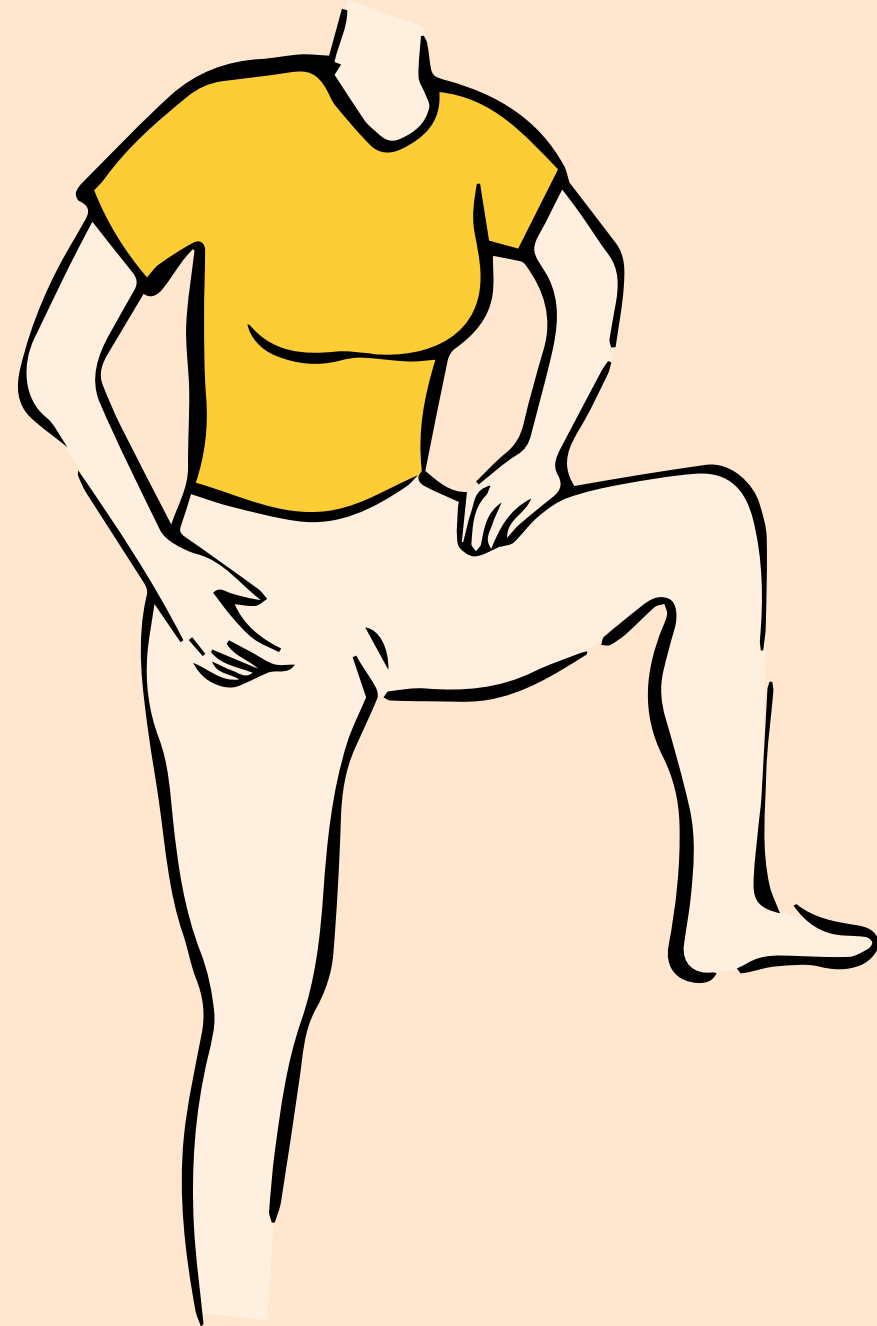
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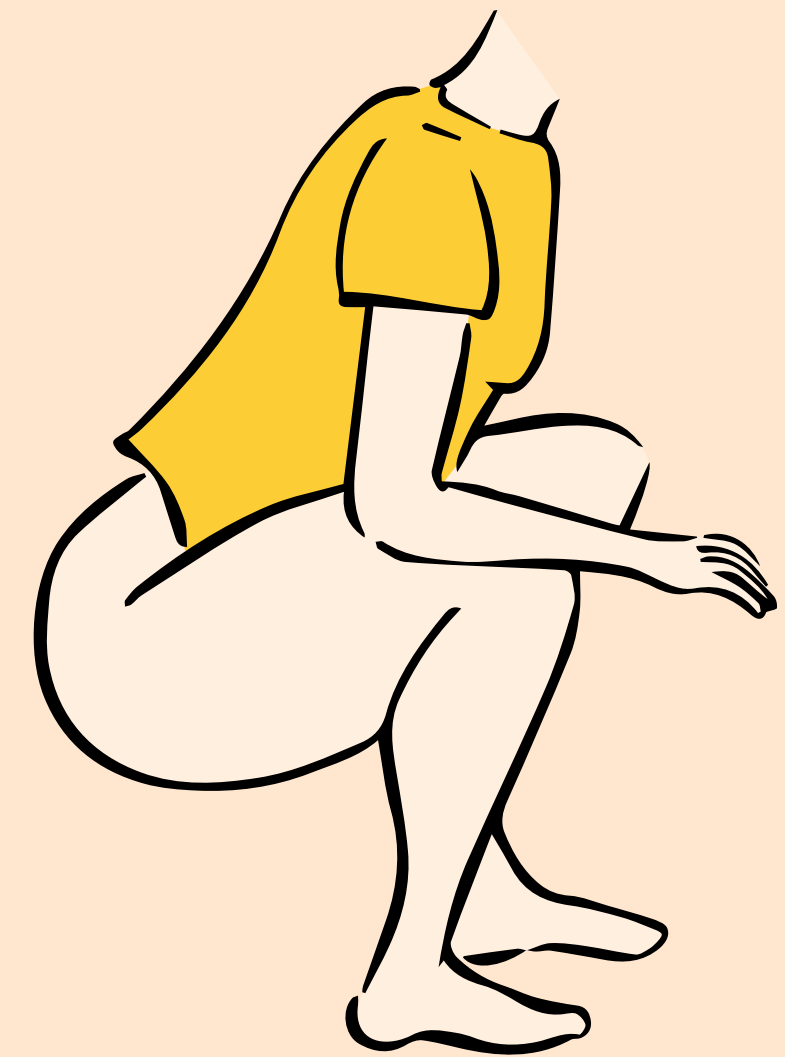
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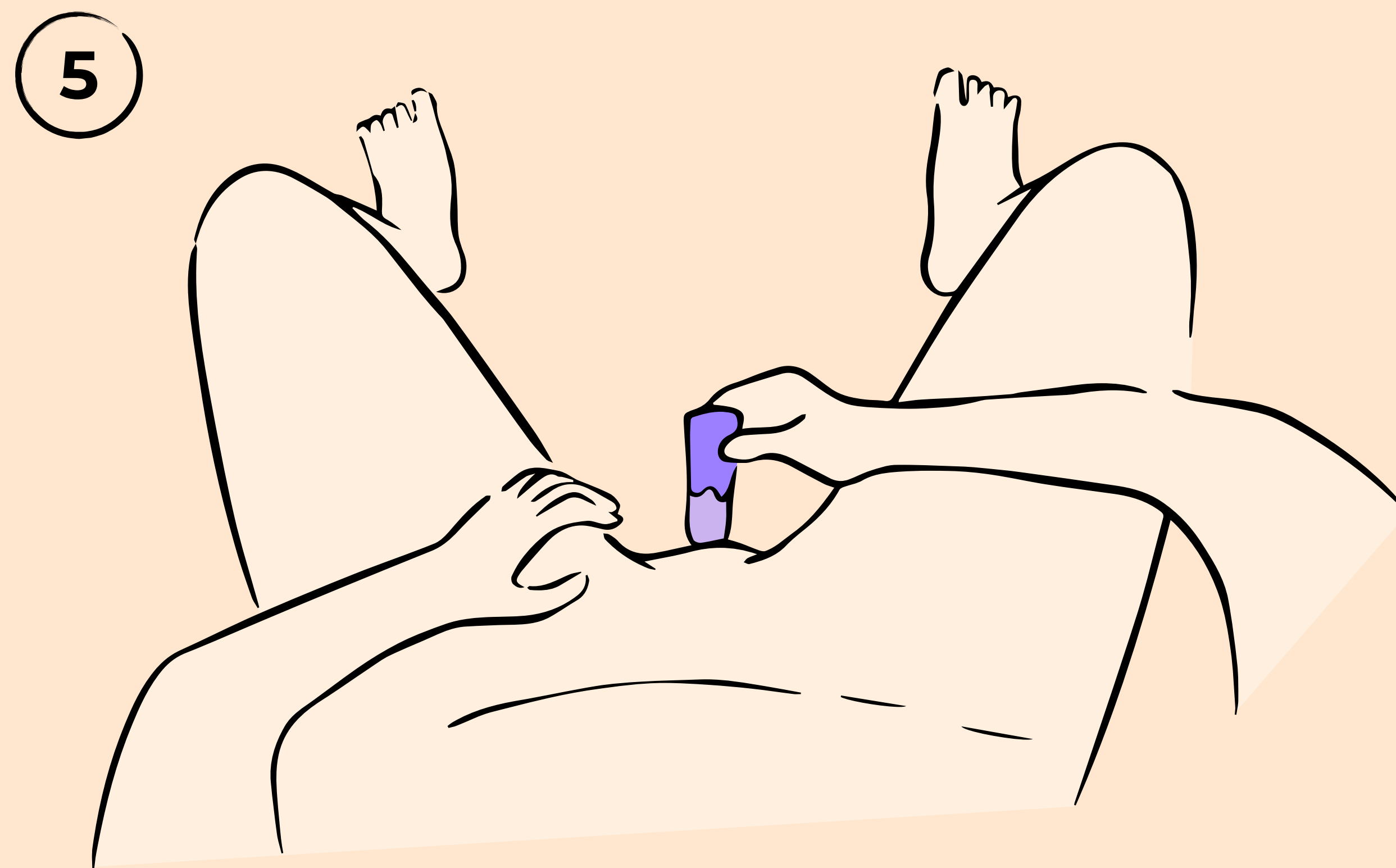
STANDING



