

# Vivewell

WINTER CATALOG

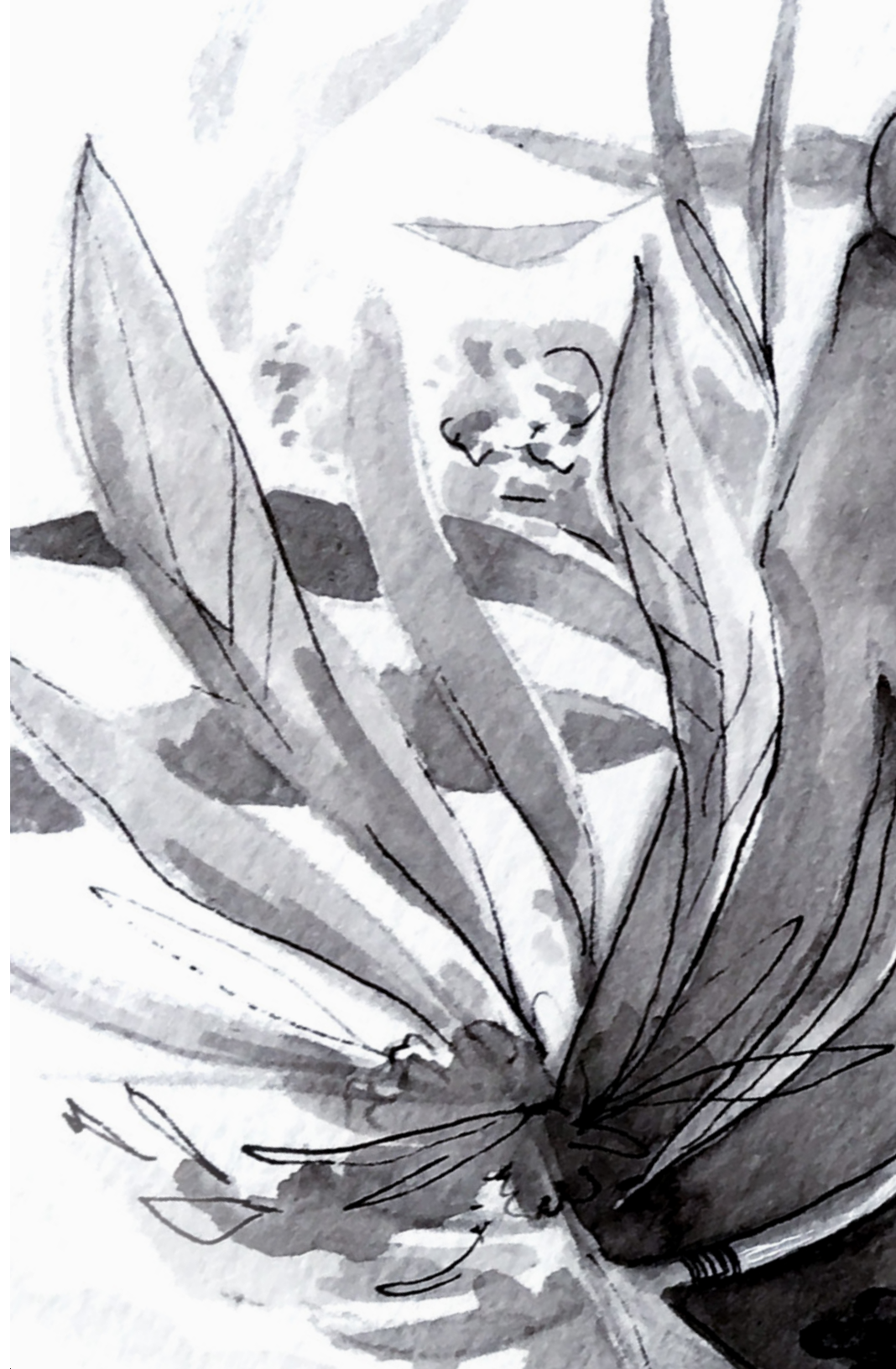


NEW FROM VIVEWELL

CUTTING-EDGE  
PERIOD TRACKING  
TECHNOLOGY

*Live smart,  
Live well*

VOLUME 01



We are a group of researchers at UC Berkeley and UC San Diego, and made this zine as a future-looking imaginative take at what might happen with menstruation data. We think there are really important issues at stake here, and we'd love to hear from you!

