

#### Contributers

The ladies behind the Lady Garden.

This publication wouldn't have been made without the help of our contributors. Thank you for the hours of effort you have contributed and countless back and forth communication with me. Through this intense but amazing journey we have become a community, and I am so grateful to have met and worked with you all. Thank you for helping to bring my idea into reality.

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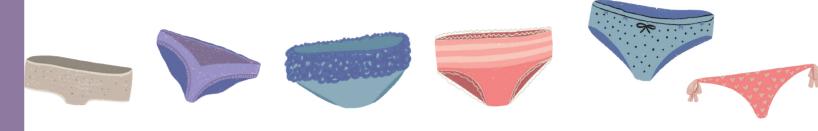
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Find out more about the illustrations in this publication and who illustrated them on our website. www.Lush.com/LushMe



#### Introduction

What is your first thought when you hear the word vagina? Feelings of embarrassment, shame or judgement? Shockingly 66% of young women say they are embarrassed to say the word "vagina" (according to Ovarian Cancer Action). We need to get rid of that ugly negative energy and replace it with feelings of pride.

This publication is about educating all vagina owners on how to care for your lady garden whilst celebrating lady bits in the positive light that they deserve. At Lush, we aim to de-stigmatize vagina hygiene and health related taboo subjects whilst creating a; safe, confident, accepted, positive and inclusive space for all women to talk openly about vagina related concerns. This issue relates to each woman's personal struggles through illustrations, with this cause aims to bring together women of all backgrounds by offering guidance and support to improve self-esteem.

Lady Garden is an interactive guide, here to redefine vagina hygiene and instil understanding among women as part of everyday care for with our bodies. Looking after your lady bits is not any different to washing your hair or brushing your teeth?

Flick through this publication and by the end, you will feel reassured, well-informed and confident.



Vagina diagrams

Draw your vulva

20

Vulvas are different

22

All things sciency
- pH levels

24

How to care for your V

27

How to treat your V

30

Thrush

32

Bacterial Vaginosis

34

Myths and facts

39

Reasons to love your vagina

40

You are what you eat the good foods

42

You are what you eat: the bad foods







Pull out poster female diversity



Lush Me identity



Healthy discharge



Gift wrap cut out



Gift wrap continued



Lush Me product line



Product ingredients



Bathroom scene



Storytime: Pigmetation



Storytime: Is y V ugly?



Storytime: Ingrown hairs



Step by step how to wash your vulva



Pull out poster: front cover



Storytime: My changing



Protest Page



An Ode to my vagina



It's time to change: statistics



Self goals



Vagina norms



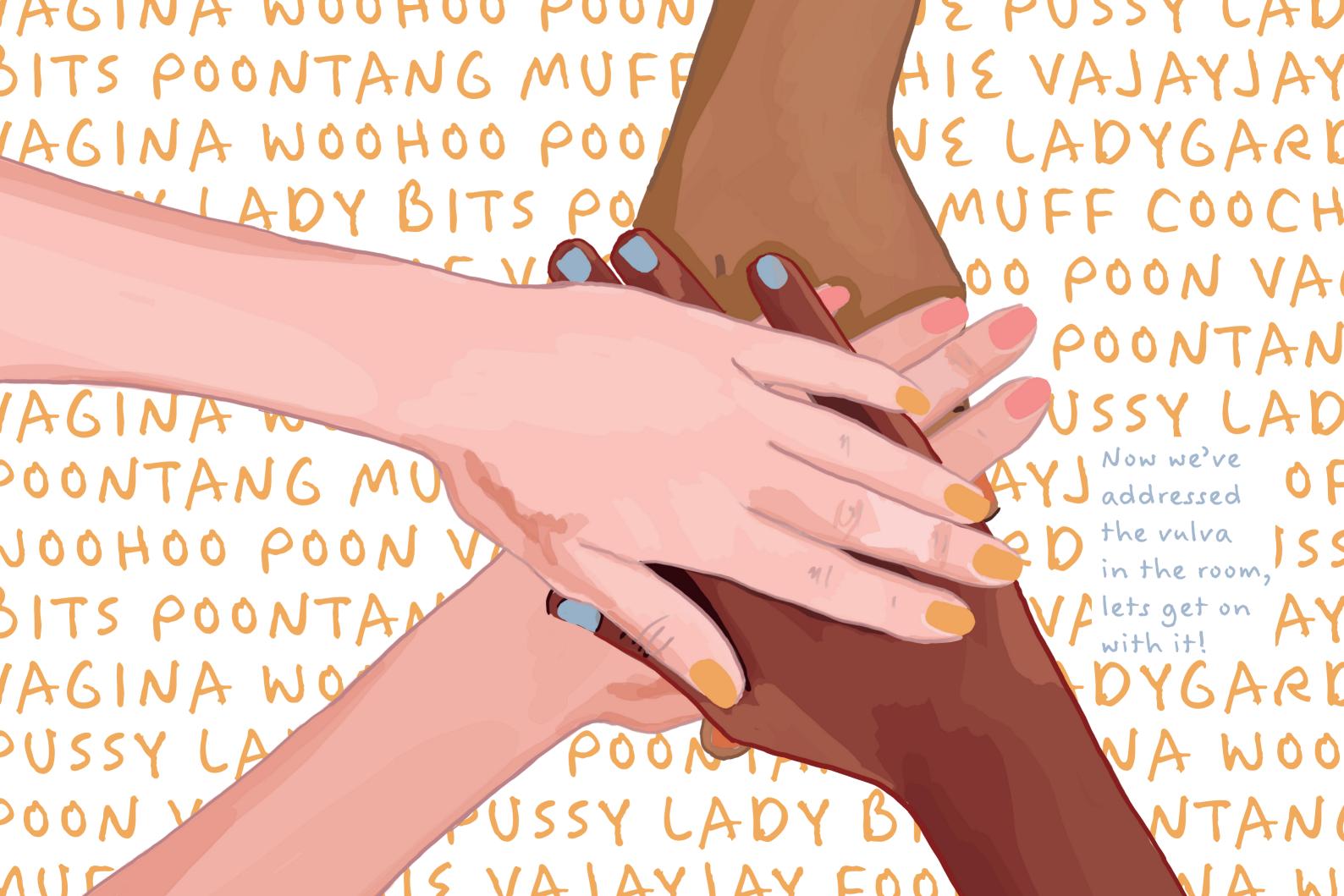
Move your minnie playlist



Lush Me is:



