

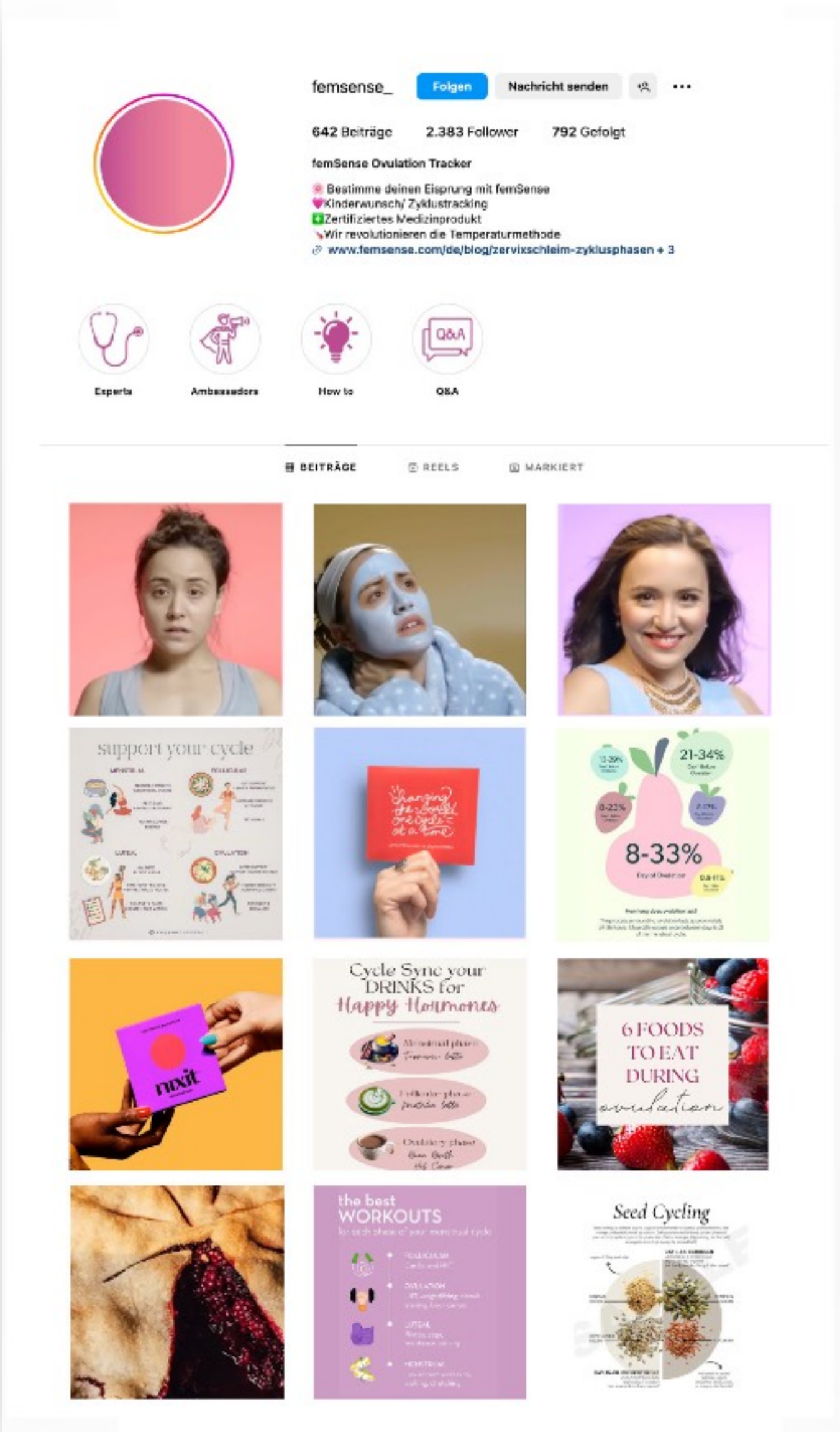
Content Strategy

The four seasons of the menstrual cycle

One month organic educational cycle syncing campaign unfolding on Instagram and Facebook.

We'll align the menstrual cycle with the seasons:

Menstruation	Winter
Follicular Phase	Spring
Ovulation	Summer
Luteal Phase	Fall



Content Strategy

Each week, our content delves into a specific cycle phase, covering:

What's happening in your body

How do you feel

How to nourish your body

How to nourish your mind

What your superpowers are