SITTING

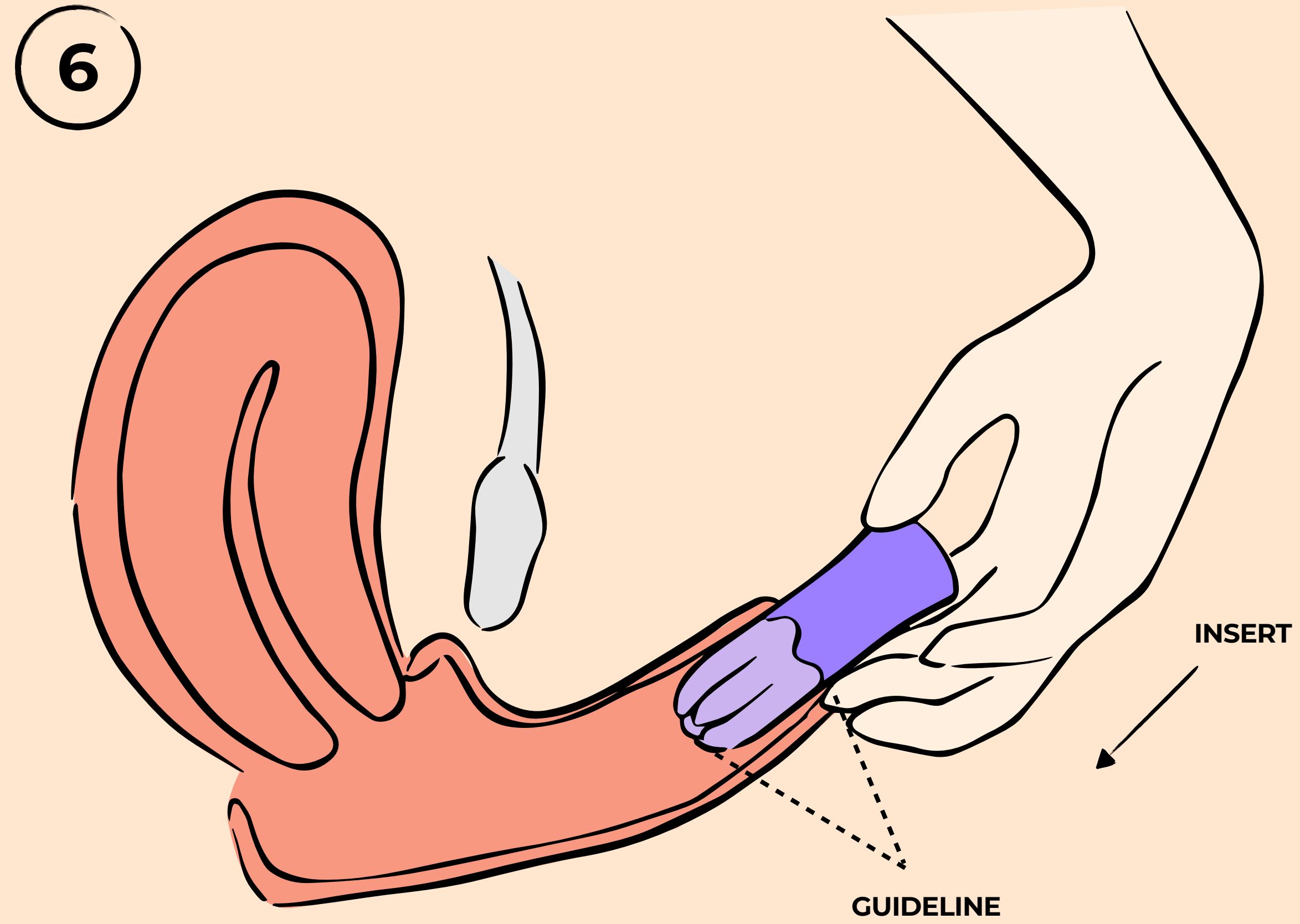


SQUATTING

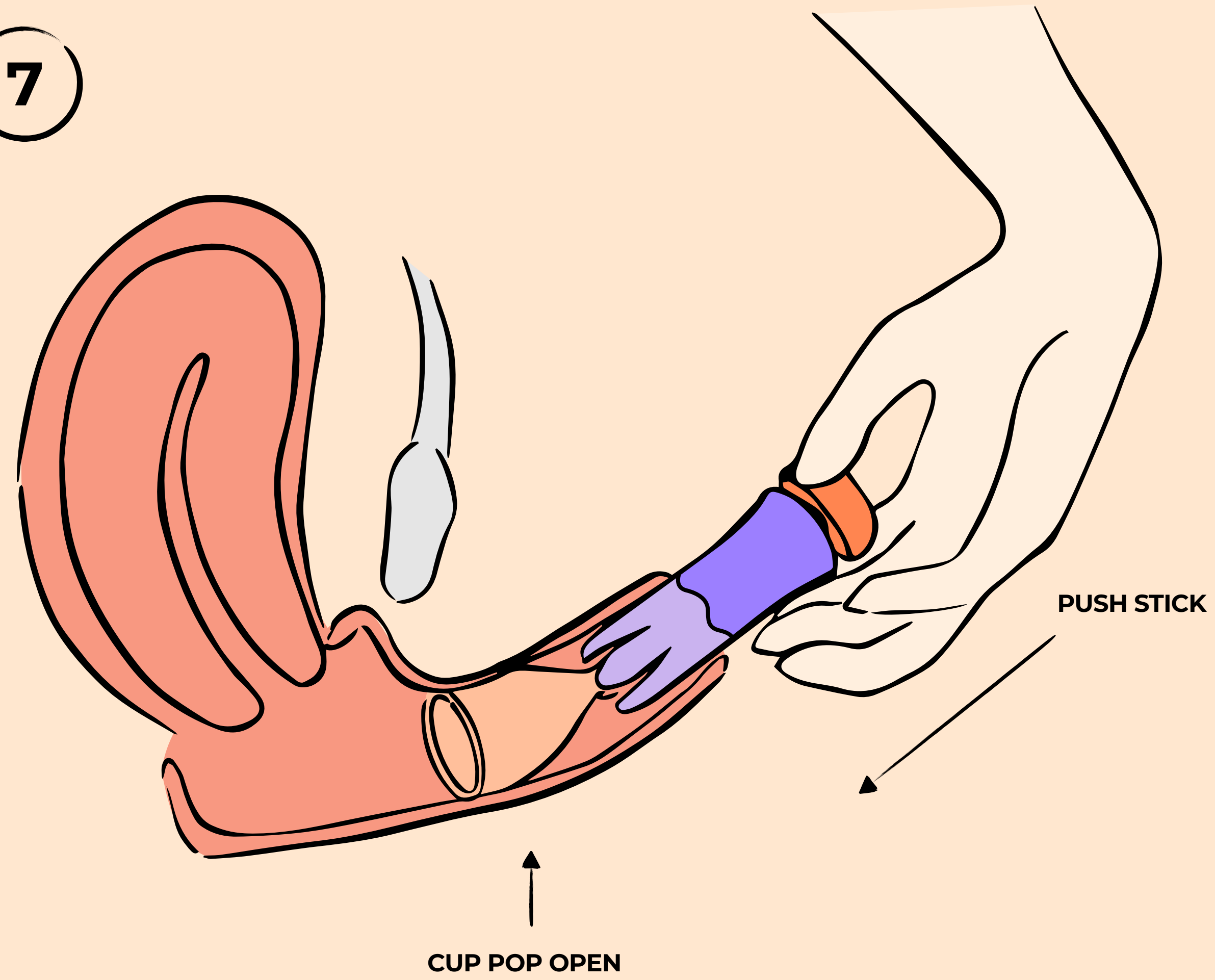


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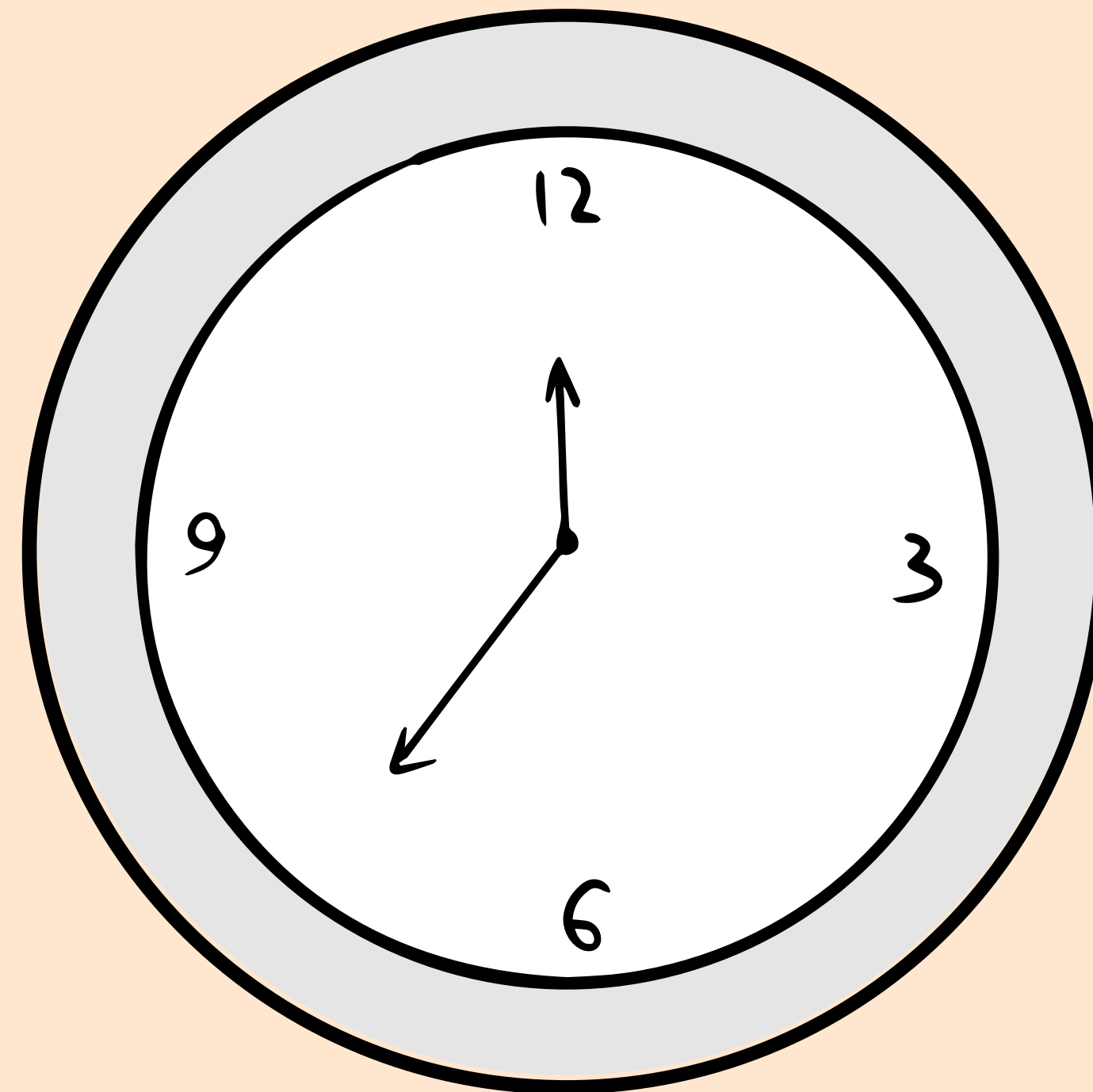