product sample pack

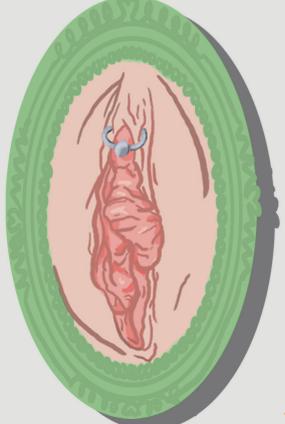








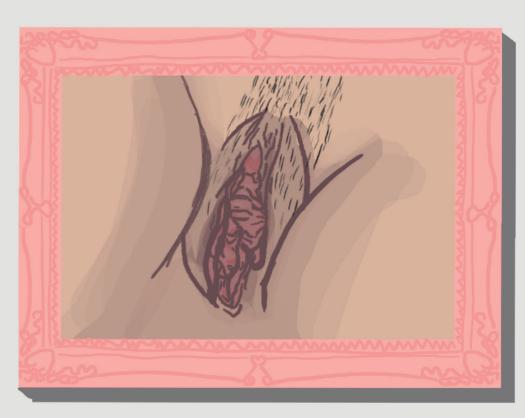












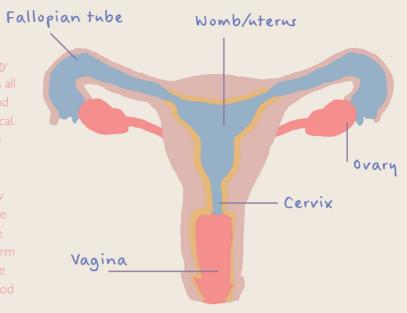
## Diversity

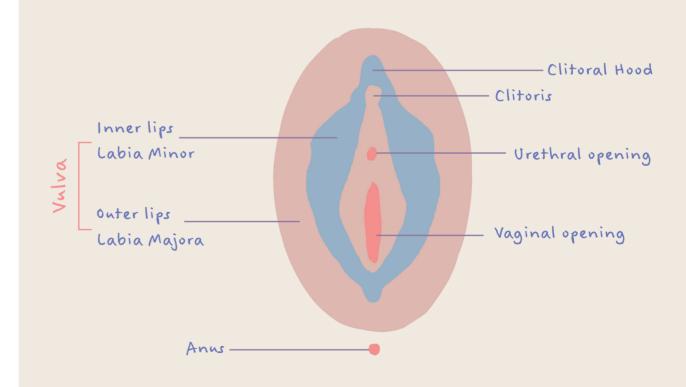
How well do
you really
know your
v?

## VAGINA VAGINA VAGINA

i love my vagina! i love my vagina! i love my vagina! Let's take it back to GCSE Biology basics. The simple diagram shows all of the wonderful different bits and bobs that makes vaginas so magical. Let's delve deep and explore the amazing world of the vagina.

For those of you that don't know the vagina is the inner canal inside your body and the vulva is all the good stuff on the outside. The term vulva covers all outer parts of the vagina, such as: clitoris, clitoral hood and inner and outer labia.

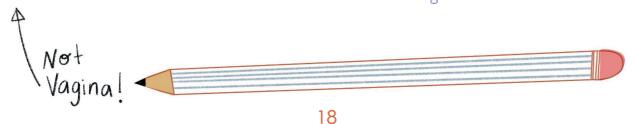


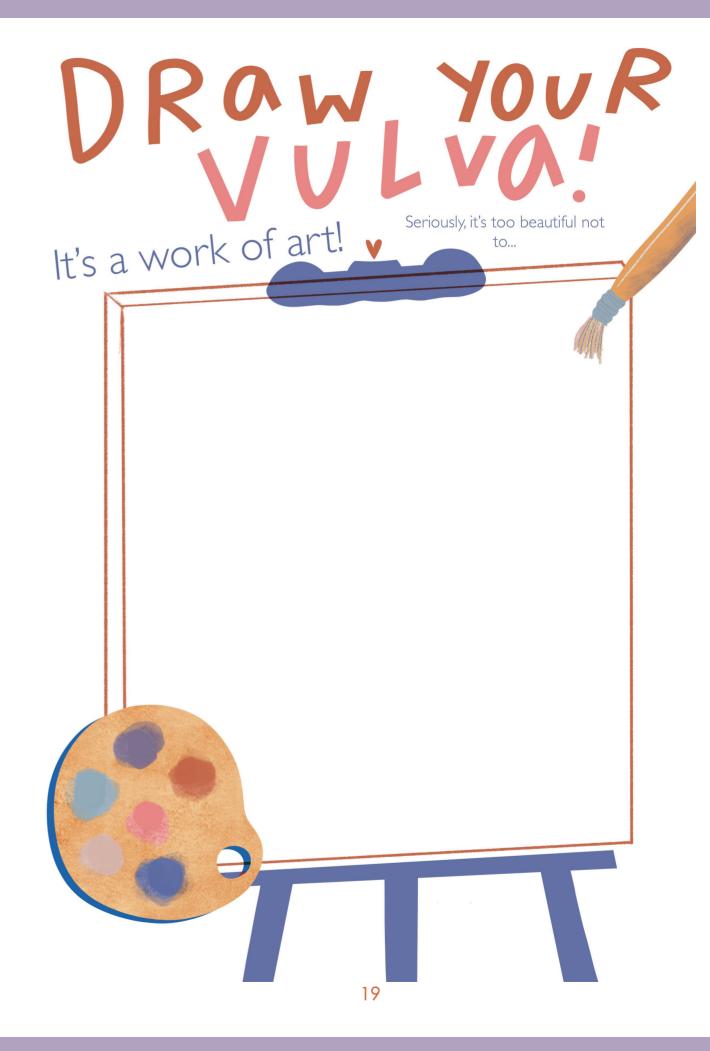




## All Vulva's Are Different. And that's Perfectly Fine.

Vulva - plural vulvas or vulvae; derived from Lafor wrapper or covering, consists of the external female sex organs.







## ALL THINGS SCIENCE-Y

So, what is pH?