Please write to us at

→ [menstrual.biosensing@gmail.com](mailto:menstrual.biosensing@gmail.com)

**Sarah Fox**  
**Noura Howell**  
**Richmond Wong**  
**Franchesca Spektor**

We have adapted some text from:

[totousa.com/neorest-nx1-dual-flush-toilet-10-gpf-08-gpf-dxv.com/en/products/smart-toilets-and-seats](https://totousa.com/neorest-nx1-dual-flush-toilet-10-gpf-08-gpf-dxv.com/en/products/smart-toilets-and-seats)

[omsignal.com](https://omsignal.com)

[www.microsoft.com/en-us/band](https://www.microsoft.com/en-us/band)

[glowing.com/glow](https://glowing.com/glow)

[melmagazine.com/en-us/story/my-period-tracker-tells-my-boyfriend-everything-about-my-flow](https://melmagazine.com/en-us/story/my-period-tracker-tells-my-boyfriend-everything-about-my-flow)



A message from Vivewell, your friends in the menstrual economy:

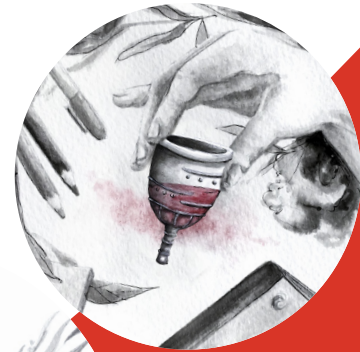
## *Helping all your employees work their hardest, all month long!*

Here at Vivewell, we are committed to diversity in the workplace. That means equipping you with all the tools you need to keep female employees working their best, no matter what time of month. By leveraging menstrual data-driven insights, create an inclusive workplace without compromising your bottom line.

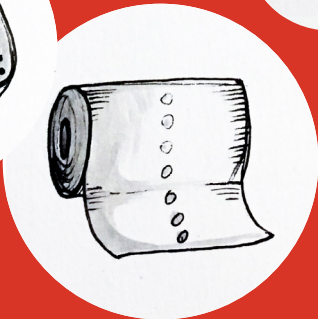
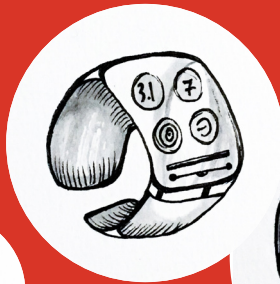
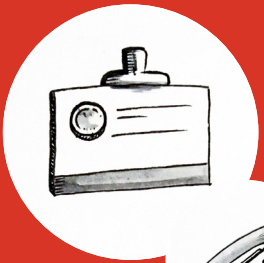
We are excited to introduce our newest **Manager Suite** in this issue, and thank you for your continued support!

**14**  
Vivid

**10**  
Privvy



**04**  
Lithe

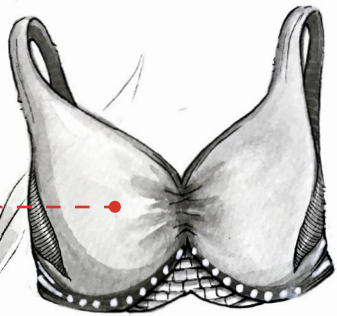


# *Live smart, Live well*

# Lithe

## Collection

Live healthier and achieve more. Our mission is to make personal health and wellness central to our daily lives, through the world's most advanced biosensing apparel platform.