INSERT



7

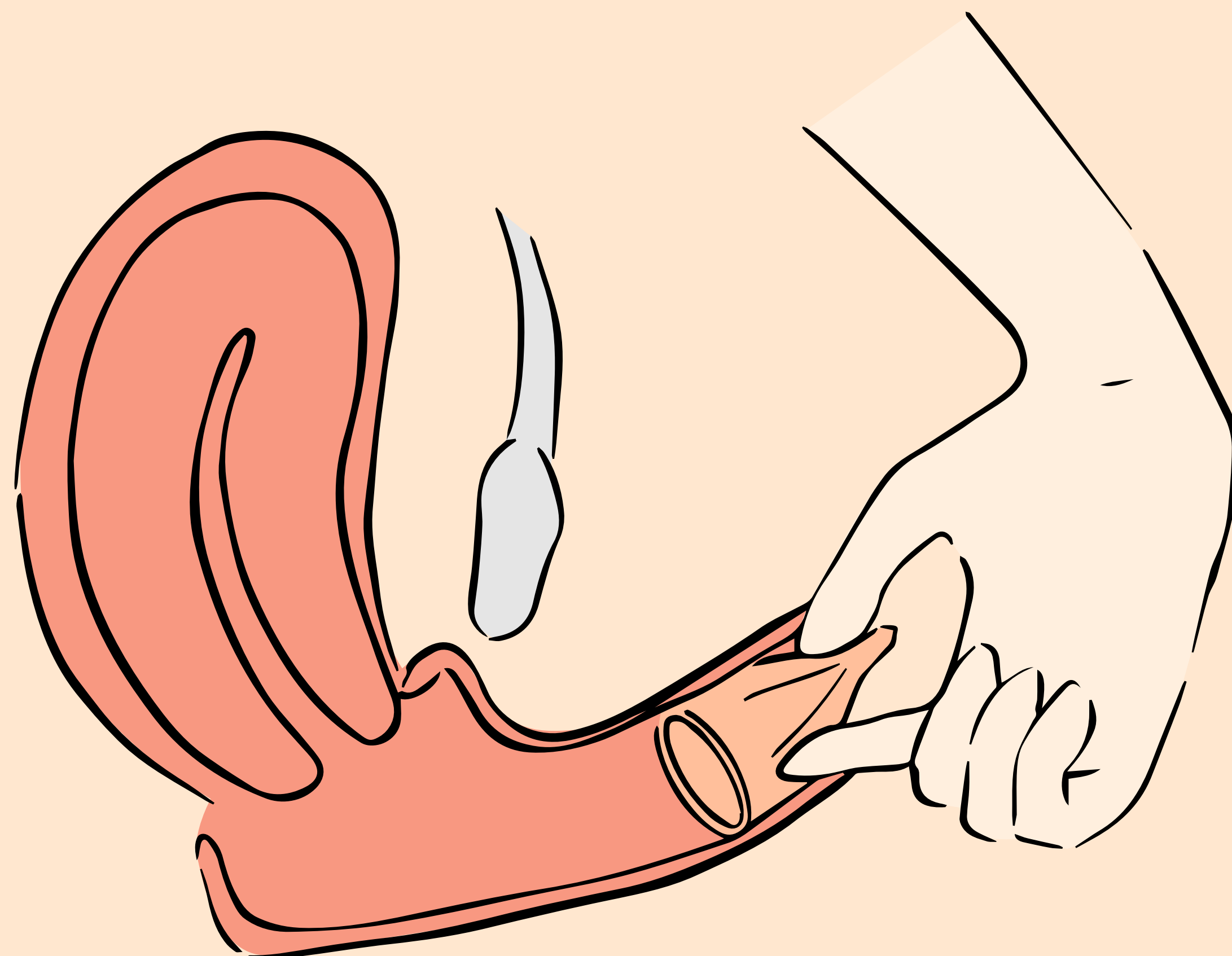


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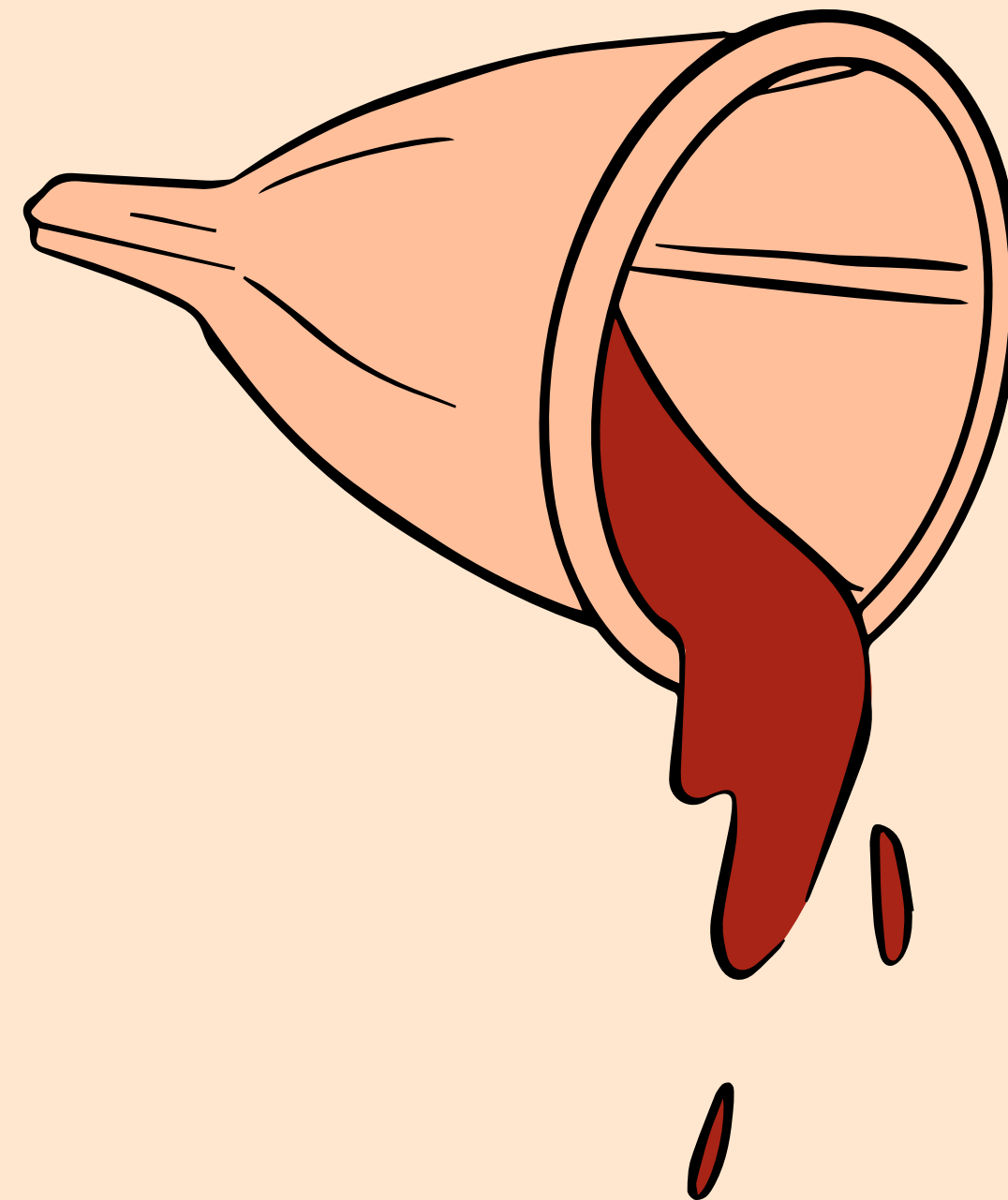
WEAR UP TO 12 HOURS

