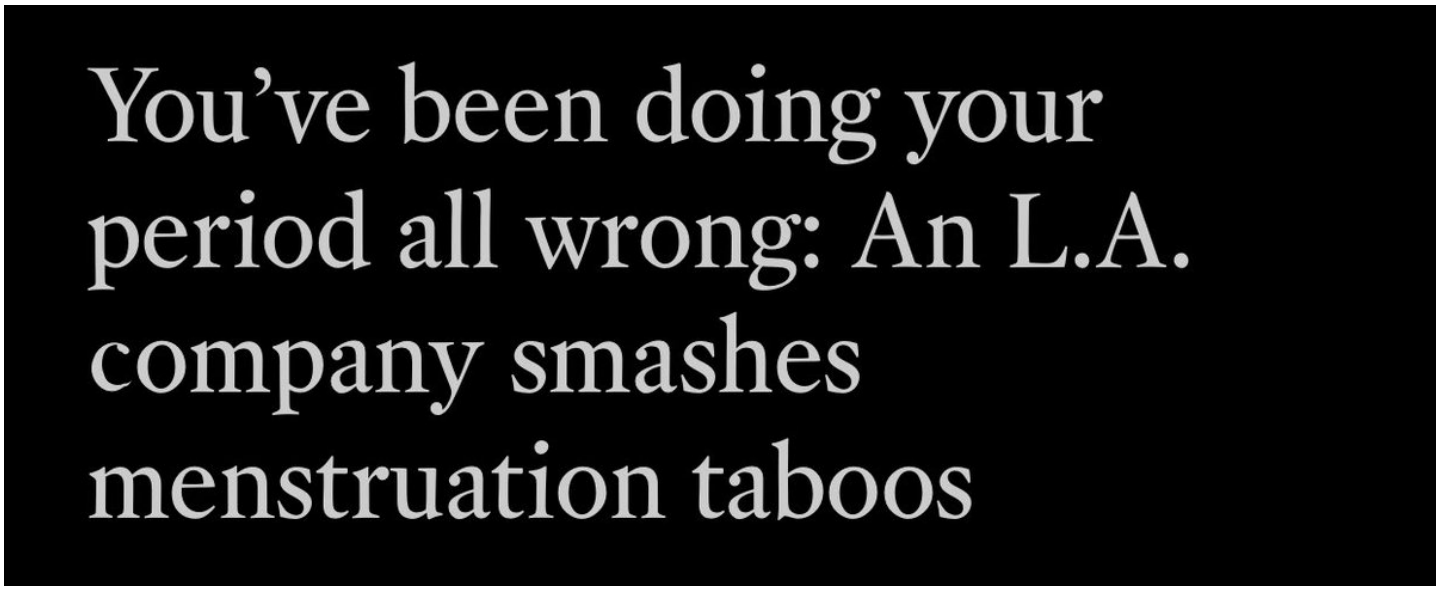
Twitter Thread by Linda Tirado

Linda Tirado
@KillerMartinis

You what now

Are they disrupting my menstrual cycle because my body does that just fine I do not DO NOT need a startup for that



“You’ve been doing your period all wrong: an LA company smashes menstrual taboos.”

