

your period. your power. your app.
blushh.
new age care. period.

What is Blushh?

Blushh is an all-in-one period care app built for women — combining smart cycle tracking, personalized health insights, smart product delivery, and a supportive community. The app positions itself as a **"smart bestie"** for period tracking, symptom care, reminders, and everyday support.

Core Value Proposition

track.	plan.	care.	glow.
Smart cycle predictions	Period & ovulation calendar	Symptom & mood tracker	Self-care tips & routines

App Features (Full Overview)

Smart Period Tracking

Accurate cycle predictions based on personal data. Learns your rhythm over time — the more you log, the smarter it gets.

Personalized Reminders

Never get caught off guard again. Notifications for upcoming periods, fertile windows, and delivery confirmations.

Symptom & Mood Tracker

Daily check-ins to log physical symptoms (cramps, bloating, headache, backache, acne, nausea, tender breasts) and emotional state (happy, anxious, irritated, low). Also tracks flow intensity.

Calendar View

Full monthly cycle view showing period days, fertile window, ovulation day, and predicted future cycles.

Health Insights (Blushh+)

On-time rate tracking, average cycle length with variance, cycle length trends over time, most logged symptoms. Real data: 92% on-time rate, 28-day avg cycle shown in live demo.

Smart Delivery

Auto pad delivery ships ~3 days before each period. June demo: 20 ultra-thin pads for AED 29, free delivery included with Blushh+. System auto-recalculates if period comes early.

SOS Orders

Same-day pad delivery for emergencies — accessible via a red SOS button on the home screen.

Product Tracker & Favorites

Save and manage preferred period products. Track usage and reorder history.

Discreet Mode

App can be locked with PIN, Face ID, or fingerprint. Privacy first.

Community & Support

Real stories, real support from other users.

Self-Care Hub

Acne tips, nutrition guides, workout plans, sleep better, stress relief, sexual wellness, hydration tracker, mood support.

User Onboarding Flow

The onboarding was fully demonstrated live during the progress call:

Step 1 – Splash Screen

App opens with tagline: "Track your cycle. Never get caught off guard." Options: Get started / I already have an account.

Step 2 – Data Privacy

Screen: "Your data stays yours." Commitments: end-to-end encrypted, never sold or shared, exportable/deletable anytime. User consents before proceeding.

Step 3 – Learn Your Rhythm

User inputs recent period start dates. System shows calendar (June 2026), average period length (5 days), average cycle (28 days), and common symptoms to pre-fill.

Step 4 – Delivery Setup

"Where should we send your pads?" Country (UAE), City (Dubai — green confirmation: Blushh delivers to Dubai!), preferred pad type (Ultra-thin / Overnight / Liners / Organic cotton), delivery address.

Step 5 – Choose Your Plan

Blushh+ at AED 39/cycle (free delivery, full insights, priority SOS orders) vs. Free (cycle tracking, predictions, calendar, daily logs — free forever).

Step 6 – Home Screen

Personalized dashboard with cycle day, phase, countdown to period, daily check-in, and Blushh+ upsell banner if not subscribed.

Blushh+ Subscription

Feature	Free	Blushh+
Cycle tracking & predictions	YES	YES
Calendar & daily logs	YES	YES
Full insights & PDF reports	NO	YES
Auto pad delivery (~3 days before)	NO	YES
Free delivery on every order	NO	YES
Priority same-day SOS orders	NO	YES
Price	AED 0	AED 39 / cycle

Subscription billed via Apple Pay — free delivery on every order. Pads billed separately at AED 29/order via Stripe. No lock-in — pause or cancel anytime.

Live Demo — Real App Data (June 2026)

The following data was visible on a live test account during the progress call:

Metric	Value
Current cycle day	Day 23 of 28
Cycle phase	Luteal Phase
Next period	In 6 days (Expected June 25)
On-time prediction rate	92% — Very regular
Average cycle length	28 days (±1 day variance)
Average period length	5 days
Most logged symptom	Cravings (78%)
2nd most logged	Cramps (64%)
3rd most logged	Fatigue (52%)
4th most logged	Bloating (41%)
Anomalies detected	None — cycles look healthy and steady
Active order (June)	20 ultra-thin pads, AED 29
Delivery status	Awaiting user confirmation, expected Jun 22

Privacy & Security

- 100% private & encrypted — end-to-end encryption on all health data
- PIN, Face ID or Fingerprint lock — discreet mode available
- Data never sold or shared with third parties
- User can export or delete their data at any time, instantly
- Consent screen shown during onboarding before any data is collected

Product Credentials

No Toxins	Chlorine Free	Plant Based	Cruelty Free	Recyclable Packaging
YES	YES	YES	YES	YES

Social Proof & Traction

2M+	95%	500K+	4.8 ★
Women trust Blushh	Said it helped them feel more prepared	Downloads and growing	App Store rating

"Blushh has seriously changed how I manage my cycle. I feel more in control, prepared and cared for." — Ananya, 24

it's a period. not a problem. ■ | blushh — new age care. period.