9



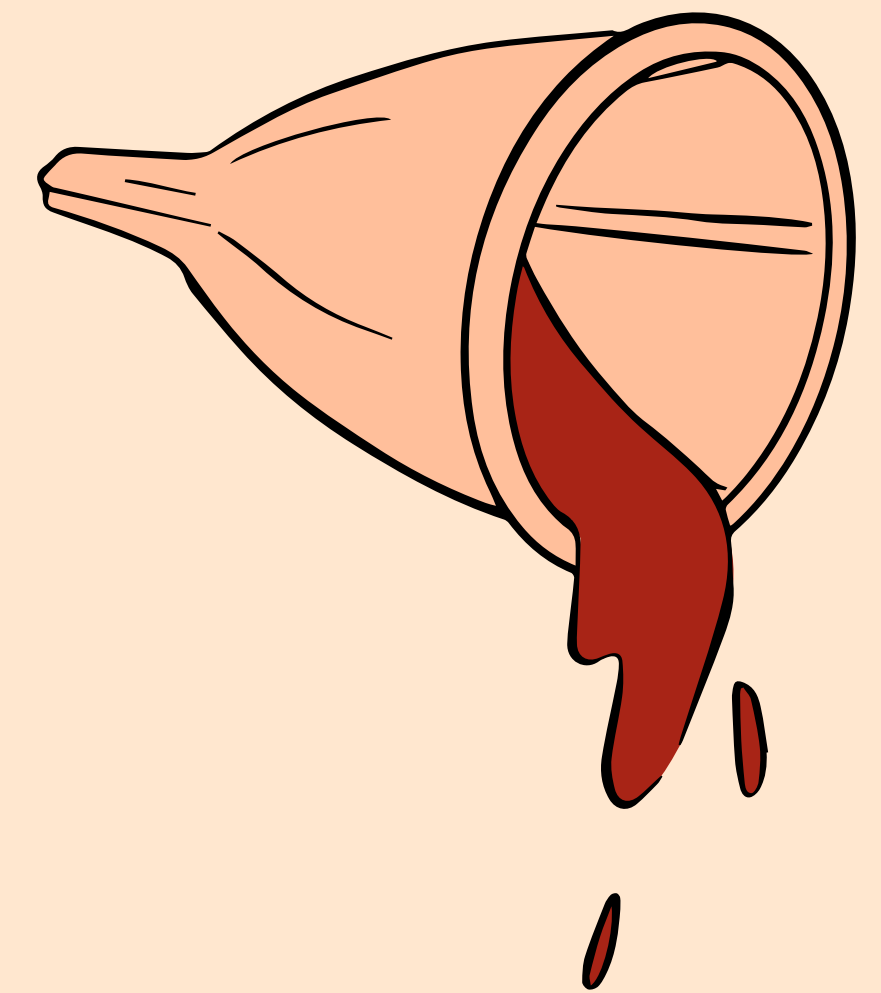
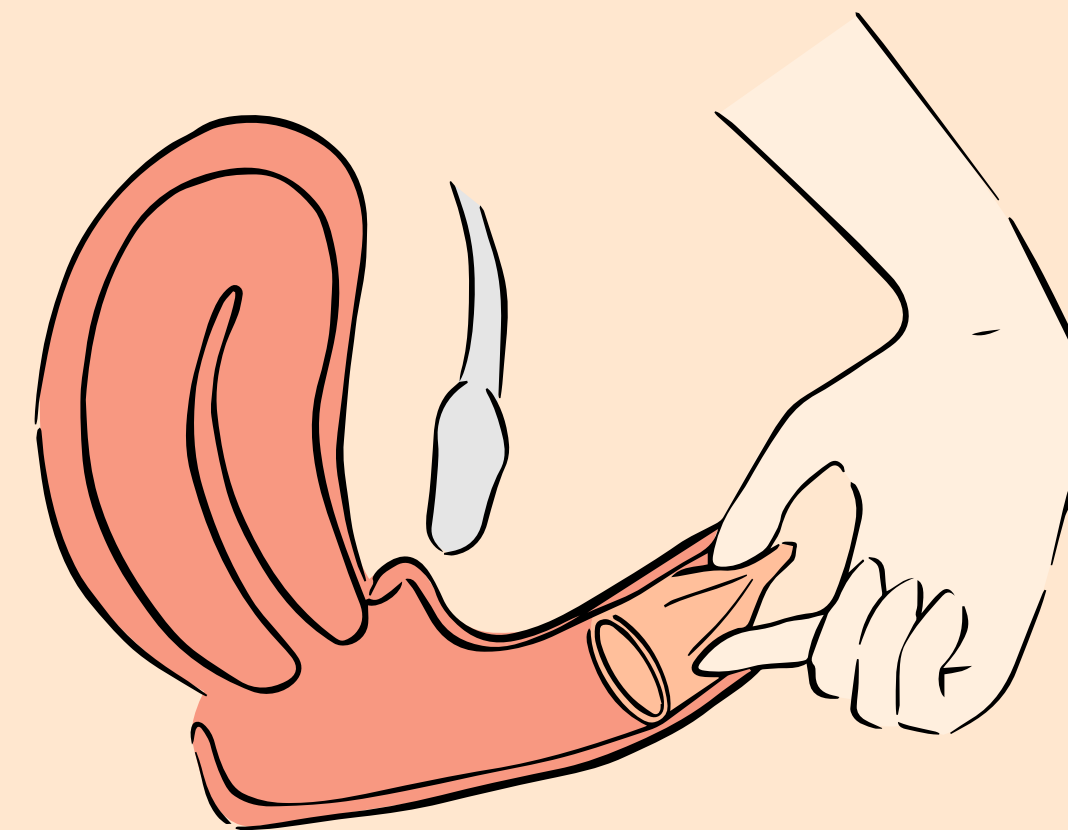
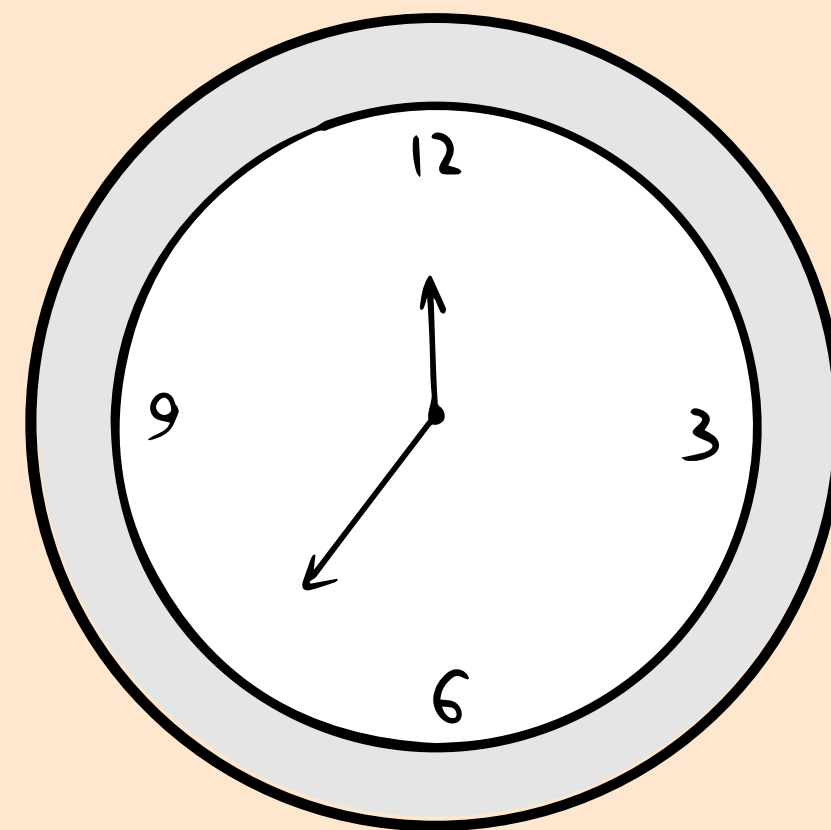
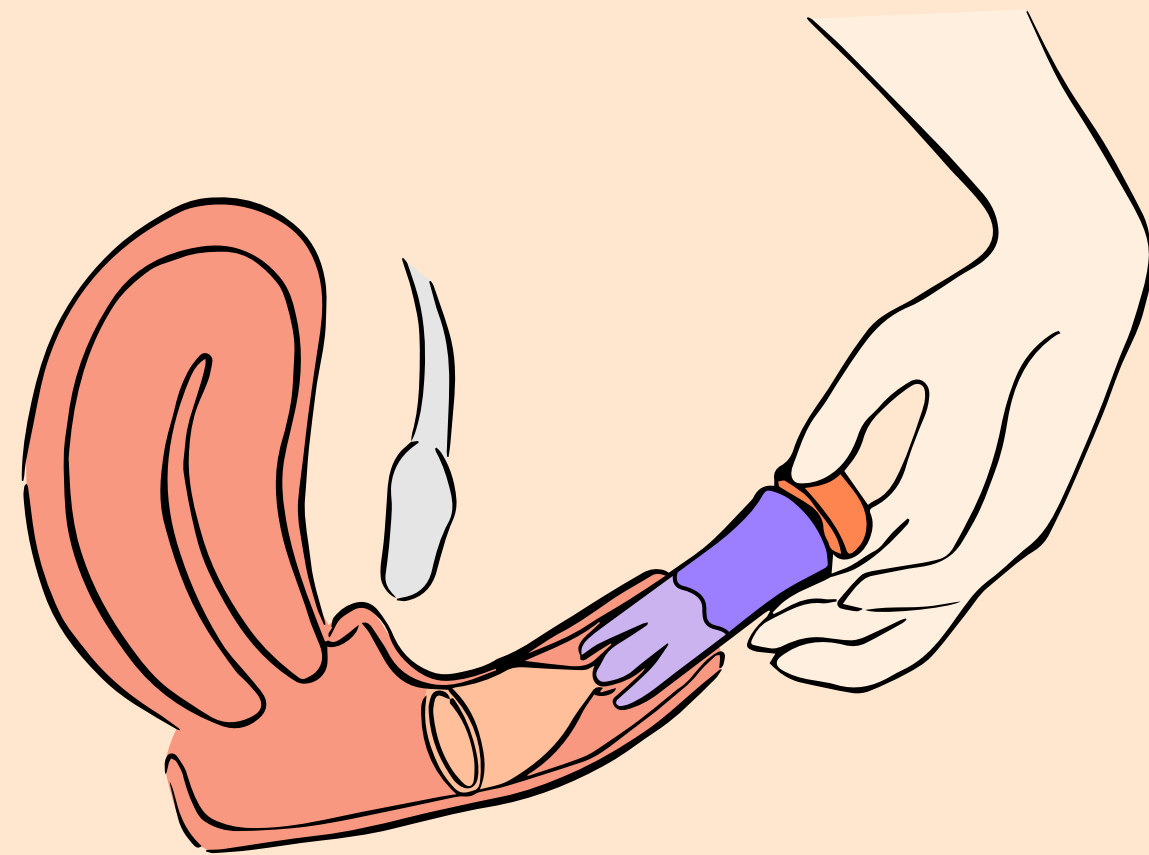