*Lithe Ardour*

FOR YOUR SENSUAL SIDE



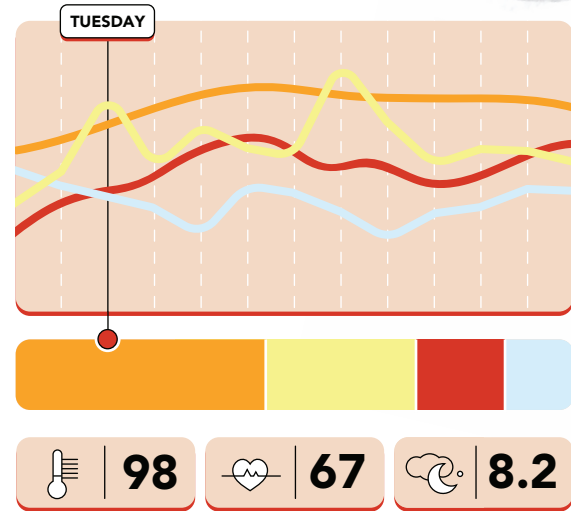
*Lithe Power*

FOR YOUR ACTIVE SIDE



## How it Works

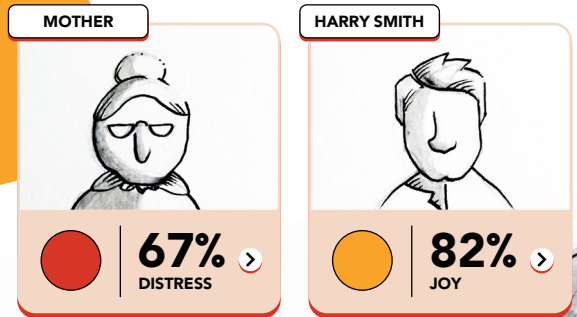
With our Smart Fabrics, experience a four-way-stretch fabric with a natural feel. Comfort and brains in one amazing product, the Lithe Collection also offers...



- JOY
- CONTENTMENT
- SADNESS
- DISTRESS

Personalized medical-grade biometric data to achieve optimal health. Track your mood along the 4 most important dimensions of productivity.

Using advanced algorithms and AI, this rich, context-based data sent gives you insight into the health of your relationships. Learn to avoid daily stressors, and spend more time being your best self.



