



## Dear Mimi

You are smart, strong, ambitious, brave, talented and a very beautiful young woman.

We at Mimi understand the difficulty of your life as a young girl which is why, we have dedicated our business to motivating and giving advice to young girls like you, about periods, pads and pregnancy.

So how are you feeling? Maybe uncomfortable, scared and a little confused by the changes in your body, hair in certain places that you didn't expect and the idea of blood? Hey, its ok, we have all gone through it and its completely normal to feel that way.

We know the feeling of shame that comes with having your period and it feels like everyone can see and smell the blood or even worse not being able to talk to your father and mother because no one in your family speaks about periods openly.

Don't worry happy girl, you are not alone and it is not your fault. Your body is changing because you are growing up to join womanhood.

We introduce to you the new Mimi Sanitary pads, which are designed to keep you comfortable during your period so that you can take care of being a young teenage girl.

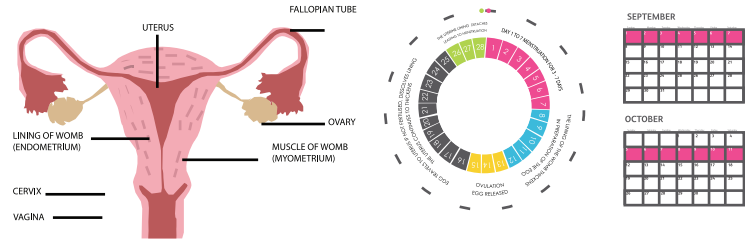
Periods are meant to be spoken about and that is why we share Mimi.

## OWN YOUR CONFIDENCE!

Stay beautiful :)

Love,  
Team Mimi

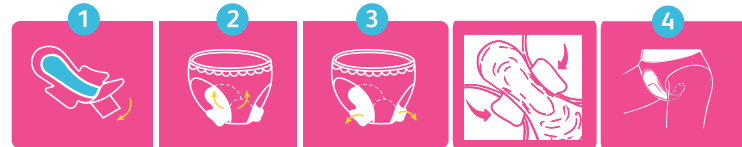
## MENSTRUAL CYCLE



## INSTRUCTIONS OF HOW TO USE MIMI SANITARY PADS

Pads are rectangles of absorbent material that you stick to the inside of your underwear. Mimi Pads has an extra material on the sides (called wings) that fold over the edges of your underwear to hold the pad better and keep it in place to prevent leakage.

You might wonder how often pads must be changed. It depends on how much menstrual blood you have, but its a good idea to change pads at least every 3 or 4 hours even if you not menstruating much.



Once you have removed your used pad, use the wrapper to wrap it up and put it in the bin (if your school has a separate box next to the toilet seat, rather use it). Don't try to flush a pad down the toilet, pads are too big and may back up the toilet and makes a huge embarrassing mess.

For more information visit [www.mimiwomen.co.za](http://www.mimiwomen.co.za)

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Own your Confidence.