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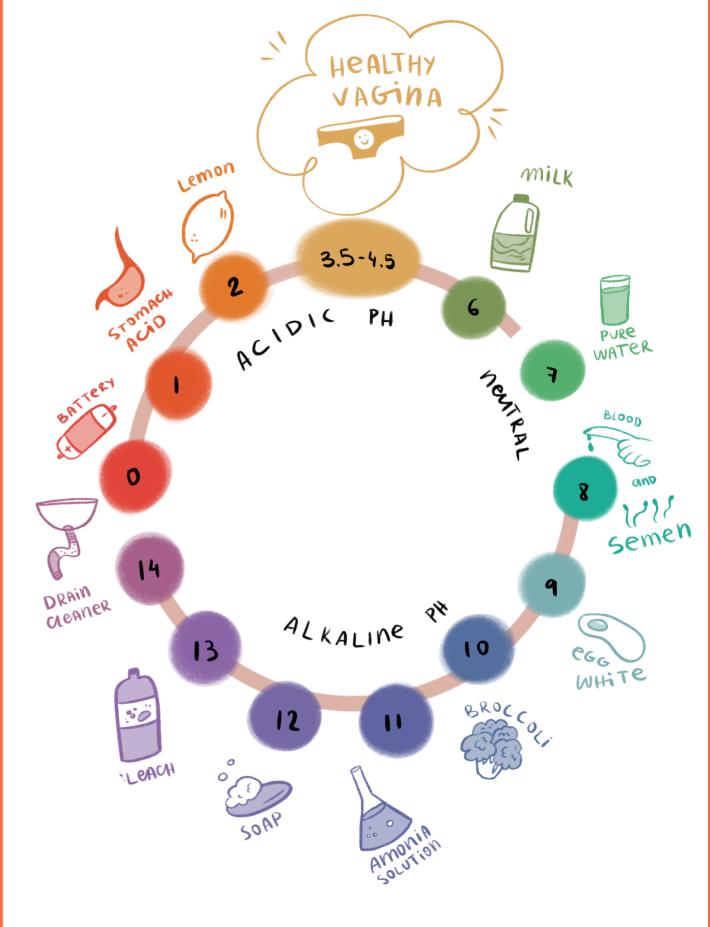
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Let's go back to basics. For those of you that don't know, a pH scale measures how acidic or alkaline something is. A healthy vaginal pH should be slightly acidic, ranging from a pH of 3.5 to 4.5 (please refer to the diagram). Vagina pH is a term we don't often hear, so why is it so important? Having a slightly acidic vagina is ideal as most harmful bacteria have difficulty growing out of control in acidic environments. Keeping your pH at a healthy level can avoid infections in the future.

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0



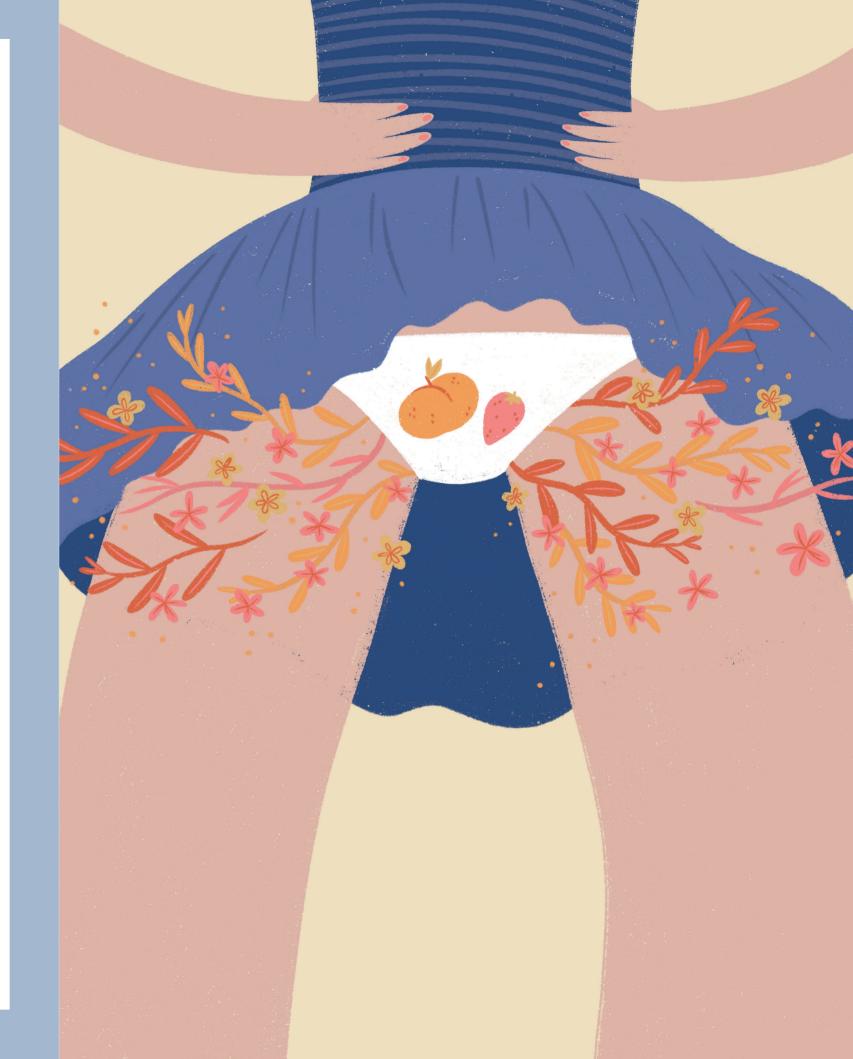
How to help your no underwear







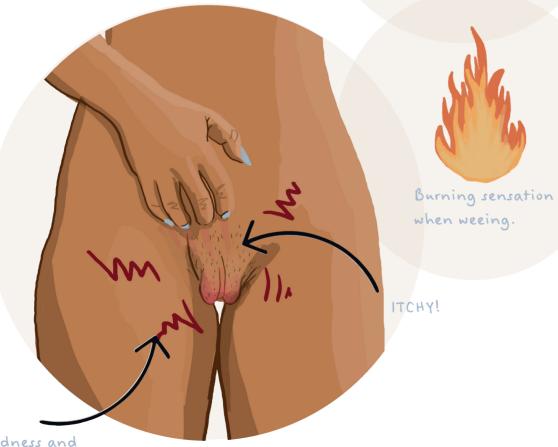
ICKY? GROSS?
SMELLY?
WEIRD?
NEVER MY
VAGINA.
NEVER ANY
VAGINA.



#### **THRUSH**

Thrush is often a very uncomfortable experience for women. Shaming women suffering from thrush or making them feel uncomfortable about their symptoms only makes the situation worse. Three out of four women will experience thrush at least once in their life. Thrush is caused by a yeast infection which causes an imbalance in your vagina or the growth of the fungus known as Candida. By being cautious of how you treat your lady garden, you can help decrease your chances of contracting the infection.





30

Redness and swelling of the labia



#### TREATMENTS



## BACTERIAL VAGINOSIS

Contrary to common misconceptions, bacterial vaginosis (BV) is **NOT** a sexually transmitted infection nor is it due to poor hygiene. BV is a common vaginal infection that happens when the good and bad bacteria in your vagina are out of balance. Too often, topics like this are left unspoken about and misunderstood but if you ask your mum, auntie or cousin. I guarantee they'll have their own awkward and embarrassing stories to share. Talking about feminine hygiene gets rid of the stigma.