# Power

BEST WELLNESS GYM 7:42 AM 9:34 AM



56%  
JOY

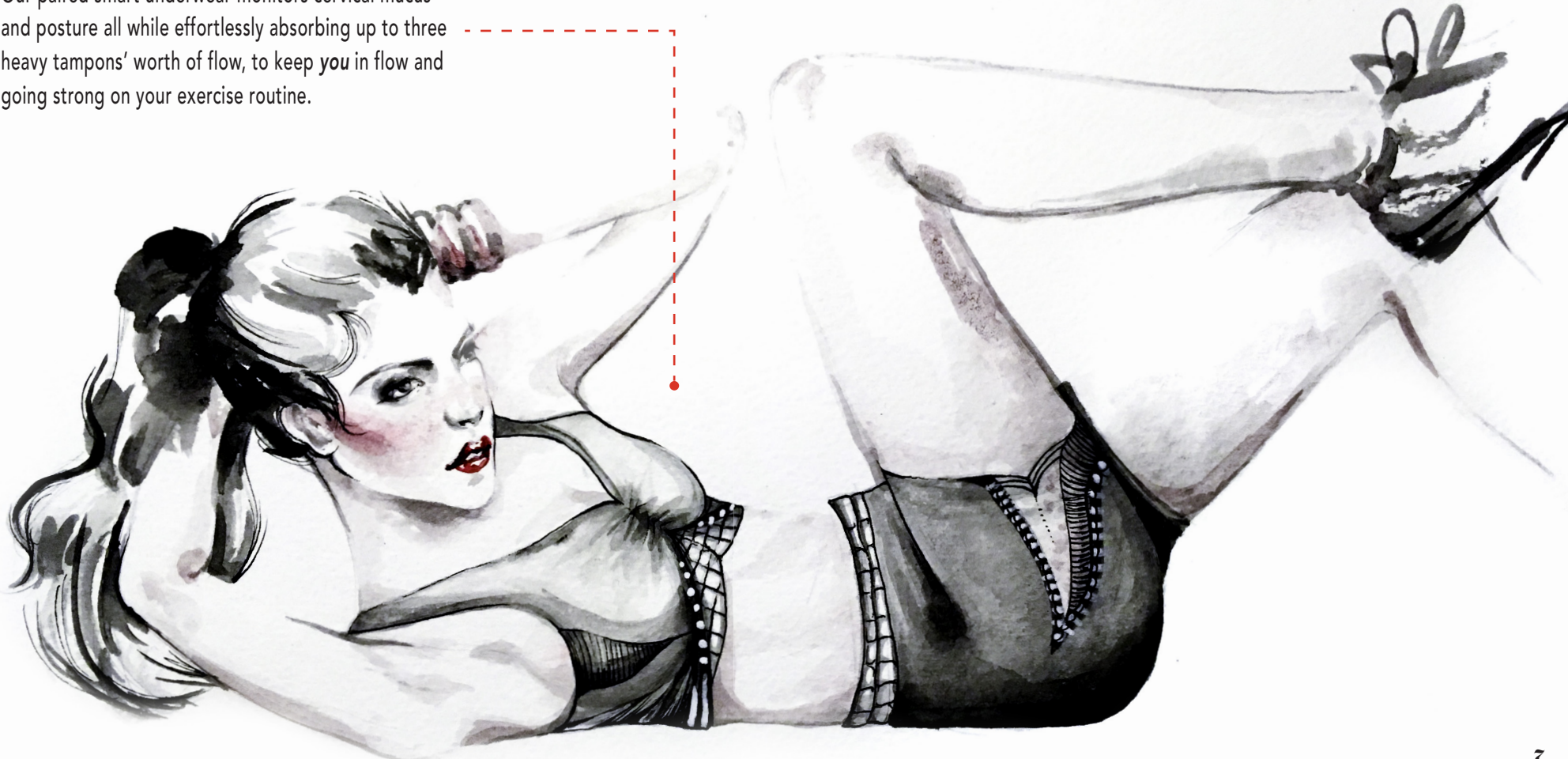


You have had a **JOYFUL** experience.  
Improve your sleep cycle by exercising  
another 5 hrs this week!



Our paired smart underwear monitors cervical mucus and posture all while effortlessly absorbing up to three heavy tampons' worth of flow, to keep you in flow and going strong on your exercise routine.

Built with your workouts in mind, for a perfect fit and optimal comfort. Our apparel picks up your body's signals using strategically placed heart rate, respiration, and physical activity sensors, and basal body temperature.





# Ardour

When Sally wears her Lithe Ardour lingerie during her cycle, she feels incredible. But the really special part? Lithe Ardour automatically keeps Harry in the know with personalized updates on Sally's emotional and mental states. With real-time data and predictive insights, Harry always knows when she's needing a little extra love to make that feeling last.

Novel textile sensors automatically monitor your cervical mucus' texture and consistency!

HARRY SMITH



SALLY THRIVEWELL

CURRENTLY OVULATING



HIGH CHANCE

Sally's chance of pregnancy is 33% today!



ELEVATED DISTRESS LEVEL

Take her mind off it by planning a dinner tonight.