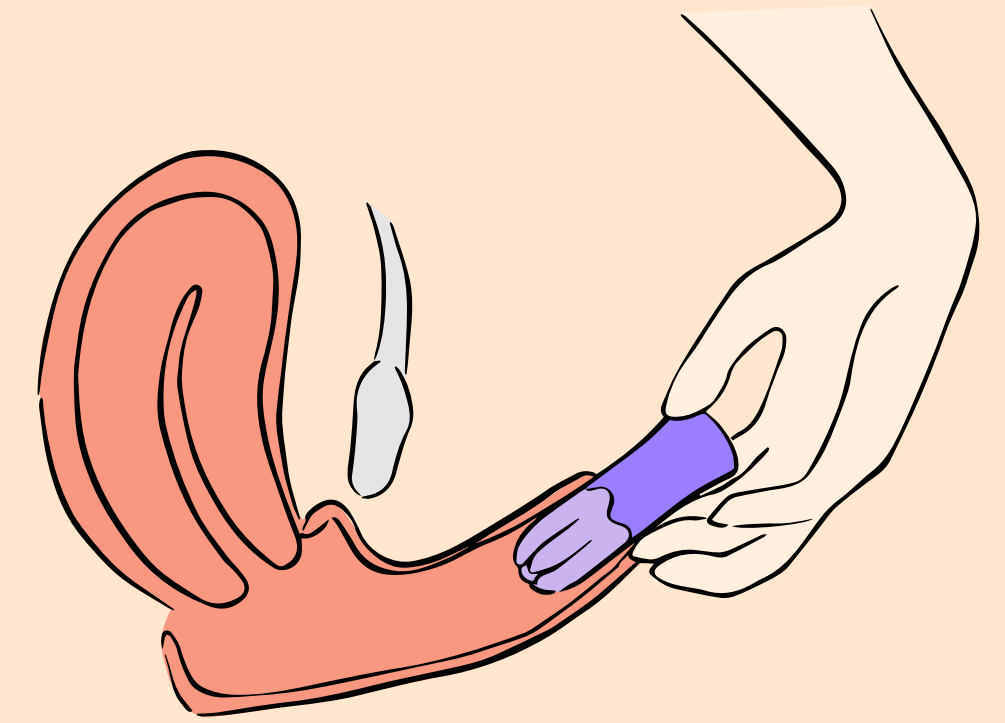
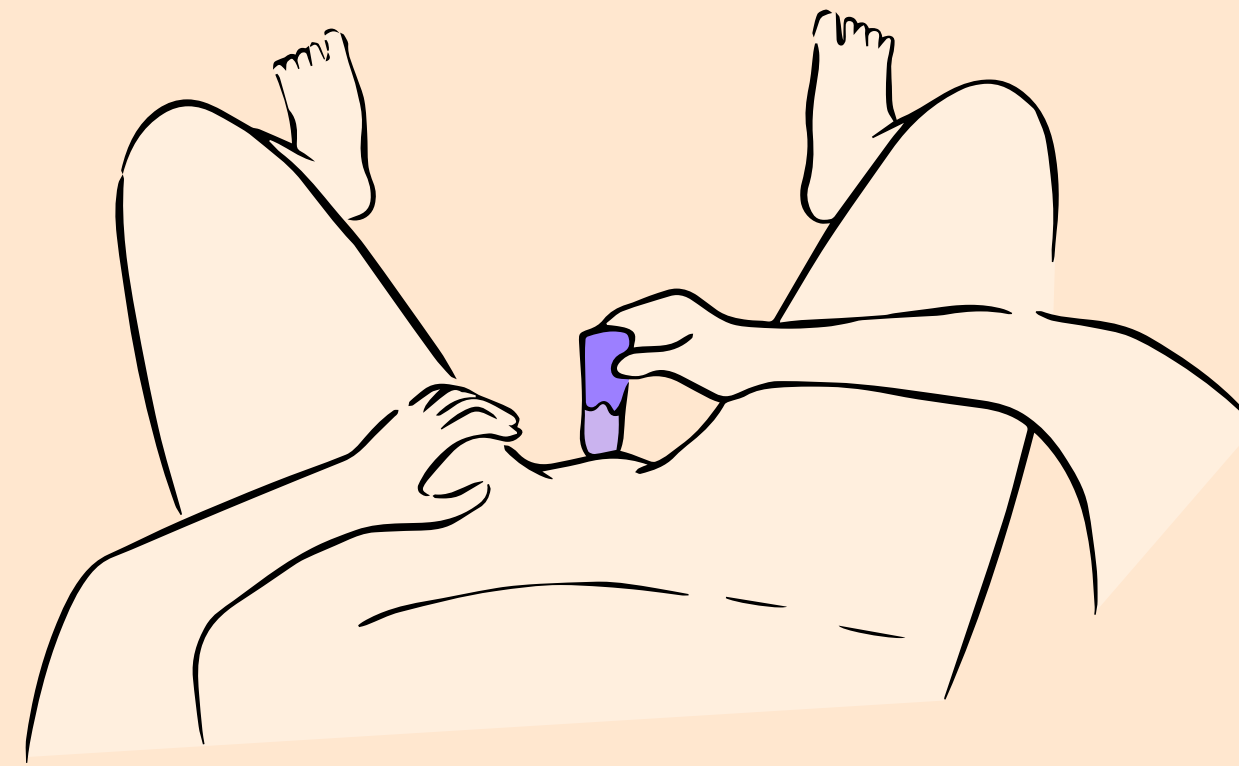
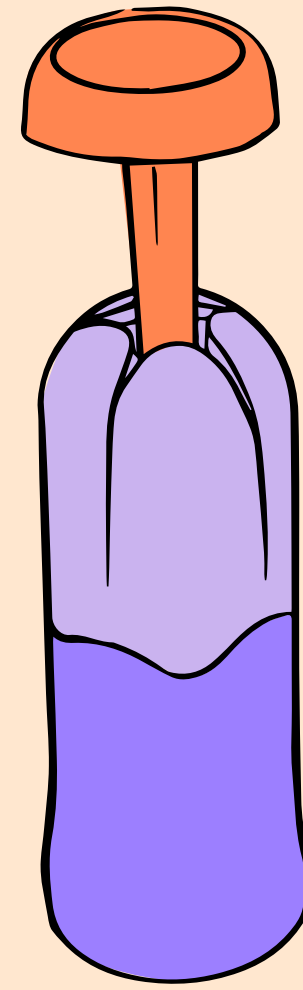
REMOVE