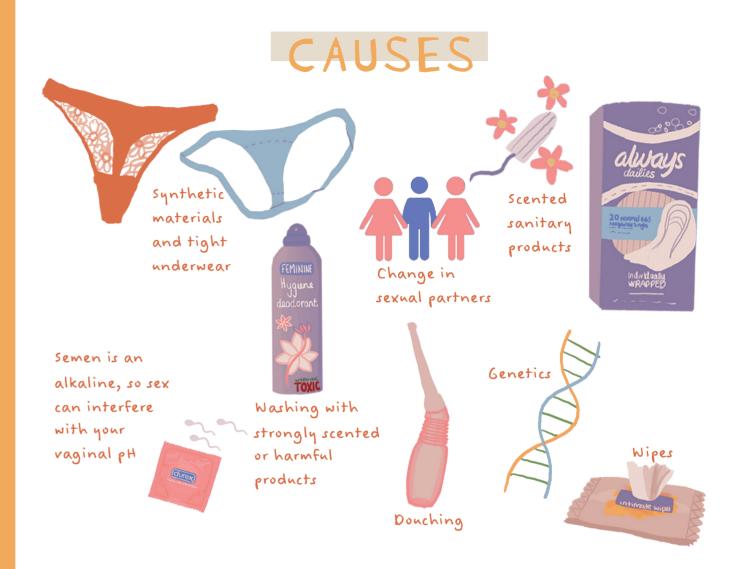




## LONG TERM EFFECTS OF BV

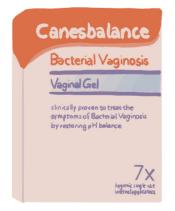
However, if left untreated BV can have serious long-term effects such as heighten risk of getting; STI's including HIV, Pelvic Inflammatory Disease and issues with fertility and pregnancy.

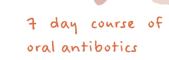


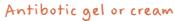


#### TREATMENTS

Use a condom or wee and wash always after sex







33

## MYTHS FACTS



Myth: Thrush can damage your fertility.

Fact: There is no evidence found that thrush can harm your fertility. However you can develop thrush even if you have never had it before or never had sexual intercourse before and you can get thrush while pregnant.



Myth: Pubic hair is dirty and unhygienic.

Fact: it's actually more hygienic to have it as it offers a natural barrier to keep things clean and protect the tender skin of the area. It also protects the vagina against diseases and skin problems, pubic hair prevents foreign particles like dust and pathogenic bacteria from entering the body.



Myth: If you wipe wrong (back to front) it can can lead to a vaginal infection.

Fact: This is true, bacteria that live in your stool can migrate to your vagina if you wipe incorrectly. This is usually associated with bowel movements. To avoid this make sure you are wiping front to back.





Myth: BV (Bacterial Vaginosis) is a STI.

Fact: Wrong, A recent survey revealed that 60% of women incorrectly believed that BV was a STI like Chlamydia etc. BV is not an STI but an overgrowth of 'bad' bacteria naturally found in the vagina that occurs due to a pH Imbalance.





Myth: Infections are down to poor hygiene.

Fact: Ironically, common vaginal infections like Bacterial Vaginosis (BV) or Thrush can actually be caused by wanting to be clean/over cleaning. The use of strong deliciously perfumed shower gels/soaps or bubble baths disrupt the natural microflora and healthy pH levels of the





Myth: The more expensive the underwear, the better it is for your vaginal health.

Fact: No!! Underwear made of synthetic fabrics such as silk isn't very breathable which leads to moisture trapped in your crotch area and can then lead to yeast infections. Lacey fabrics can also be irritating to the intimate area. The bigger the better, 100% cotton underwear is your best friend for your intimate area as it is breathable, cheap to buy and doesn't hold moisture in.





Myth: Healthy vaginas don't smell.

Fact: All vaginas have their own natural personal scent, which differ depending on the individual but the vagina can smell stronger at certain times of the month due to hormonal fluctuations, pregnancy, or after sex. If you are sweating, it's going have more of a scent.



## GOD SAVE THE QUEEF



# J'ADORE VOTRE VULVA

## Things to love about your vagina!



## YOU ARE WHAT YOU EAT: Good foods for your V









It is possible that by eating foods with higher sugar content like fruit, bodily fluids might taste a little sweeter. Pineapple packs vitamin B, fibre, and a heaping dose of vitamin C.

An apple a day keeps the doctor away. Apples are thought to promote better sexual function, arousal, lubrication, and ability to orgasm. Apples also contain the phytoestrogen phloridzin and antioxidants, which help stimulate vaginal blood flow.

Ginger is well-known for its anti-inflammatory properties. Green tea contains catechins that help to fight urinary tract infections Sweet potatoes contain high amounts of vitamin A, which is linked to fertility, this helps us produce the hormones we need to stay vibrant and energized. They can also help strengthen muscle tissues for healthy vaginal and uterine walls.









Eating fish like salmon provides you with Vitamin D and omega 3 fatty acids. Both the nutrients are important for good vaginal health. Oily fish improves the overall blood circulation, which also promotes better blood flow down there.

Avocados are rich in potassium and vitamin B6, and help produce a natural lubricant for the vagina, helping prevent your lady bits from becoming dry. The healthy fats in avocados also help strengthen the vaginal walls and are also said to give the libido a boost.

Fresh cranberries or 100 percent cranberry juice (not the sweetened stuff) are full of antioxidants and acidic compounds, which are powerful infection fighters. Cranberries can be especially beneficial in preventing UTIs.

Foods high in natural probiotics are rich in bacteria cultures that promote vaginal health. Greek yogurt is known to ward off yeast infections, balance the body's pH levels, and kill disease and infection-causing organisms. It contains live and active cultures (Lactobacillus bacteria) which do this.

## YOU ARE WHAT YOU EAT:

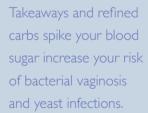
## Bad foods for your V











Eating fatty, greasy or fried foods or foods with a high fat content can impact the delicate bacterial balance of your vagina. They are also associated with causing an increased risk for bacterial vaginosis.

Indulging in a couple of glasses of wine a week is fine, but don't go overboard as drinking a lot of alcohol leads to dry skin and your vagina from being able to produce lubrication.

Eating too much cheese may disrupt the bacteria in your vagina, throwing off your pH balance like many of the other foods on this dehydration which prevents list. Eat dairy in moderation to benefit and improve your overall vagina health.

Vaginas shouldn't smell like flowers, they should smell like vaginas! Each and every vagina has its own unique scent ranging from sweet to sour, sharp to spiced and bitter to acidic. However, here are some things that can affect your vagina scent in a 'not so great way'. Obviously, we are not recommending you shouldn't eat the following foods, rather, we mention these so you can be mindful as these can affect your vaginal health.









