



## REGULAR CARE PACKAGES HELP WOMEN GET THROUGH THAT TIME OF THE MONTH

 SPORT & FITNESS

**The Period Store offers monthly goodie bags to women by subscription, delivering essentials and comforts according to their individual cycles.**

Menstruation isn't fun, but it's a part of life that all women have to deal with. Hoping to take the edge off somewhat, however, **The Period Store** offers monthly goodie bags to women by subscription, delivering essentials and comforts according to their individual cycle.

Customers first register their details, including their usual menstrual cycle, before selecting the items they'd like to receive in their package. Recipients can choose from items such as tampons, menstrual cups, sea sponges and stain removers that help them deal with the inevitable mess that comes with periods, as well as eco-friendly and alternative treats such as herbal remedies, jewelry, makeup, artworks, tea and the all-important chocolate bar to soften the blow of PMS and mood swings. Alongside the monthly parcels, the Period Store also runs a blog — *The Periodical* — which provides regular content such as women's stories, candid videos about the menstrual experience and other relevant culture posts, in line with the startup's mission to help women feel less embarrassed by their periods and ready to embrace them as an integral part of womanhood.

The Period Store packages range from USD 20 for the Lite option, to USD 30 for the Heavy deal. Much like **Bffi** packs — which are designed to help women get through breast cancer — the Period Store rescue packs give women something to look forward to during a time that is otherwise uncomfortable. Are there other regular life events that could be enhanced by subscription deliveries such as this?

Spotted by Jennifer Low, written by Springwise

11th December 2013

Website: [www.theperiodstore.com](http://www.theperiodstore.com)