10



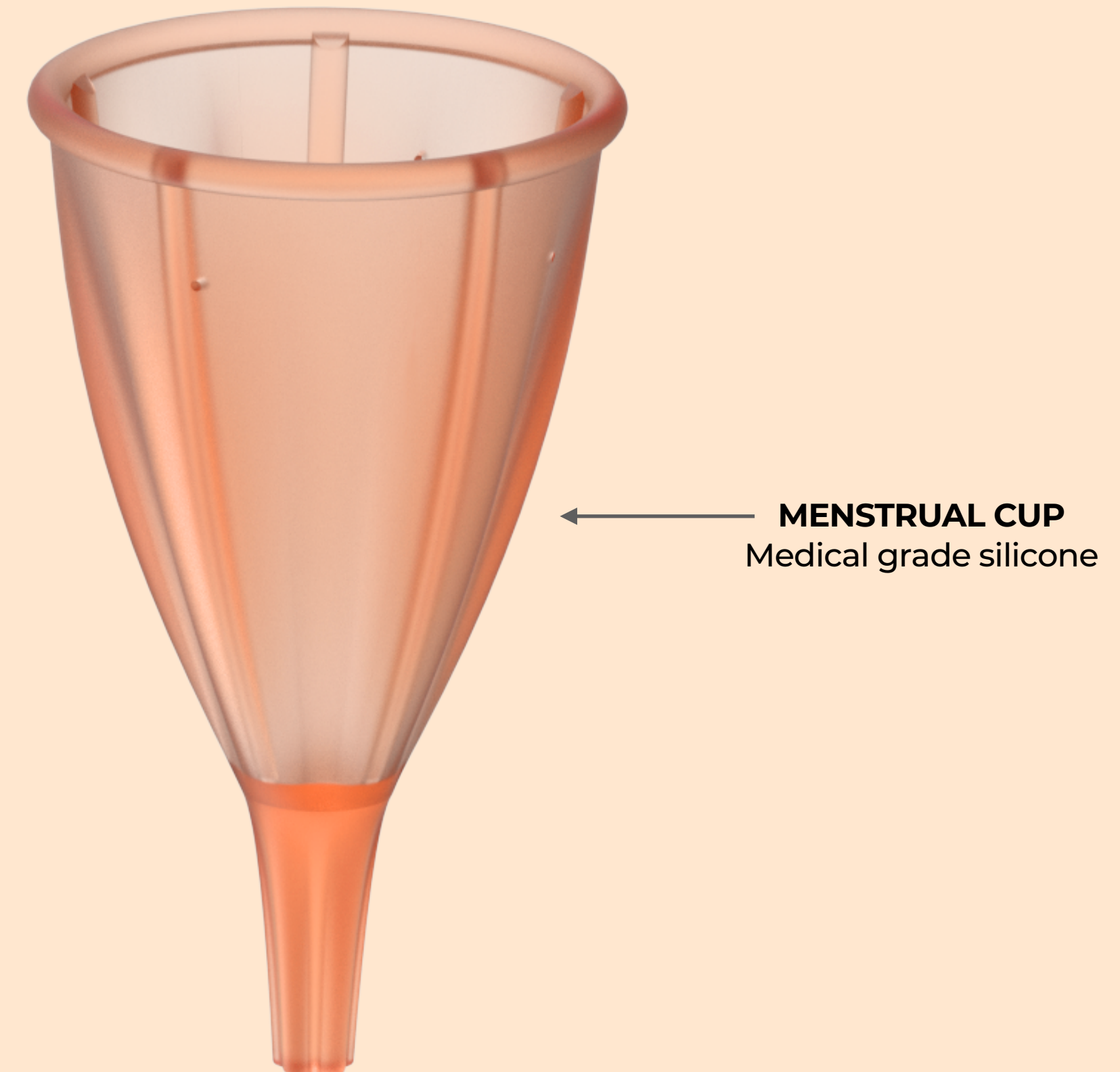
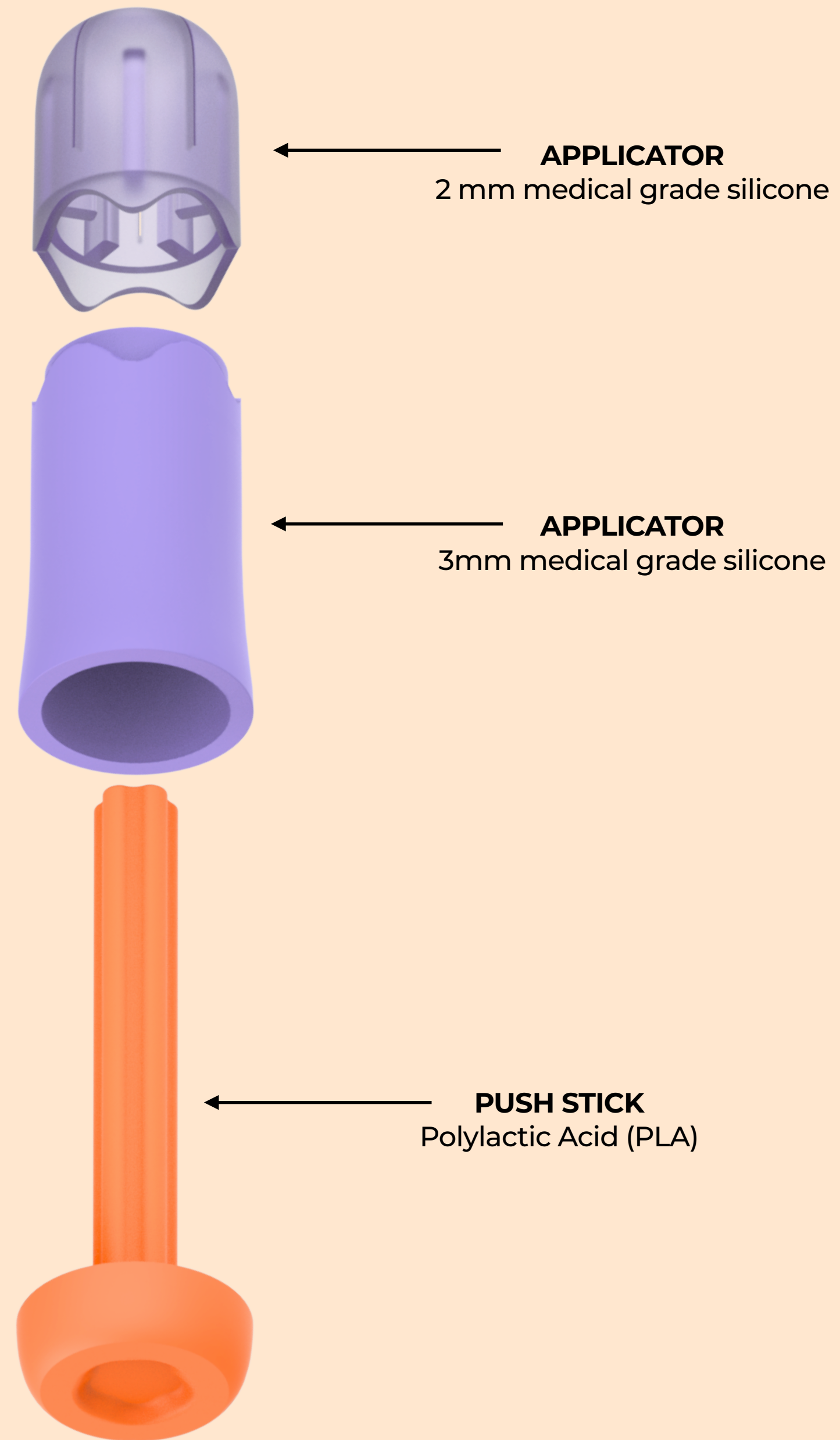
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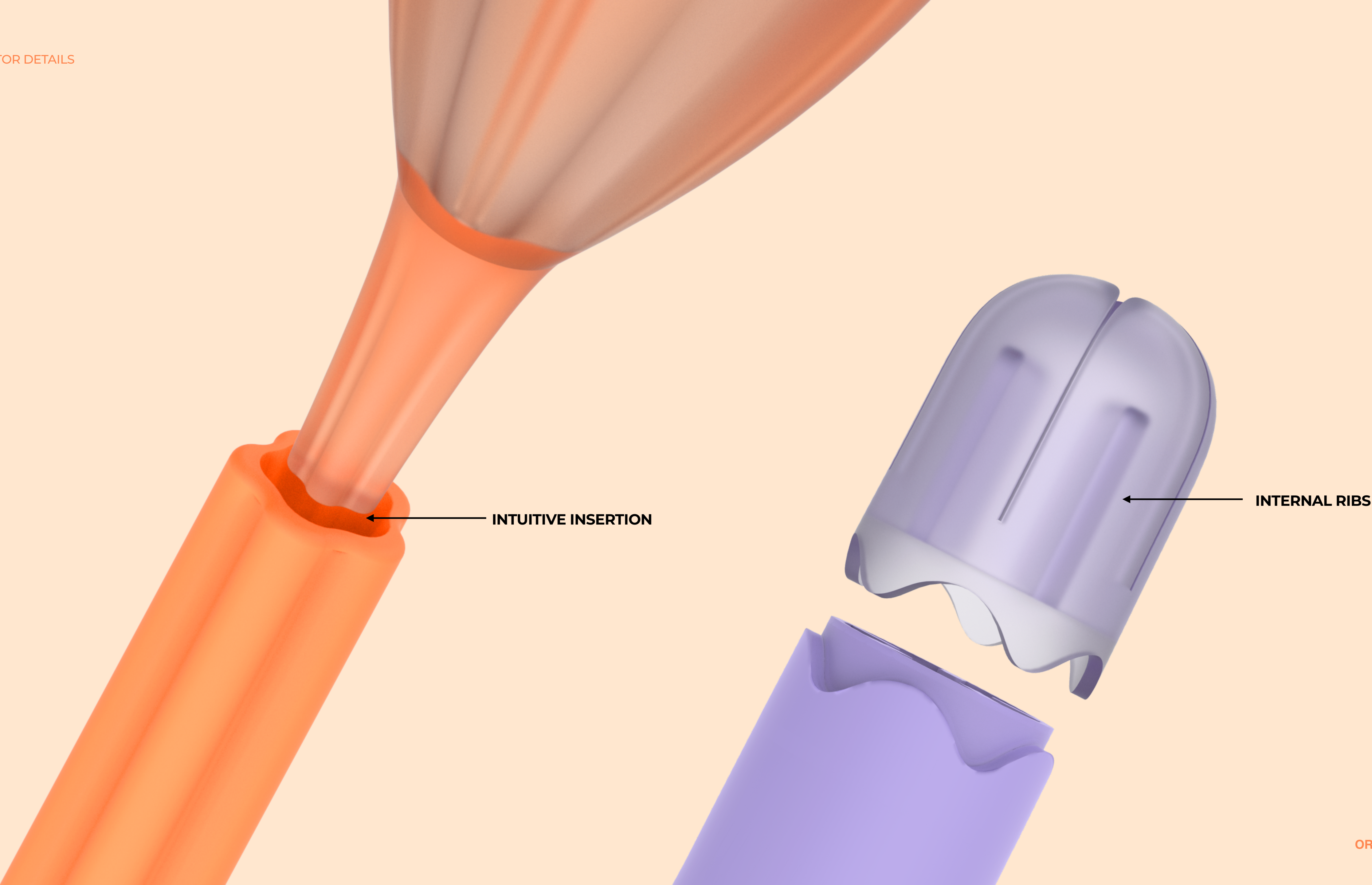
HOW IT WORKS