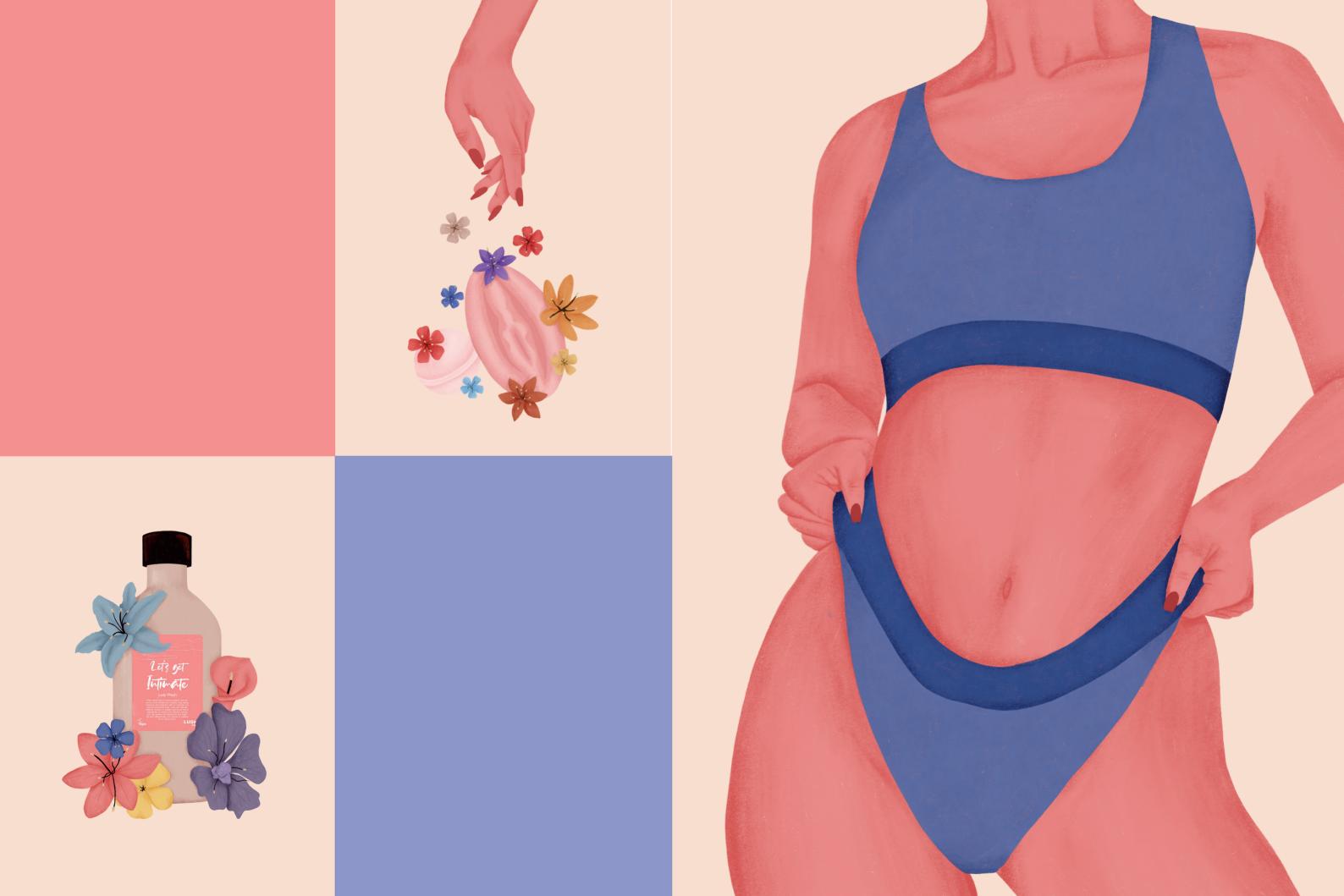


Onions can change the bacterial flora of your vagina which can cause odours. Many foods that are known to cause bad breath also can contribute to an unpleasant vaginal odour. Onions may cause your urine to have the same bad odour. Eating onions in large quantities can negatively affect your vagina.

Broccoli itself is generally considered a pretty smelly vegetable, so it may not be surprising that it can cause your vagina to emit a similar odour. Don't cut this veggie out completely but avoid it before a date night.

It's a known fact that asparagus can affect the smell of your urine, but it can also affect the pH value of your vagina too. Asparagus is an alkaline food, so consuming too much asparagus can alter the normal pH value of your vagina which should be acidic when healthy.

Coffee can cause change to your vagina's odour. Excessive consumption of coffee can also lead to an increase in yeast bacteria. Sugar can be harmful for your vaginal flora also as yeast bacteria requires sugar, warmth and moisture to exist, so too much sugar in your vagina could mean an increase in yeast population as well.





Have you ever been vulva shamed?

### LET'S CELEBRATE!

Our bodies are so amazing, just think about what they can do. Vaginas are so diverse however all share the most amazing powers. The vaginas incredible walls can expand to birth a baby and bounce back after a short amount of time to almost the same as before. Our vaginas can be trained or strengthened with some simple and easy kegel exercises (how low maintenance is that). The uterus is the strongest muscle in the body by weight and our entire menstrual systems are attuned to within a day's accuracy. Leaving the best till last, the clitoris has more nerve endings than anywhere else in the body (lucky us ladies!). We need to take a moment to say thank you to our amazing body and our wonderful lady bits for doing so much for us. Your vagina is perfect, worthy of pleasure, love and exception, never let your mind or anyone tell you otherwise.





## Victorious Vulva's Unite!

Tear out this poster, put it up on your wall to remind yourself how strong women. We need to inspire. support and lift each other up rather than judging each others!







## LUSH me

Lush Me is an empowering line within Lush that offers plant-based products that are sensitive, natural, sustainable solutions that optimise vaginal health and pH balance. The products are crafted in Lush Kitchens using 100% natural ingredients, with half of the product line consisting of naked products (no packaging). The products are made by women with the mission to help women find peace, balance and gently cleanse their intimate parts while providing long-term sustainable solutions for Bacterial Vaginosis (BV), Yeast Infections and Urinary Tract Infections (UTIs) without disrupting you bodies natural flora and not harming the environment.







Lush Me's vision is to unite a community of women who may be struggling with their intimate health/hygiene or not aware of the correct products to use. Lush Me also aims to banish the taboo around discussing these issues and the overall negative connotations the vagina has. Lush Me is not telling women that their vaginas need to smell of strawberries and lavender, or trying to guilt women into washing their vaginas. Instead its vision is to provide a confidence boost in a bottle filled with natural ingredients that just happen to be good for your bits too.

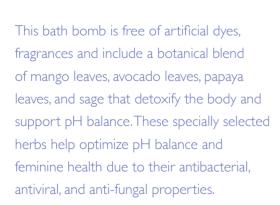
#### **V SHEILD**



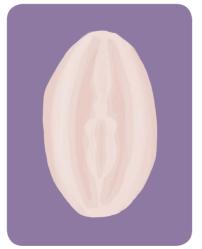
Bath Bomb

#### Emollient

A gynaecologist's top recommendation to maintaining a LUSHous lady garden! If you're suffering from dry, sensitive or irritated skin, V Shield is your saviour. The waxy balm consistency of our emollient creates a protective barrier with long lasting positive effects on your vulva skin leaving your intimate skin smooth, hydrated and protected making cleaning a real pleasure.



