# FRAME YOUR SHAME

## DESIGN GOAL

To make people **share** their embarrassment around certain self-care products, to make them **feel good and connected**; to eventually create **less of a taboo** around this emotion and these products

**85%** OF YOUNG PEOPLE HAS ALONE
**72%** OF THEM ARE ASHAMED OF THIS

IT'S NOT A BAD THING TO FEEL SHAME. YOU ARE NOT THE ONLY ONE. SHARE YOUR SHAME @FRAMEYOURSHAME

TOGETHER WE MAKE SHAME NORMAL

**GET THE CARD** → **REMOVE THE FACT TO REVEAL THE STICKERS** → **FRAME YOUR SHAME** → **SHARE PICTURE**