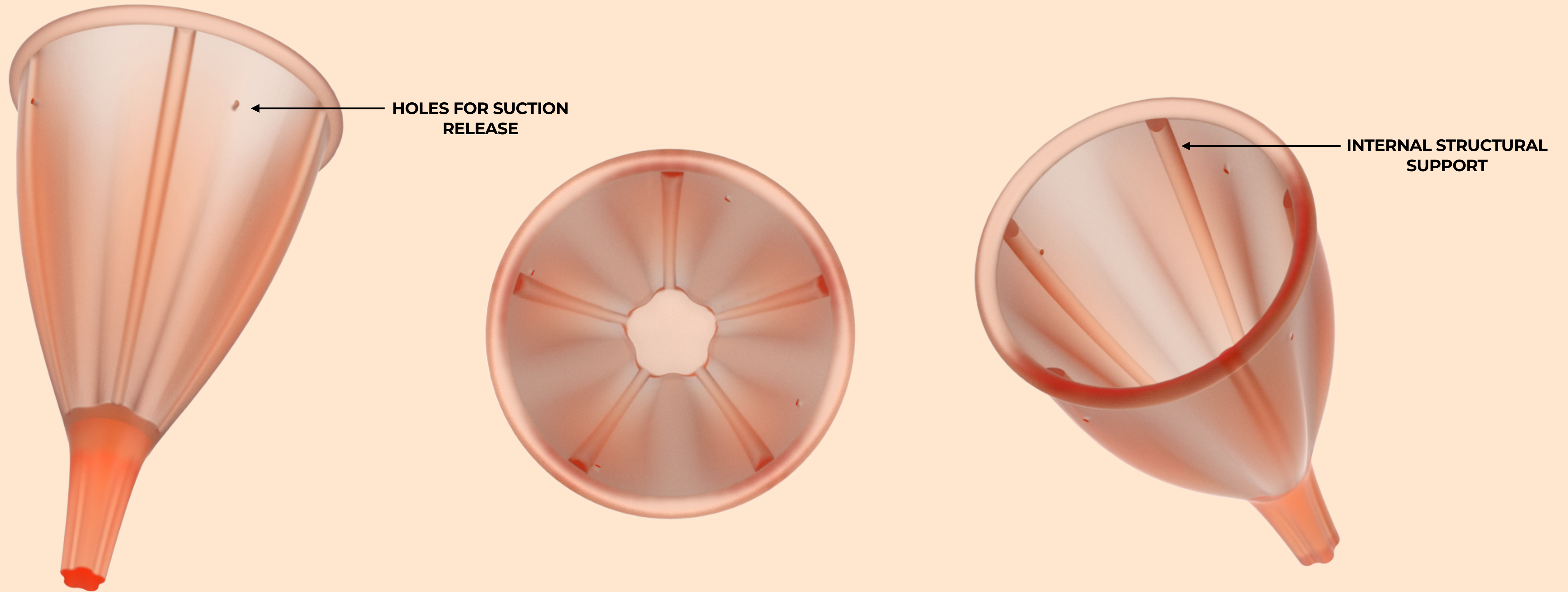


Product Details

MATERIALS







Online Platforms

ORA CUP & APPLICATOR

Make the better choice the easier choice

Introducing an intuitive menstrual cup with hassle-free folding

SHOP NOW

MENSTRUAL CUP

APPLICATOR

PUSH STICK

HELP? 🙌

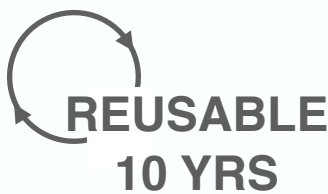


ORA CUP & APPLICATOR

Make the better choice the easier choice

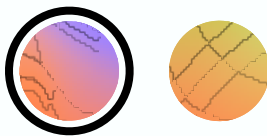
We designed a cup and applicator for teenagers to alleviate the intimidation of folding and inserting menstrual cups.

\$ 49.99



- Ø PLASTIC
- Ø LATEX
- Ø PHTHALATES

Color: **Morning Glory**



ADD TO CART

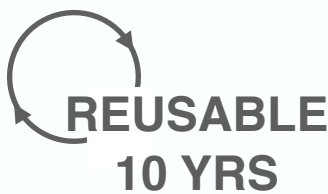


ORA CUP & APPLICATOR

Make the better choice the easier choice

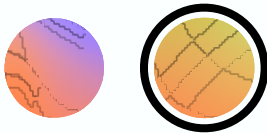
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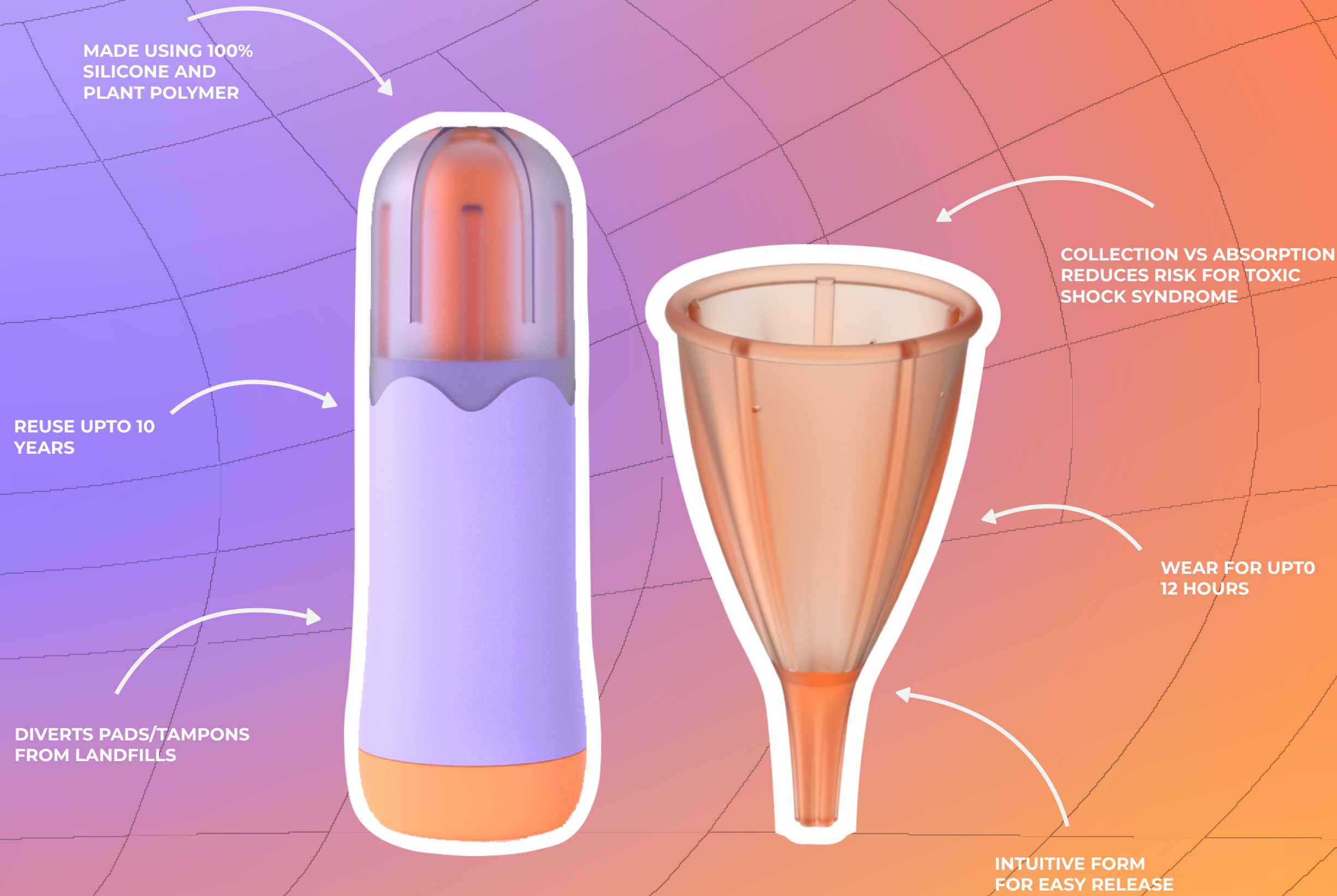