FEELING FRISKY

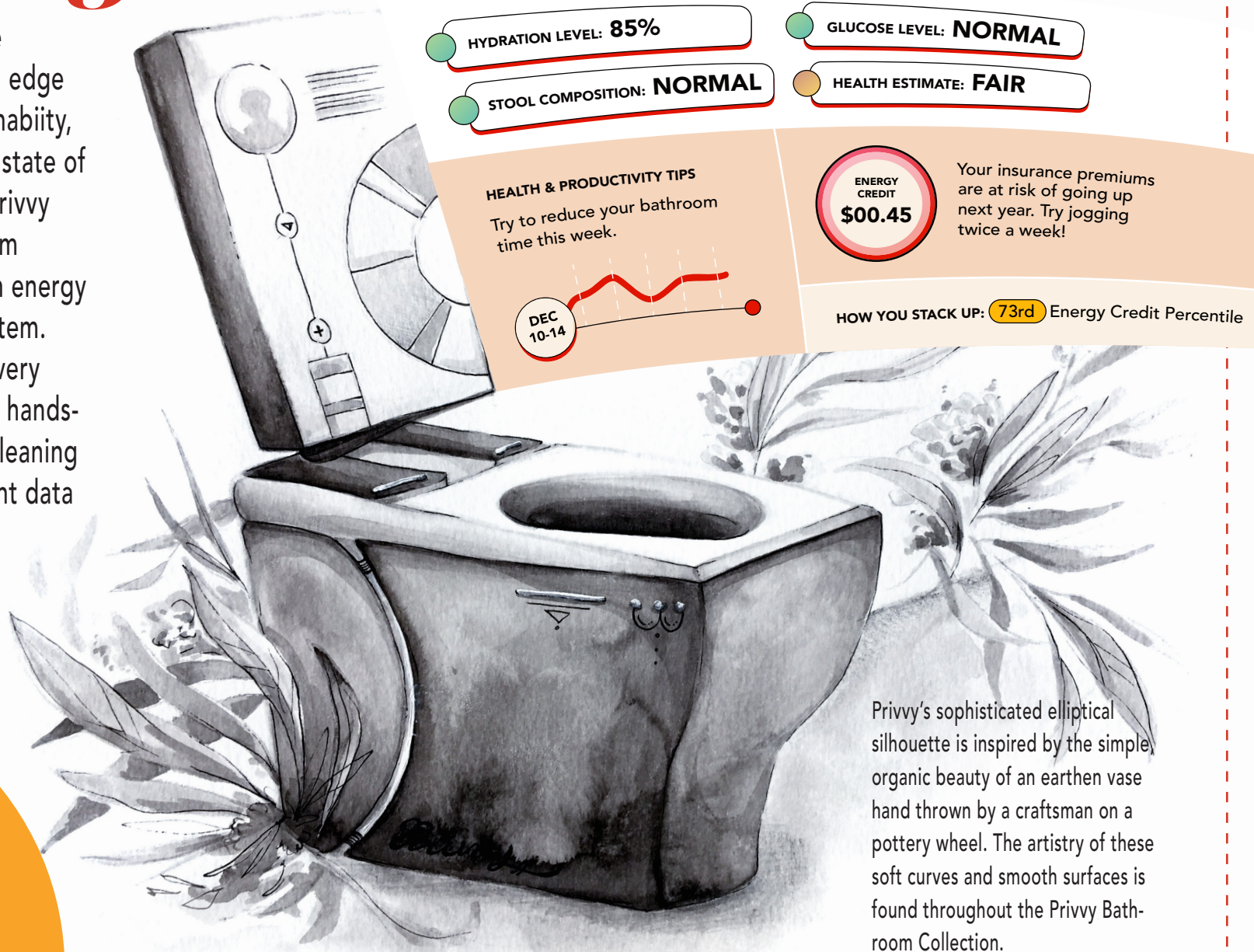
She's in a great mood after dinner, and itching for adventure.

SHOP SPICY TOYS NOW



# Privvy

Bring your workplace bathrooms to cutting edge of cleanliness, sustainability, and efficiency. Using state of the art technology, Privvy creates biopower from menstrual fluid for an energy neutral waste ecosystem. Intuitive design on every level is matched with hands-free operation, self-cleaning capabilities, intelligent data analytics, and water-conserving performance.



HYDRATION LEVEL: **85%**

STOOL COMPOSITION: **NORMAL**

GLUCOSE LEVEL: **NORMAL**

HEALTH ESTIMATE: **FAIR**

**HEALTH & PRODUCTIVITY TIPS**  
Try to reduce your bathroom time this week.

DEC 10-14

ENERGY CREDIT

**\$00.45**

Your insurance premiums are at risk of going up next year. Try jogging twice a week!