V-BOMB



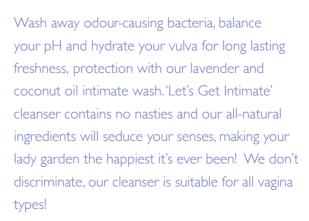
#### **GENTLY DOES IT**



#### Naked Body Bar

This safe to use 'all over body bar' is for those who want one product that does it all. This product is perfect as an all over body wash which most importantly IS SAFE for intimate use to clean the vulva. Wash away any body odour with this 100% organic, multi-use, gentle and hydrating body bar. It balances the pH of the vagina and provides long lasting freshness and protection. These can be stored in our innovative cork pots made especially for our naked products.

#### Intimate Wash



#### LETS GET INTIMATE



### INGREDIENTS

#### Calendula



Fights bad bacteria and prevents infection

#### Grapefruit seed extract



A gentle preservative

#### Lavender



Calms inflammation and minimises discomfort

#### Colloidal silver



Fights bad bacteria while maintaining the good and kills yeast.

#### Coconut oil

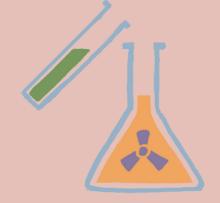


Helps fight bacterial and moisture naturally

#### Apple cider vinegar



Helps to balance and maintain a healthy pH.





The properties and ingredients which Lush Me DOES NOT contain are; artificial fragrance, parabens, mineral oil, carcinogens, sulphates and dioxins. Using these ingredients/ chemicals you can barely pronounce on such a sensitive area can cause; irritation, dry skin and even lead to infection (and nobody wants that). Lush Me products are handmade in our Lush Kitchen rather than formulated by robots in a lab.





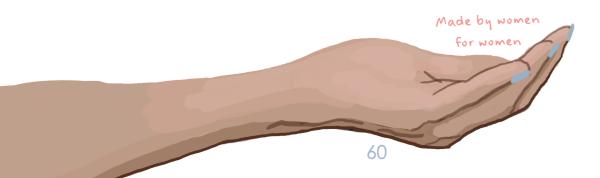
















## Ok, so how are we actually meant to wash our V?

Self-care and correct hygiene should be carried out every day. You wouldn't forget to brush your teeth, so why when it comes to our intimate care is it such a forgotten about subject? Ideally, you should be washing your vulva (NOT vagina) once a day.

Follow the step-by-step guide, made by women for women, on how to wash your lady garden. But remember; if anyone ever shames you on your taste or smell, **DUMPTHEM!** 

#### STEP 1



Spread your lips apart and gently clean around the folds with your fingers. Remember to avoid getting water or soap up inside your vagina or using harsh scrubbing motions, as this causes more harm than good.

#### STEP 2



Wash the area between your vulva and your anus.

Washing front to back - from your vulva to your anus - will prevent bacteria from spreading to your vagina (like your mum taught you).

#### STEP 3



Let the area dry naturally or pat it dry with a towel before getting dressed (this is more important than you may think). By using the Lush Me range you're minimalizing the risk of irritation because all the products are vegan, unscented, colourless and gentle on your glorious lady garden. You can thank us later.



You're in luck.
Here's another

Poster, Tear it out and
spread some lady garden love.



# CHANGE



Of women don't technically know what their vulva is, muddling the terminology of female genitalia.



problem using the words vagina or vulva.



Of women are embarrassed talking about their vulva with friends, family and healthcare professionals.



Of women did not know that you shouldn't wash or douche the inside of your vagina.



Of women believe society puts a pressure on women to ensure their vulva looks a certain way.



Of women have avoided receiving oral sex because they doubted their vaginal freshness.

73





76

### SELF-GOALS

#### Foryourmind

- Be mindful and respect your body and thoughts
- Stop comparing yourself to other people
- Put your phone down, disconnect from social media and reconnect with life and those around you
- Ask for help
- Slow down and just breathe

#### For your body

- Listen to your body and trust your instincts
- Check your undies every day for any unusual discharge
- Self-love and self-care
- Let your vagina breathe
- Eat the foods your V loves
- Grab a mirror notice the changes of your vulva through self-examinations

#### For the planet

- Make planet friendly choices
- Be more socially aware
- Use paper NOT plastic
- Invest in re-usable items
- Walk instead of driving
- Recycle
- Discard of any litter you see

#### For others

- Listen to others
- Be kind and support others
- Celebrate people's differences
- Ask for help

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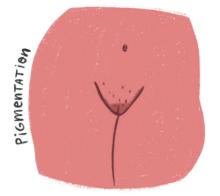
- Love your family and show them your appreciation

Do you ever feel embarrassed by your smell?

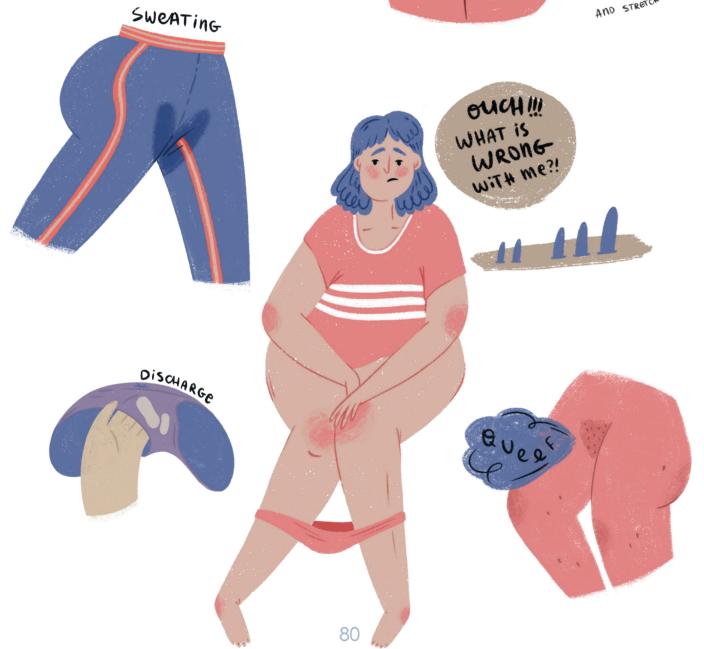
# WAGINA

norms

Ekkk! The awkward conversation of queefing, pigmentation and odour! It doesn't have to be this way though, break the stigma. Talk about it, sing about it, yell about it and eventually we will normalize it!