- Ø PLASTIC
- Ø LATEX
- Ø PHTHALATES

Color: **Summer Sunset**



ADD TO CART



RESOURCES FOR PARENTS

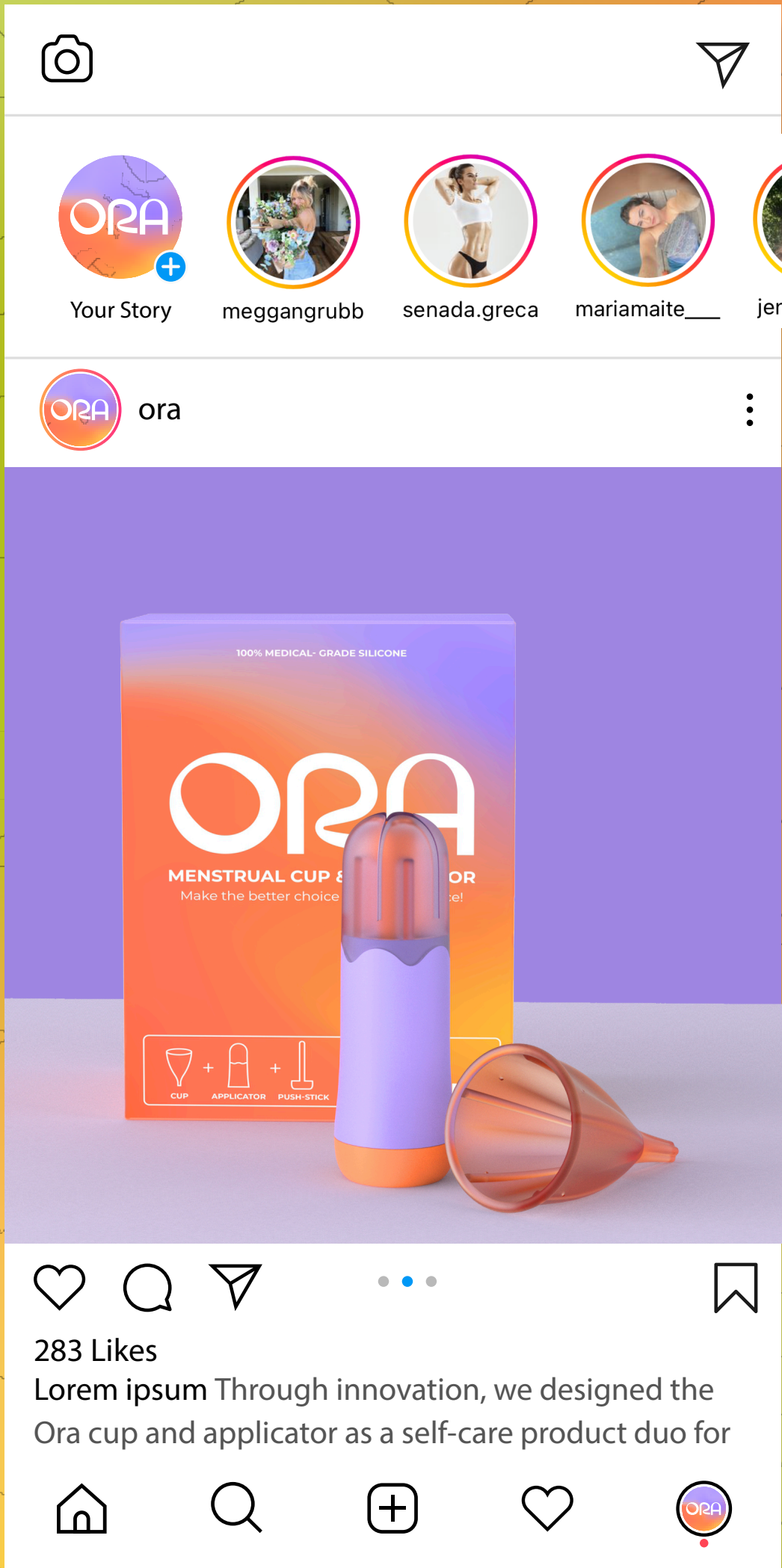
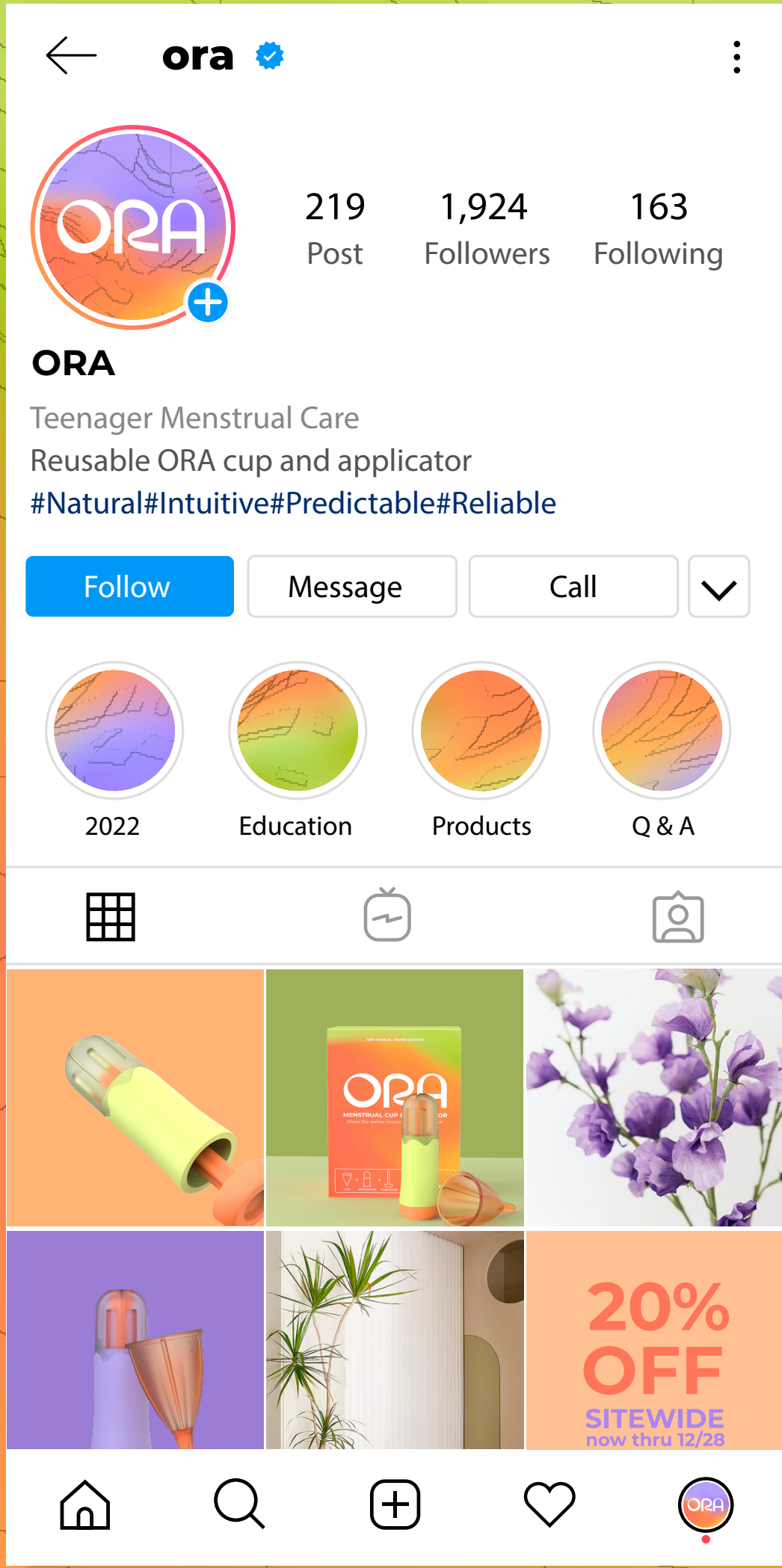
We believe that forming habits is easier than breaking habits

WHY USE MENSTRUAL CUPS & APPLICATORS?

The Ora cup is inserted into the vaginal canal using the reusable applicator. The cup collects rather than absorbs blood which reduces the chance of toxic shock syndrome.

The soft applicator head must be inserted into the canal (2 inches). The push stick helps release the cup. If inserted correctly, there should be no discomfort

LEARN MORE





Visuals



ORA

Make the better choice
the easier choice!



TRY ON A NEW TRADITION
THIS CHRISTMAS

SCREEN-TIME UPGRADE!
THE 24 BEST LEARNING APPS

EGG-AND-CHEESE
BREAKFASTS FOR EVERYONE

Parents

New
menstrual
product



ORA

Make the better choice
the easier choice!