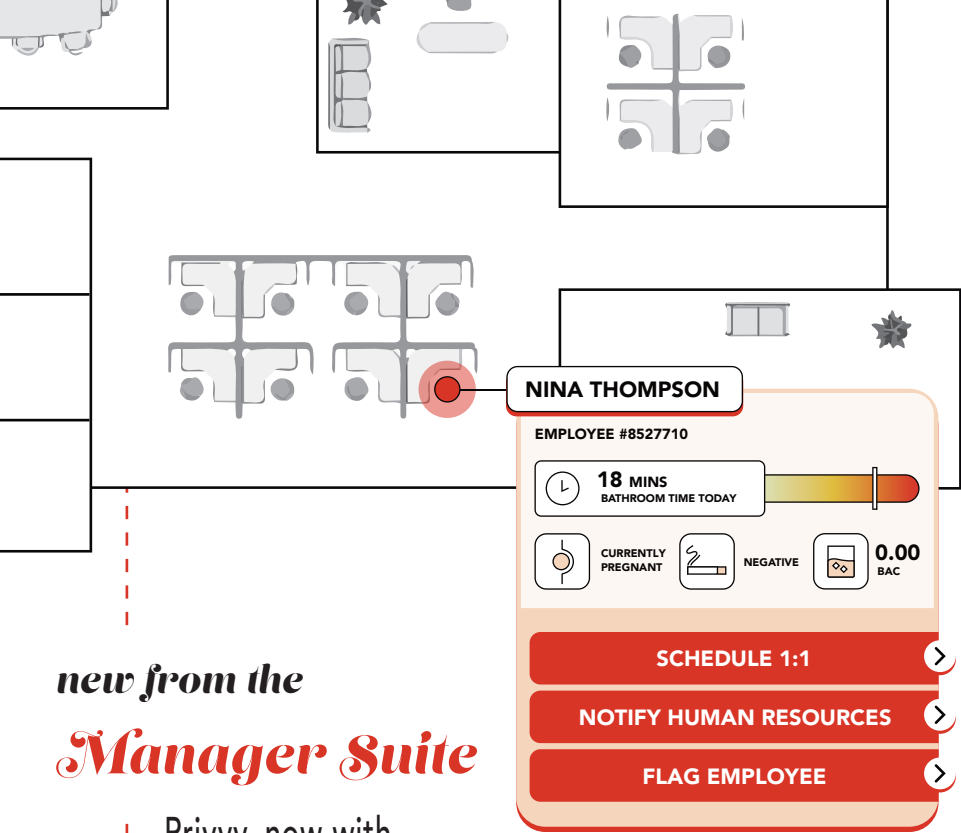
HOW YOU STACK UP: **73rd** Energy Credit Percentile

My girls are finally working harder than ever, instead of wasting time!

~ Kent Rodgers, CEO of NeoCorp Pharmaceuticals

Privvy's sophisticated elliptical silhouette is inspired by the simple organic beauty of an earthen vase hand thrown by a craftsman on a pottery wheel. The artistry of these soft curves and smooth surfaces is found throughout the Privvy Bathroom Collection.





**NINA THOMPSON**  
 EMPLOYEE #8527710

🕒 **18 MINS**  
BATHROOM TIME TODAY

🤰 CURRENTLY PREGNANT    🚭 NEGATIVE    🍷 **0.00** BAC

**SCHEDULE 1:1** >

**NOTIFY HUMAN RESOURCES** >

**FLAG EMPLOYEE** >

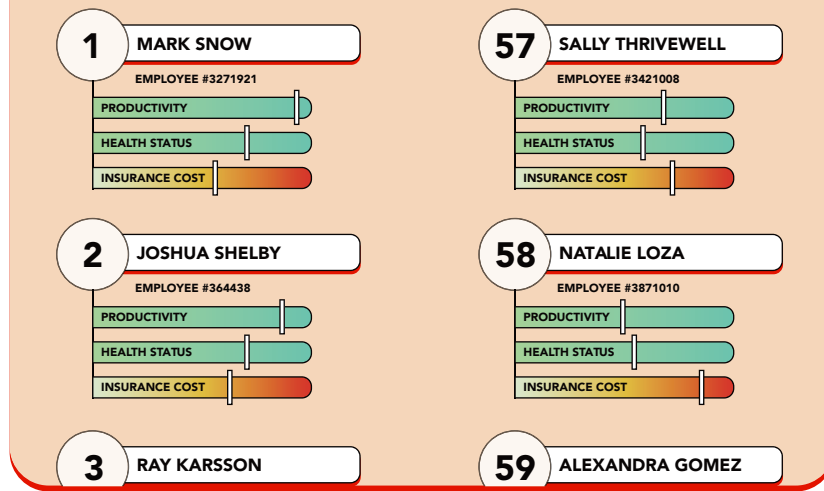
*new from the*  
**Manager Suite**

Privvy, now with the BioAsset add-on...