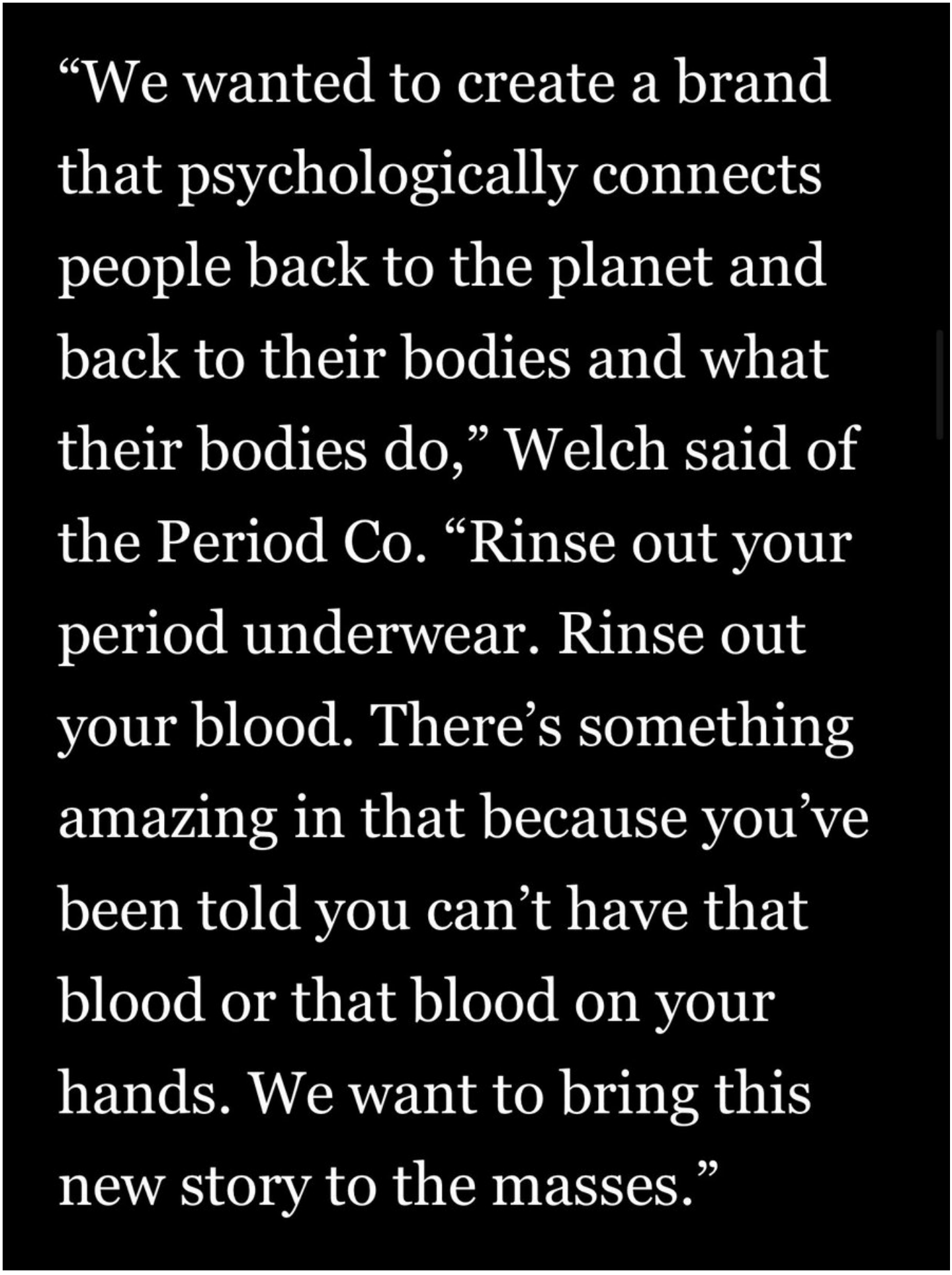
Okay first off I have kids. One does not survive toddlers if they’re squicked out by bodily fluids.

Second off what are they selling, I’ve only read the headline but they’re selling something

Wait they want me to do more chores

With two kids and unwashed dishes and a laundry mountain I’m supposed to buy new underwear that’s hand wash

This is...a product for a very specific kind of person who bleeds and that person is not me



God imagine being that ad exec “okay so we need to make women think they need this. It’ll make everything a bit harder and they’ll be doing more chores and also we need to tell them that they’re not attuned enough to their bodies. We’ll need

that by the end of product Dev.”

I... WHO DOES NOT KNOW THAT THEY ARE FLOWING

Like what am I to learn from that excepting that I shouldn’t wear white pants SPECIFICALLY SO I DON’T HAVE TO SPEND AN HOUR SCRUBBING BLOOD OUT OF MY CLOTHES

NOW I HAVE TO ADD RITUALS TO AN ALREADY ANNOYING WEEK OF MY LIFE



Like okay if la perla wants to send me some suggestions for shit I can do while wearing their product I’m cool with that because I support my romance-writing friends and I feel like it would be a paid gig for that copy

Otherwise I do not want to hear life coaching from underwear

Like look if a lot of people want to go reclaim their feminine power and commune with their blood or whatever go them, girl power

But the fact that I find shedding my uterine lining to be more annoyance than beauty don't make me less...whatever kind of womanhood they're selling

I'm fucking busy over here what with the kids and the work and the house and the pandemic and what I do not have time for is more fucking mindfulness and extra chores.

And I am absolutely not doing my period wrong, I'm actually pretty practiced at it at this point after decades

I'm sure this is a perfect solution for some people and that's great but it's be just fucking dandy if they didn't sell this shit as "you haven't quite figured out how to woman have you? We can help WITH OUR NEW* PRODUCT!

*by new we mean this has been standard for millennia"

Bring me the Alexa app that will remind me when I start crying at commercials that "everything is fine and in two days' time all will be made clear," now THAT would be innovation