



BirthRite

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rethink the tampon™



Despite all the technological progress that's been made since the early 1900s, little about tampons or sanitary pads has really changed since they were first introduced almost one hundred years ago. Miacup menstrual cup is a modern, liberating way to deal with menstrual hygiene and one that solves many of the problems associated with traditional, antiquated methods.

Produced entirely in South Africa using imported medical-grade, latex-free silicone rubber, **Miacup is a great new alternative to menstrual pads and tampons.**

The all-new Miacup is a revolutionary way of dealing with your period that lets you live your life like never before. Comfortable, reliable and beautifully designed right down to the recycled packaging, Miacup will change the way you think about menstrual hygiene products. You'll love it from the moment you open the box.

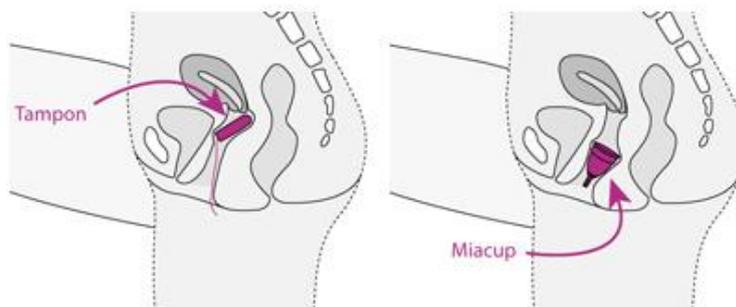
Why is the Miacup better for you, the environment and your pocket?

- Can be worn for up to 12 hours at a time. Can be worn overnight.
- Easy to clean. Nothing to throw away. Easy to sterilise.
- Easy to use. Comfortable. No strings.
- More reliable. Perfect for swimming & other sports.
- Perfect for travelling. Requires less space to store/pack.
- Can be worn before start of period.
- Contains no harmful substances. Leaves no fibres behind.
- Hypoallergenic.
- Not associated with TSS, fungal or bacterial infections.
- Does not interfere with the body's natural processes. Does not irritate or dry.
- Environmentally friendly. Lasts for years. Cost effective.
- Can be worn by more women. Can be used with an IUD.
- Ethical

"I just love the mia cup! It is easy to use, convenient and discreet (no tampons accidentally falling out of your handbag). Being a photographer, i travel a lot, and i work very long hours on a shoot - thus it gives me total freedom to carry on with my work without any interruptions. I was open to any tampon alternative and this is it. Thank you for a great product!" - Louise, age 28, photographer

How does it work?

Made of a soft, highly pliable medical-grade, latex-free silicone rubber, Miacup is a barrier that, like a tampon, is worn inside the vagina during menstruation. Unlike a tampon (which absorbs menstrual fluid) or a pad (which catches it outside the body), Miacup *collects* menstrual fluid.



Resembling a small bell-shaped cup approximately 5cm in length (excluding pull-tab), Miacup is compactly folded and then completely inserted into the vagina where it pops open to create a secure seal with the vaginal wall.

Once full, Miacup may be removed by breaking the suction seal and carefully withdrawing the cup. The contents are then emptied and the cup wiped or washed clean before being reused. The process is easy and surprisingly free of mess.

Between cycles, Miacup can be fully sterilised by placing it in a pot of boiling water for a few minutes or by wiping with some isopropyl rubbing alcohol. With reasonable care, a single Miacup can last for years.

For a better idea of how Miacup is used please visit the following site:

http://www.miacup.co.za/eng/how_concept.php

What's in the box?

- Your very own Miacup, the superior alternative to many hundreds of tampons or pads.
- A stylish and practical draw-string carry bag to store Miacup in.
- Instructions to get you started with your new Miacup right away, along with access to our comprehensive support website.



How much money will you be losing on menstrual products this year?

On average, a woman will spend over R260 *per year* on non-organic tampons (over R750 per year if they're organic). To put this in perspective, that's over **R1300 (R3700) in just 5 years** or R10000 (R29000) in a lifetime. Miacup is reusable - buy it once and forget about it.

Where do you get your Miacup and how do you order one?

Step 1: Select your Miacup model

Model 1

For women who are under 30 years of age who have also never given birth vaginally

R395.00 per unit*

Model 2

For women who are over 30 years of age or who have given birth vaginally

R395.00 per unit*

*This equates to:

Less than R11.00 per month if you use your Miacup for 3 years.

Less than R6.60 per month if you use your Miacup for 5 years.

Step 2: Your chance to donate

With every Miacup sold, an amount of R5 will be donated to **Food & Trees for Africa** (visit the site to read more about Food & Trees for Africa <http://www.miacup.co.za/eng/ftfa.php>)



In addition, we offer you the opportunity to donate up to R7 for each Miacup in your order. There is a catch, however. On top of our fixed contribution, we will donate **an additional amount, to match yours.**

Step 3: Place your order

Please email Michelle directly to place your order*. On your order please advise your postal address and whether you would prefer standard domestic mail or fastmail. Once your order has been received you will receive a written confirmation including delivery costs. Orders in and around the Fourways area will be delivered free of charge.

Should you wish to order directly off the website please contact Michelle who will forward you a referral code.

*Orders placed directly with Michelle will receive a 5% discount

Needing more information?

Visit the Miacup website for more information, what, why, how and where!

www.miacup.co.za

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