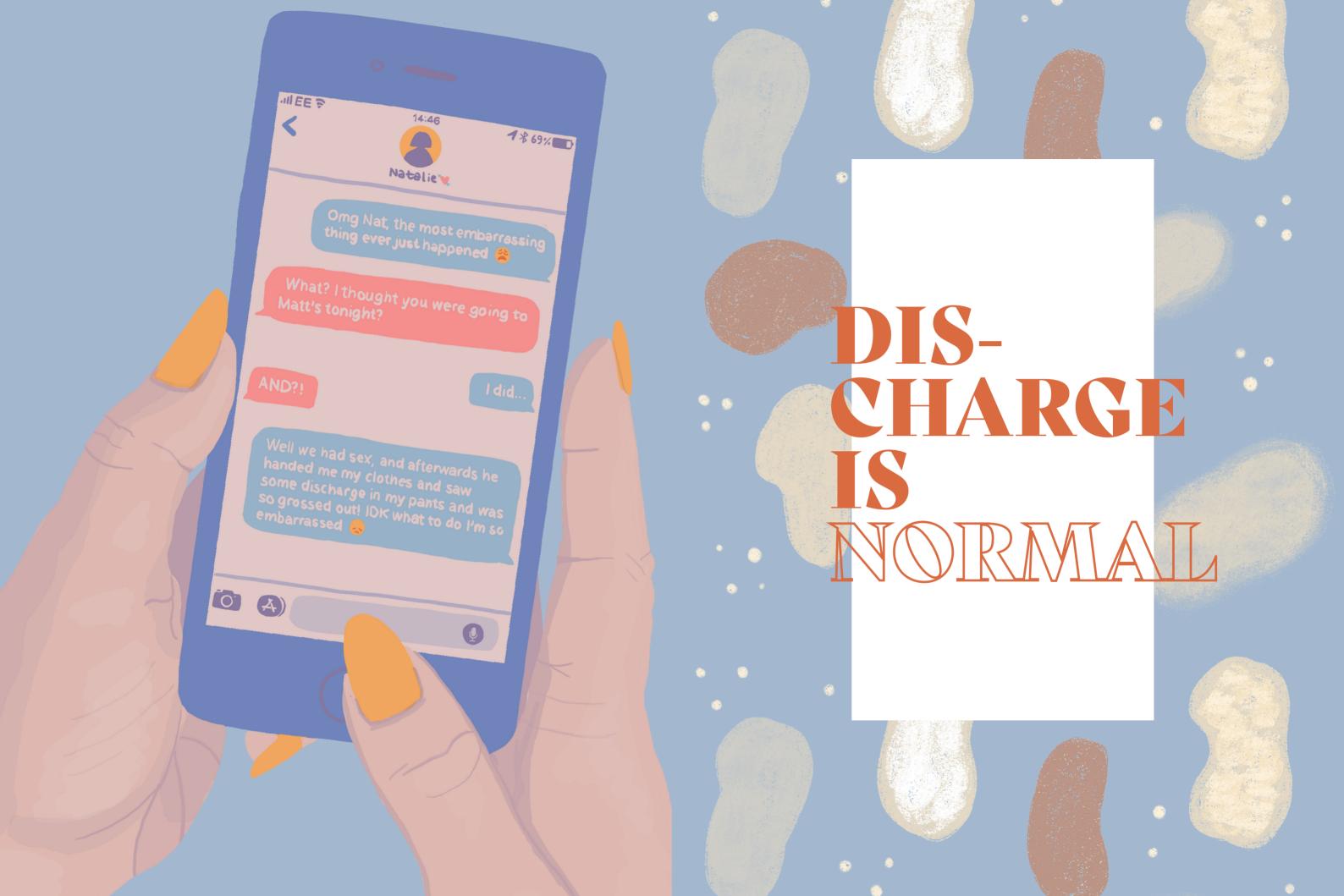












## HEALTHY DISCHARGE

So, what is discharge? It's the thing no one wants to talk about, but everyone has and is Googling, no seriously, "Vaginal discharge" is searched more than 50,000 times per month worldwide according to Buzz Sumo, a keyword search engine. Shocking? Only so because we don't discuss it, and because we don't know what's normal! Since the vagina is self-cleaning, discharge really is just the release of leftover cells the vagina is getting rid of. Every woman is different; therefore, the amount of discharge each woman produce differs. You will learn to recognize what is normal for you, but vagina discharge can signal a problem or indicate when something is 'a little off'. If you have vaginal discharge that doesn't seem normal for you (with or without other symptoms), talk to your healthcare professional as this sometimes can indicate infections or STI's.

> A medium milky or white discharge with no odour is the most common type of vaginal discharge which can appear daily. This may resemble a thin mucus consistency.



Thick, creamy, white discharge is common at the beginning and end of your menstrual cycle.





Clear and watery discharge occurs at different times of your cycle and can be particularly heavy after exercising.

Spotting blood is also referred to as brown discharge. This can occur when you are ovulating/mid-cycle. This also may happen right after periods and is just your vagina cleaning itself out.





This is "fertile" mucous, and this means you are ovulating. This normally is the consistency of egg whites.

# Need some wrapping paper?

Cut this page out use it to wrap up a gift.

This pattern was one of many lovingly designed original prints for the Lush Me knot wrap. See online for more of our knot wrap designs but for now enjoy this prints as a gorgeous gift wrap option.







Why not try making a gift tag to go with your beautiful gift wrap.



#### STORY TIME: Pigmentation

I've always been quite a reserved person, but I don't often feel shy getting changed in front of my close friends or partners. But this one time, my (now ex) boyfriend commented on how dark my downstairs lips were, I was shocked, mortified and angry. I told him to go away, shortly afterwards I broke up with him (for other reasons). I've never stopped thinking about this comment and how glad I am that we broke up. FYI, there's nothing wrong with having a different coloured vulva to your friend. What defines normal?



#### STORY TIME: Is my V ugly?

"As a teenager, I always thought tidy vaginas were pretty. I gness this was down to my warped perception of what bodies should look like from porn and the sex industry. I used to think mine was ugly. After I came out, I started seeing real life vaginas, as it turns out they're not all like the ones you usually see in porn. Some are, but most of them aren't. It made me feel reassured within myself and now I feel silly for ever thinking that all vaginas should look the same!" Laura





## STORY TIME: Ingrown hairs ugh!

"I have always been prone to ingrown hairs. I've tried all the different hair removal techniques and none of them work for me. It's frustrating and I end up butchering myself trying to remove them. I had a hot date one night and was positive we'd have sex, but I ended up picking myself to pieces and was too embarrassed, so I cancelled last minute. I still get ingrown hairs, but I've learnt not to let it affect my life, I've accepted its apart of me!" Jessy

## STORY TIME: My changing vulva

My little valva is 77 years old now, so it's
gone through rather a lot. The ageing process
is interesting, because people talk about
your body going south and they mean your
breasts, face and tummy, but of course your
valva goes south, too. I miss having tight
valva goes south, too of quite sure why, but it
carly pubic hair. I'm not quite sure why, but it
becomes wispier as you age. Betty



matching the sunset 2017







Be who you needed when you were younger

## Ode to my Vagina

To my dear vagina,

I always thought I know ya, kinda.

