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~~“Women’s Stuff”~~  
~~“Aunt Flow”~~  
~~“Bad Days”~~  
~~“On the Rag”~~  
~~“Girl Trouble”~~



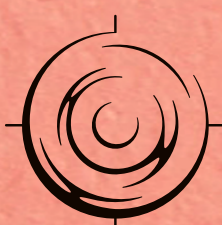
# Call it what it is

# PERIOD



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Language comes first. Then it is normalised.  
Then we're cohesive, focused. And action will follow.



**THE WELL HQ**  
Call it what it is. Period

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