



**MIND YOUR
BLOODY
LANGUAGE**

BLOODY BANNED

SAY THIS INSTEAD

BECAUSE

Sanitary
(as in sanitary towels / protection)
Feminine hygiene or femcare

Pads
Period supplies
Menstrual products

Periods are not dirty, unhygienic or shameful. They're also not a marker of femininity to everyone.

Dismissing period pain
(‘suck it up’ / ‘all part of being a woman’
– also see below)

Something empathetic (‘that sucks’)
and encouraging (‘do you feel like
talking to a doctor about it?’)

Anyone in pain needs help, advice or treatment.
Periods shouldn't be painful.
Women and people who menstruate have been dismissed for too long.

Solely referring to females
when talking about periods

Women, girls and people who menstruate,
or people who have periods

Some people who have periods don't identify as women – including trans men or non-binary folk. Everyone deserves to be, and should be, included in the conversation around periods.

Solely talking to females
when talking about periods

Humans
People
All genders and none
Everybody

Everyone needs to know about periods.

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