You go by many a name:

My privates, my va-jay-jay, my cha-cha, my punani.

My lady garden, my Minnie, my bits and my nunnie.

Names aside, once a month we aren't on good terms.

But living without you would be impossible my partner shyly squirms.

You've empowered an entire movement, with countless girls, ladies and maidens freed.

And you gave birth to every human that ever walked the Earth and breathed.

You and your kind have inspired monologues, countless movies, jokes and desire.

But how to keep you happy and as fresh as a daisy I enquire?

You answer: care for me tenderly, watch my pH and notice any infections.

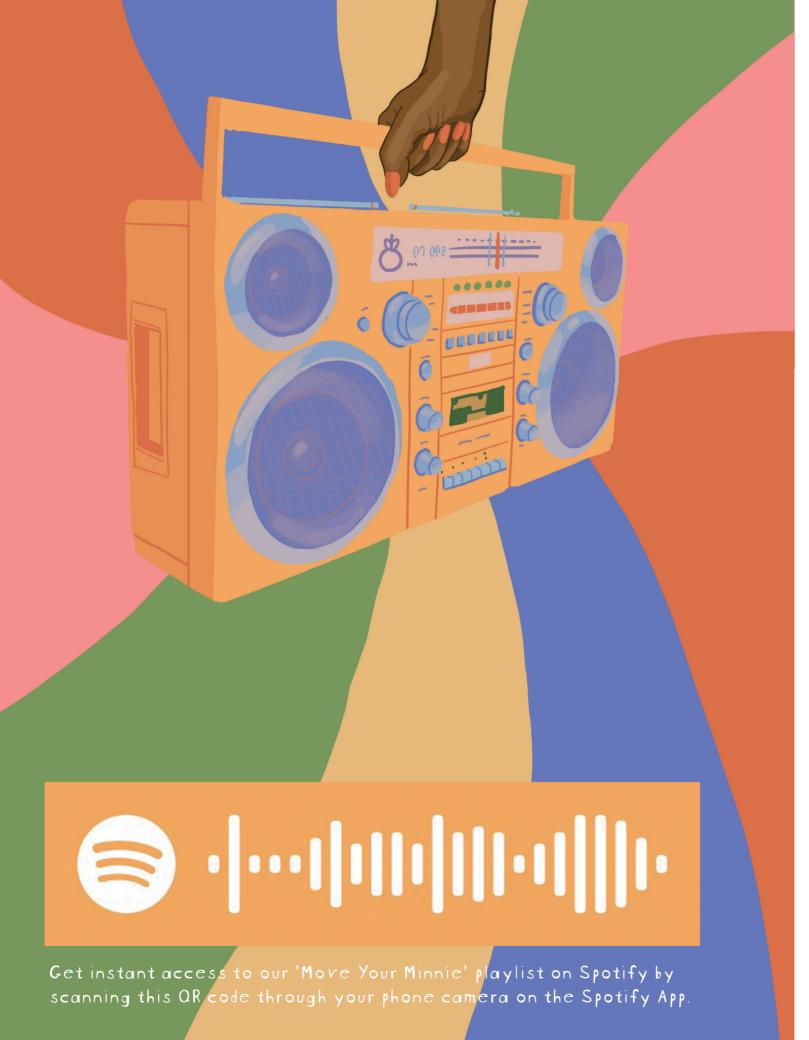
My problems and pain can be avoided with frequent inspections.

There is so much to do to care for my lovely lady garden properly.

So much so that I've bought Lush Me to keep you in good shape forever

as my proudest property.





## Move Your Minnie

with our women empowering playlist

Beyoncé - Run the World (Girls)

Destiny's Child - Independent Women, PI

Kelly Clarkson - Miss Independent

Dua Lipa - New Rules

Gyndi Lauper - Girls Just Wanna Have Fun

Beyoncé - Flawless

Chaka Khan - I'm Every Woman

Jessie J - Who you are

Alessia Cara - Scars to Your Beautiful

Lizzo - Soulmate

TLC - No Scrubs

Destiny's Child - Say My Name

Shania Twain - Man! I Feel Like A Woman

Bikini Kill - Rebel Girl

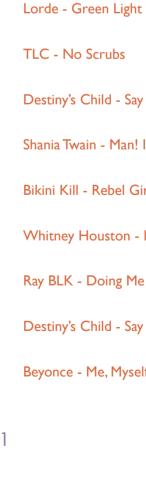
Whitney Houston - It's Not Right But It's Okay

Ray BLK - Doing Me

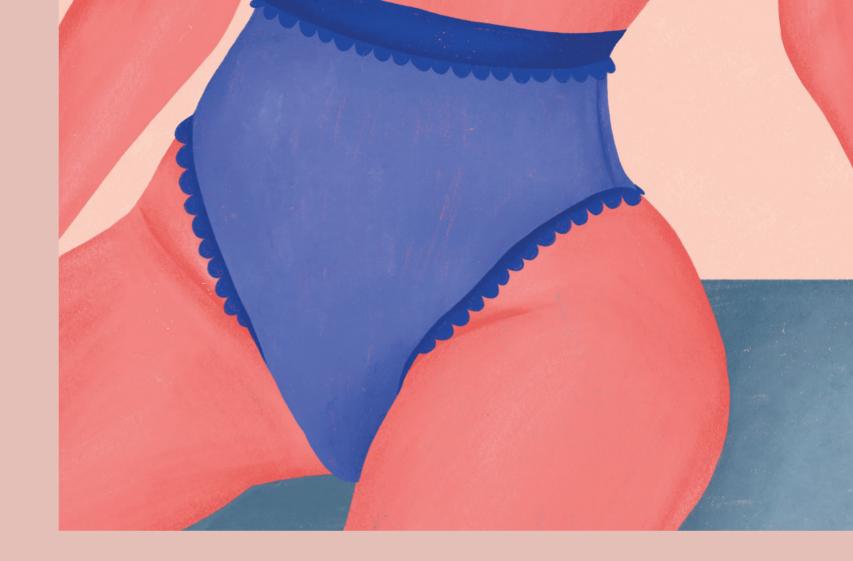
Destiny's Child - Say My Name

Beyonce - Me, Myself and I





Guys-prefer
it when I...
Oh wait.
I don't care.



102



# SHOPPING LIST . Sweet potato · gogurt green tea pineapple · vagina wipes · 100% cotton knickers · tights · dresses/nighties · Lush Me range! · Gently does it · V-shield M

# #Care for your V













with Lush Me