Make menstruating workers an asset by recapturing lost bioenergy. Organic compounds and electrolytes from menstrual blood are chemically processed to generate an electrical current to power the Privvy, making it an energy-neutral addition to your workplace. Excess energy can be utilized for mobile device charging, so that your workers never miss a thing.

# Privvy Power Ranking

! Health insurance premiums are at risk of going up next year. Consider a hike at the company retreat next week, and healthy snacks in the Sales Wing for **EMPLOYEE #3421008**



When paired with Vivewell's SmartPendant Badges, Privvy provides real-time analytics about the wellbeing of your workforce so that you can make better spaces and happier people. Predict employee pregnancy, drug and alcohol use, and sickness or disease. Data are anonymized for full privacy. Employees can also access their own data to better manage their health.

**ORDER NOW FOR TOP-NOTCH MONITORING, AND STAY AHEAD OF YOUR COMPETITORS. THIS LIMITED TIME OFFER EXPIRES AUGUST 31, 2021.**

# Vivid

Teens have a lot on their plates! Take the confusion out of navigating your child's period with Vivid.

Periods aren't always so easy to manage, especially for kids. Accidentally leaks and stains can be embarrassing and even attract bullying, asking a teacher or nurse for a tampon or pad can be a daunting task, and making sense of what's happening to one's body during puberty can be overwhelming.



# Your Menstruating Teen



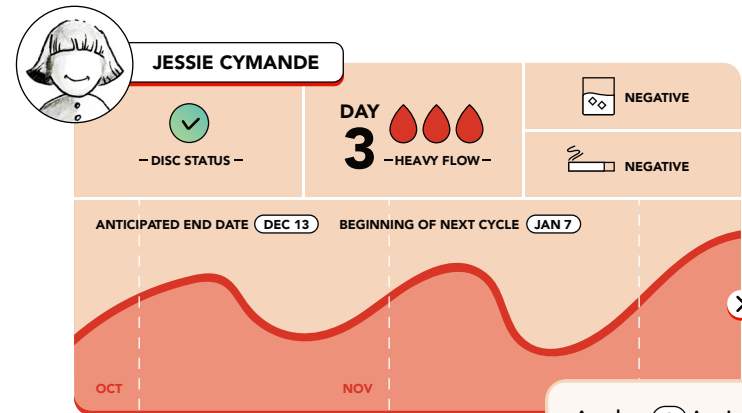
## Healthy, smart period

Vivid brings together the convenience of a menstrual disc, with its reusable form and long-lasting wear, together with the intelligence of connected technology. Vivid is the world's first smart menstrual disc—safe, convenient, and super smart, with a securely embedded sensor that speaks directly to your smartphone!



## Designed for young, active lives

Think of Vivid as your child's monthly period partner – a friend who drops by to make sure they're taking care of their body during this important time. It can tell you and your child exactly how full it is, and when it's time to refresh.



## Keep the family connected in the app

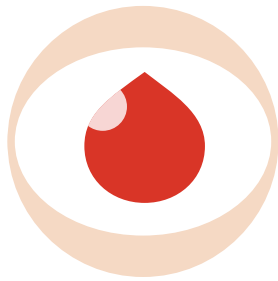
At day ③ in Jessies cycle, shes feeling **DISTRESSED** after only ⑥ hours of sleep last night.

SEND LOVING PULSE **BUY**

Vivid precisely tracks and analyzes your child's cycle, recording fluid color, volume, and menstrual cycle length. It then stores and syncs that data automatically with the family's health tracking dashboard and the child's medical records.







*Vivewell*